

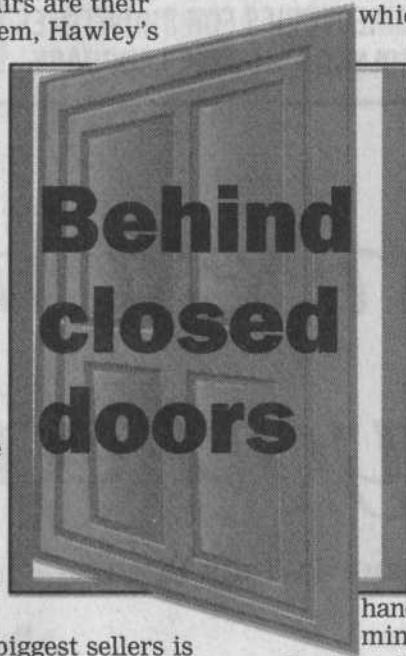
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HAWLEY BROTHERS.

Although chairs are their most popular item, Hawley's also manufactures barstools, rocking chairs, bedroom suites, armoires, dressers, hall seats, children's furniture and something new: false fireplaces.

"These are becoming more popular, especially for people who rent and don't want to make major adjustments to their apartment or house."

One of their biggest sellers is a wooden sofa, loveseat, chair,



## Behind closed doors

coffee and end tables, which retails for \$1,199.

"That's a price range a lot of people can afford, to furnish their living room or cottage."

Hawley's adherence to the old-fashioned ways also means that neither the factory nor the four retail stores are computerized: there's not even a store with a cash register.

"Every order is written by hand, and all of our customers are kept on file, in someone's handwriting — usually mine," she laughed.

Hawley's has experienced

"substantial growth" in the last 10 years, mostly due to a growing love affair with country-style decorating.

"We're one of the few industries that really weren't affected by the recession."

Supplying not only the retail, but wholesale and restaurant trade, Hawley's has been careful to keep the business family-owned and "not too large", she said.

"I think that's been one of the reasons for our success. We've retained control of how everything is done."

Service after the sale is also a large component of their business. Repair to both their own furniture and that made elsewhere means "customers know they can come back to us and have their needs met."

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