

ture) like tin soldiers," explains Jay.

Michaud's has been a familiar name to Belleville and area shoppers since 1964. John Wilson was a business partner of the Michauds since 1972 and in 1978, John and Bob Jr. bought the senior Michaud out. Then, in February 1990, John and Jay purchased the business outright: both the popular furniture operation and the busy carpet branch a few blocks away along Coleman Street.

Since then, the Wilsons have focused their energies on ensuring high-quality product lines. The idea is to get a name people recognize — and a product that they know will last them a long time. One key is display. Thus, the Galleries.

And customers are something of which Michaud's has plenty. In fact, there customers so committed to the business that entire homes have been furnished and carpeted out of the businesses two locations.

Those customers are drawn from a geographic area that stretches from Kingston to Brighton and from Picton to Bancroft. If someone buys carpet, for example,

they know their installation will be top-notch, a fact on which the Wilsons pride themselves: knowing their teams of carpet installers rate at the top.

And Michaud's strong customer base is not only a function of top quality products and friendly, efficient service. People shop there because they know the Wilson's are as much a part of the city and district as they are. The idea of doing business on such a personal level appeals to many people: they know that if they buy something today, Michaud's will still be there tomorrow!

APR 12 1991