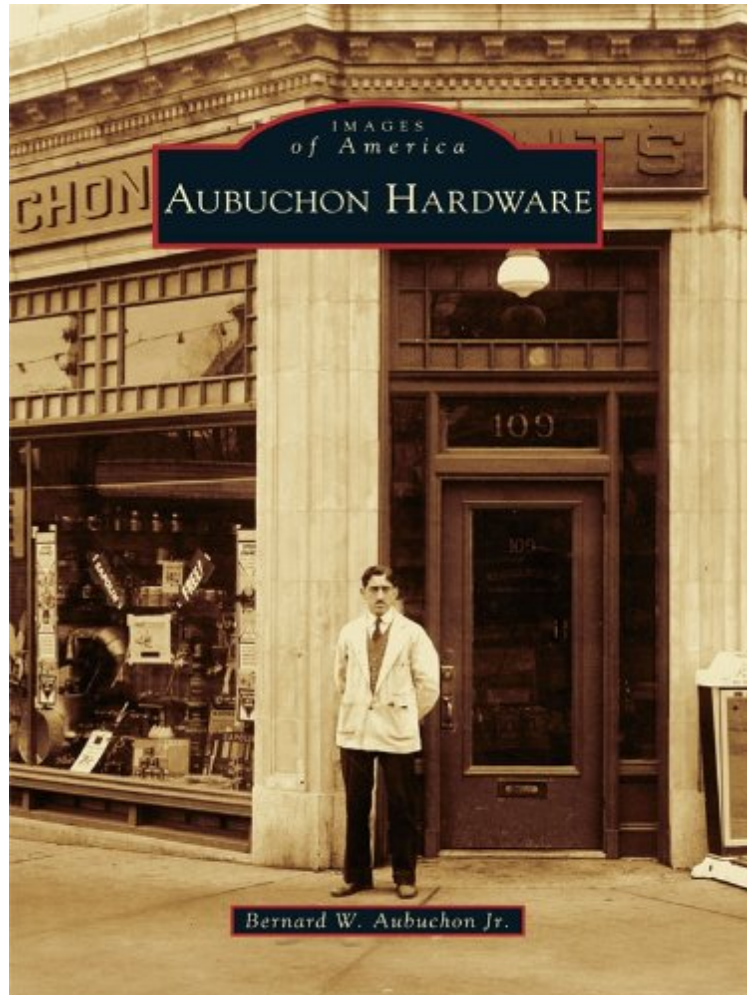


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Aubuchon Hardware

Bernard W. Aubuchon Jr.

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Bernard W. Aubuchon Jr. : Aubuchon Hardware before purchasing it in order to gage whether or not it would be worth my time, and all praised Aubuchon Hardware:

0 of 0 people found the following review helpful. Aubuchon Hardware - A Slice of AmericanaBy bok alskarenThe "Images of America" series is a fantastic resource. I am very grateful that so many historic photos have been saved. In a time, when Main Street America is struggling to survive, against giants like Home Depot and Lowes - it is wonderful to see a family owned business continue to thrive. This was a fun-read and a nostalgic trip back in time. Nice to see that we still have a few places, where you can purchase a product that won't break within 5 minutes. 0 of 0 people found the following review helpful. pictorial historyBy CustomerI happen to work for this company and I know a lot of the Aubuchons and the Morans. They are a good company to work for and the owners are very easy to talk to and are very personable. This is a family run company and they truly treat their employees like family. The third generation is running the company (CEO) and the fourth generation is in charge of the internet while the 5th generation was just

born. The book is very well done and the pictures reflect what they had to endure and how they lasted 100 years. That is quite an accomplishment in today's big box store environment. A fascinating look at what the stores were like for the past 100 years and how they have changed to keep up with modern retailing and how they have adapted to the 21st century.

William E. Aubuchon Sr. immigrated to the United States from Canada in 1900 at the age of 15, speaking no English and armed with only a fifth-grade education. Through hard work and perseverance, he established a hardware store in 1908 in Fitchburg, Massachusetts. One hundred years later, there are over 130 Aubuchon Hardware stores located throughout Connecticut, Maine, Massachusetts, New Hampshire, New York, and Vermont, employing about 1,100 people. This remarkable growth by Aubuchon Hardware can be attributed to the company treating its customers as friends and always making them number one. As William E. Aubuchon Sr. once said, "The business was founded on the principle of buying economically. We give our customers what they want--high-grade hardware at a price everyone can afford." Aubuchon Hardware never lost track of where it started, and today it still remains "all in the family" with over 20 family members currently employed, including the fourth generation. In Aubuchon Hardware, family members were an invaluable resource for photographs and historical information.