

Hogan, Jack

# After 38 years in business, retirement in store for Jack

Ret. Bus. Bkr.

Feb 14 - 86

56 MN

By STEVE WARBURTON  
Staff Reporter

What began in 1948 on the Lakeshore in Port Credit for Jack Hogan has ended as he sold off the last of his shops and bid farewell for good to his loyal buying public.

For Hogan, it will be the first time in 38 years the jovial 66-year-old entrepreneur won't be greeting his customers with a smile and a witty remark, sometimes at 5 o'clock in the morning, on a regular basis.

It signifies the end of Hogan's involvement in the retail trade but, more important, it signifies the end of a community institution.

From the opening of his first business venture, a bakery in Lakeview, to his Fri-right fish and chips restaurant to the Jac's Milk store on Dundas St. E., people have been coming from far and wide to buy from the man who says, "We specialized in personalized service."

They came from as far away as Malton and Port Credit just to pick up a pack of cigarettes or a loaf of bread. In fact, Hogan says he has customers from the days of his bakery business and that closed 22 years ago.

Although Hogan and his wife, Marjorie — whose help he says, has been immeasurable — have been spending their winters in Florida the past few years, he still came back in the summers to pitch in and help his two sons, John and Jim, carry on the business.

But times change and his sons want out of his business to start businesses of their own so Hogan came back to sell the store.

Despite the regret Hogan feels



Photo by Jamie Wahab

Jack Hogan (right) is calling it a day, actually more like 14,000 days, as he and his wife, Marjorie and son, Jim give up the family store, Jac's Milk on Dundas St. East.

in giving up a family institution, he realizes the certainty of change after a life in the retail trade.

Reflecting on the biggest change in the life of his milk store, Hogan points to the drastic decline in sales of his store's namesake — milk. With supermarket stores now selling milk in large quantities for low prices, Hogan has been forced to sell his milk at a loss. "In the old days, we used to sell six or seven times as much milk. Our business centred around milk," Hogan says. "Now there is no money in milk but you have to have it."

Another change had a more positive impact on Jac's Milk, the advent of the lottery. Hogan says he can't believe the impact buying lottery tickets has had on people.

"I don't care how much it snows or rains, they'll get out to the store to buy a lottery ticket. They'll go without milk and bread but not miss getting a ticket," he says.

Life as a store owner hasn't always been easy, Hogan admits, but with his "workaholic family" helping him and his love of people, he has succeeded.

A baker by trade, Hogan got out of that business because he got bored.

As Hogan began telling people last week that his business had been sold and he wouldn't be around any more, his customers looked down-hearted. For those who stuck with Jack and his store for so many years, the parting will be such sweet sorrow.