

Priority is the customer

Con't from P 5

"Our biggest competition right now is our Brampton Zellers store," Mr. Edmonds says.

The Zellers manager says the goal of their store is to see that people look at shopping as an event. The displays are changed about once per week and it is important how different sections of the store display items for occasions like Easter, he says.

"Our number one priority is customer service because without it I'm nowhere," he says. You have to look after the customers and the staff knows this is our priority, he says.

Lyn Brown is the owner of Brown's Furniture on Guelph St. He says things have brightened since September and he is seeing signs of improvements in the economy.

"We're still a long way from the early 70's," Mr. Brown says. "For most businesses 1990 was the start of the recession, but in the furniture business it was actually in 1974."

Mr. Brown speculates that more families and

teenagers decided to take trips to Europe and other destinations rather than stay at home and decorate.

Bedding and chesterfields were in a slump then, but there are indications people's priorities are beginning to switch again, he says.



LYN BROWN

People are now staying at home or taking trips closer to home, Mr. Brown says.

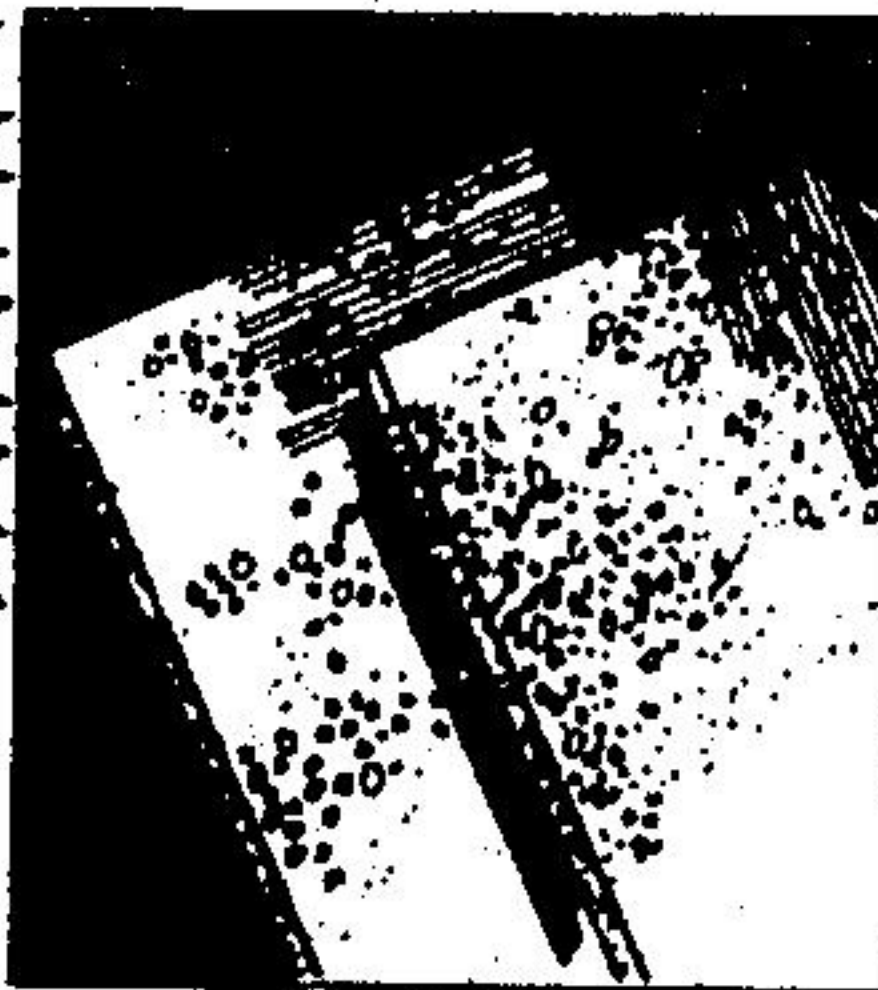
Wood suites are big sellers at Brown's Furniture, he says while mattresses are constant sellers.

Mr. Brown says he tries to cater to the person looking for good quality for a moderate price.



BEAVER LUMBER

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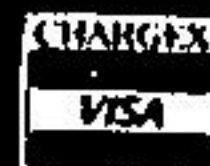
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STORE HOURS

Mon., Tues., Wed. 8 a.m.-6 p.m.
Thurs., Fri. 8 a.m.-9 p.m.
Saturday 9 a.m.-6 p.m.