Photo by GRAHAM PAINE

Canadian Tire's Kendra Hanson restocks shovels after last weekend's heavy sales, due to the massive winter storm that blanketed the area.

Storm's wrath bonus for some area retailers

By IRENE GENTLE

The Champion

Sales of winter equipment went though the roof as the worst storm since December, 1992 threatened to bury Milton residents up to the rafters in snow.

Crowds began thronging to Canadian Tire early in the weekend as news reports promised up to 30 cm of snow and a cold snap frigid enough to give Frosty the snowman a bad case of the chills.

"Saturday morning there was a real feeling in the air, almost of excitement because they had heard the forecast," said Canadian Tire manager David Shuvera. "Sure enough, it came to be."

The mood changed a little as residents were whacked by a winter storm that eventually dumped about 25 cm of snow.

"On Sunday, people definitely needed things. I don't want to say there were looking desperate but they were definitely looking around anxiously for anything they could use," said Mr. Shuvera.

Some hardy Miltonians even snowmobiled to the store to purchase items such as snow shovels and brushes, windshield fluid, hats, gloves, skis and toboggans.

"We had a great effort by the staff who were able to make it in," said Mr. Shuvera. "There were one or two who were snowed in but the others made up for it."

The wild winter weekend compensated in part for relatively stagnant winter sales in the past few years.

"We've had very mild winters and until December of last year it looked like this would be another," said Mr. Shuvera.

Mr. Shuvera said the past weekend will likely be the most brisk of the year for winter gear. Even so, Canadian Tire employees are busily restocking shelves with winter goods.

"You always realize that people will need products," he said. "They may not have replaced things in the past with the mild winters."

Bitter cold helped heat up the sales of Milltown Tire over the holidays.

Owner Steve Miller reported that snow tires and batteries were moving briskly after a Christmas cold snap stalled many drivers. "Usually you need snow for sales to happen but this year it was the cold," said Mr. Miller. "It got real cold there before Christmas."

Since then Milltown has been rushing to keep up with the demand for tires able to grip winter slick roads.

"With the new cars snow tires are almost a must. Anything with independent suspension needs snow tires," he said. "All seasons just aren't good enough."

Despite a booming week, Mr. Miller recalled a time when snow tires began rolling out way before the last Christmas carol had been sung.

"It has been much busier in earlier years because it snowed earlier," he said. "We should have had five good falls by now."

It was boom then bust at Rogers Video over the weekend. "When people heard the storm was coming on Saturday we were really busy," said assistant manager Beverly Amiro.

The rental feast turned to famine as peo-see UNDER on page 10

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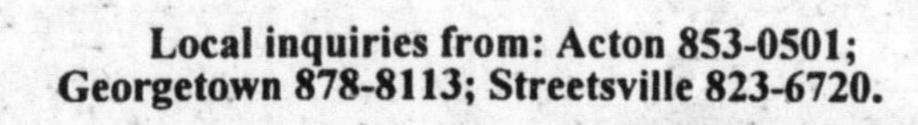
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Gunman holds up store

Investigators in Georgetown seek help in tracking down the thug responsible for the robbery of a store just before Christmas.

At about 10:30 a.m., Tuesday, Dec. 22, a man wearing a ski mask walked into the Fire and Ice store at the Georgetown Market.

He pulled out a handgun and pointed it at a sales clerk while demanding display cases be opened.

The suspect directed store staff around the shop, pointing out pieces of men's and women's jewelry that he wanted until he had thousands of dollars worth of merchandise.

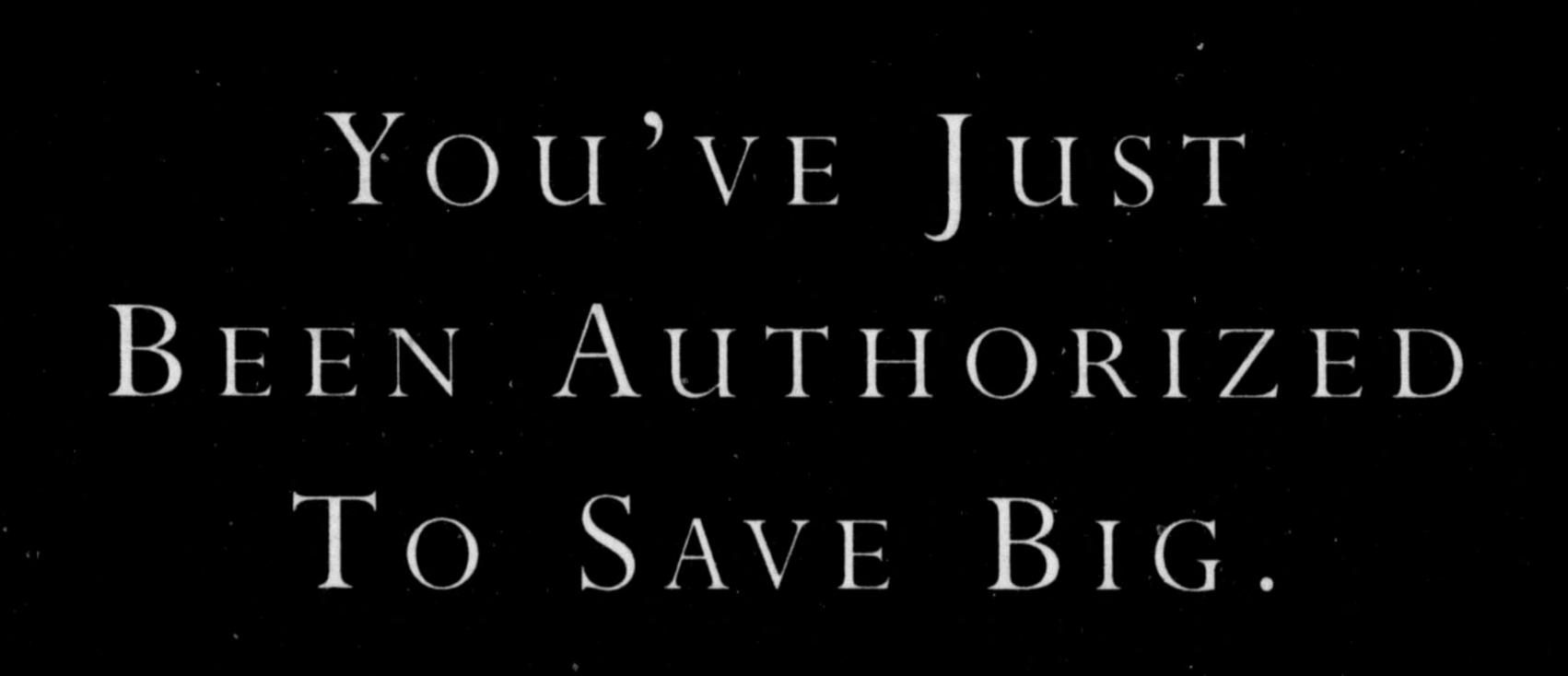
When he left, the suspect hopped into a four-door drove to the mall entrance near Zellers. The car was abandoned there and investigators speculate a switch was made to another car.

Crime Stoppers

The suspect was described as a male in his late thirties, white, five-foot-nine to five-foot-11 with a stocky build. He wore a dark ski mask, dark jacket and dark pants. If you happened to see something of value or if you can suggest a possible suspect, give us a call.

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