

Partners feel town not behind the times

The young, new owners of a furniture store in Georgetown don't believe our town is five years behind the times.

That's why they have a variety of furniture in their showroom on Guelph Street that features the latest styles and colors.

Mike Craig and Ian McGarvie are the owners of Aegis Quality Home

Furnishings, a business just recently opened. They acquired the firm from Brown's Furniture, whose owner sold the business because of ill-health.

The partners believe that quality can't be compromised when they select furniture for their customers. If they had wanted to, the owners could have filled the storeroom from

floor to ceiling with cheaper furniture, said Mr. McGarvie.

People these days are far more experimental with color than they used to be, the owners say. No one color is more popular than another - it usually depends on what type of walls or wallpaper a homeowner has, said Mr. McGarvie.

If you're looking for a nice living room sofa set, or chair, Aegis might just be the place to go. The partners haven't expanded into dining room and bedroom suites too heavily, but they plan to in the future.

It's more important to buy a quality piece of furniture for its 'feel' rather than the 'name', said Mr. McGarvie. "Your backside can tell you how much it's worth," he said. "You can make it look good, but it's hard to make it feel good," he said.

The partners prefer to deal with manufacturers that advertise an average list price for their goods so that customers can realize their savings.

Three manufacturers the company does a lot of business with are Kroehler, Crown-Design and Brentwood.

"We want to sell furniture that people can get a lot of use out of, things that can be used 10 years from now," said Mr. McGarvie.

Upholstery sales will always be the forte of Aegis, but if customers are having a hard time finding other items, the partners will go out of their way to help them find the piece they want from another source, he said.

The owners worked together at Sears. Mr. McGarvie was a manager at the Sears downtown fur-

niture department store. The partners wanted a chance to branch out on their own and introduce their personal style to the business.

The cheaper rental rates in Georgetown allows the firm to keep prices competitive, he said. The company will handle deliveries themselves which further cuts their overhead costs.

The partners believe they can be successful because they have a young and enthusiastic sales staff who are interested in each customer as an individual. There won't be any hard-sell techniques used, said Mr. Aegis.

The company will be purchasing locally whenever they can and they feel that residents in town will be loyal to their business, as well.



Mike Craig (left) and Ian McGarvie are the owners of Aegis furniture. (Herald photo)

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- 1 c. bran or bran flakes
- 1/4 c. buttermilk or sour milk
- 1 egg
- 1/4 c. cooking oil
- 1 1/2 c. all purpose flour (or use part soft whole wheat flour)
- 1/4 c. granulated or raw sugar
- 1 1/2 tsp. baking powder
- 1/2 tsp. salt
- 1 c. grated sharp cheddar cheese

Beat egg until frothy; stir in oil then add buttermilk and stir in bran. Combine all remaining ingredients in a large bowl. Make a well and pour in liquid ingredients. After stirring a couple of times, add 3 tsp. milk, then continue to mix, just to moisten dry ingredients. Fill greased or lined muffin cups 3/4 full. Bake at 400° F. (200° C) for 20-25 minutes. Let stand 5 minutes before removing from pan. Yields 18.

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