

FROM:



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For Immediate Release, Please

BROOKLINECAN HIGHLIGHTS
ABORN TRUE VALUE HARDWARE STORE

BrooklineCAN (Community Aging Network) is pleased to highlight Aborn True Value Hardware in our series on Brookline's Age-Friendly businesses.

Aborn True Value Hardware, 438 Harvard Street, Brookline, began in 1954 as a small key-maker shop. That space -- now just one aisle of the store -- is approximately 20'x80'. As more space became available, the owners moved walls, added selling space and a wider range of products.

Jose Monroy, the present owner, started working at Aborn in 1984. Before that he had worked as a cabinetmaker, an interior designer, and an accountant. In 2008, Jose took over ownership. He says, "Things happen for the best." He enjoys his location, and says that it's a nice neighborhood, with beautiful, educated people. He adds, "It's nice to work for them. We have customers who have continued to come here, since we began. My background as a cabinetmaker was helpful. I knew tools, my experience has helped me to succeed."

Today, Aborn True Value is independently owned and operated. It is a multi-service store of five storefronts. It still includes an impressive key

sector, as well as hardware and housewares. Services include Blade Sharpening, Glass Cutting, Key Cutting, Knife Sharpening, Paint Color Matching, Scissor Sharpening, Screen Repair and Window Repair.

Aborn is a very friendly store. Jose says, “We provide what our neighbors need.”

Someone always is at the counter at the front of the store, ready to help and direct customers to the section of the store where they need to go. Aborn is age-friendly, and more importantly, it is a people-friendly store. Aborn has adequate lighting and staff who help customers reach items on high shelves. Aborn staff is trained to assist, most products are within reach, and doors open easily.

The store has a multilingual staff, a helpful feature in their North Brookline neighborhood. Jose and his wife, Irene, speak Spanish, and their clerk, Greg Osborne, speaks Russian.

Aborn Hardware was closed for 2 ½ months during the pandemic, March through May 2020. Since the store re-opened, customers enter on a limited basis. Greg remarked that when people visit the store, we ask what they are looking for and direct them to the specific spot. They always get what they need.

BrooklineCAN (Brookline Community Aging Network) is profiling Brookline’s Age Friendly businesses by selecting companies with qualities that make them hospitable to older people. If you know of an age-friendly Brookline business that might enjoy being profiled by BrooklineCAN, please email ElenoreParker@comcast.net or contact 617- 730-2777.

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