

BUSINESS RECOGNITION

the town of
Conception
Bay South



Celebrating fifty years of community.

Smith's Furniture & Appliances

1286 Conception Bay Highway
Established 1960

Since 1960, Smith's Furniture & Appliances has been an integral part of Conception Bay South. Established by Winston and June Smith, their journey began with a modest shoe and variety store, quickly earning a reputation as the area's one-stop-shop. In those days, Smith's was "the spot on the shore" to buy a new pair of winter boots, a Cabbage Patch Doll, or your first bike; the owners created a friendly atmosphere that offered the right mix of products that supported the needs of the community.

Above all else, the Smiths' have always taken care of their customers. According to Ray Hodder, Smith's Furniture & Appliances Business Manager, Mr. Smith was often known to say, "Look after your customers, treat them fairly, and they will come back." At 92, he still comes into the office every day. He spent his life in the community and raised his family here, many of whom have contributed to the company's success. Their hard work has made Smith's a cornerstone of independent business.

Many people have been touched by the Smith family and life-long customers often visit to reminisce about their child-



Smith's Furniture flagship location in Upper Gullies.

hood memories at the store. Many are amazed to learn that Mr. Smith is still actively involved. Some of Mr. Smith's fondest memories are when Santa Claus would come to the store during Christmas. He loved the excitement it brought for the kids and the magical feel it brought to the shop.

In 1970, a shift towards retail furniture sales marked the birth of Smith's Furniture & Appliances as we know it. The business continued to grow, expanding with stores across the province. In time, changing economic conditions led them to consolidate the business to the Avalon Peninsula. Second only to looking after their customers, Smith's believes in supporting local - from other small businesses and charities, to youth sports and arts in the communities surrounding their stores.

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