

# WEATHER

Today	Sunday	Monday	Tuesday	Wednesday	Thursday
Shows rain in the a.m.; periods of sun, windy	Partly sunny and warmer	A couple of showers possible in the afternoon	Clouds and sun with a couple of showers possible	Beautiful with clouds and sun	Times of clouds and sun
<b>Shoreline</b> High: 56-61 Low: 43-49 Wind: NNW 12-25	<b>Shoreline</b> High: 69-74 Low: 53-58 Wind: WNW 7-14	<b>Shoreline</b> High: 66-71 Low: 47-53 Wind: ENE 7-14	<b>Shoreline</b> High: 66-70 Low: 50-57 Wind: ENE 7-14	<b>Shoreline</b> High: 69-76 Low: 54-58 Wind: NE 7-14	<b>Shoreline</b> High: 74-82 Low: 57-62 Wind: SW 7-14
<b>Inland</b> High: 52-59 Low: 40-44 Wind: N 12-25	<b>Inland</b> High: 69-74 Low: 48-54 Wind: WNW 7-14	<b>Inland</b> High: 64-70 Low: 45-49 Wind: NNE 6-12	<b>Inland</b> High: 68-71 Low: 47-51 Wind: N 6-12	<b>Inland</b> High: 70-74 Low: 48-55 Wind: NNE 7-14	<b>Inland</b> High: 75-82 Low: 53-58 Wind: NNW 6-12

**Marine**  
Coastal waters: Wind N 12-25 knots today. Seas 4-7 feet. Visibility unrestricted.

Long Island Sound: Wind N 12-25 knots today. Seas 5-9 feet. Visibility generally clear.

Outer waters: Wind N 25-35 knots today. Seas 4-8 feet. Visibility clear.

**Tides**

Kings Point	High	Low
Today	12:06 p.m. 7.3 ft.	6:14 a.m. -0.1 ft.
Sunday	12:04 a.m. 7.9 ft.	6:52 a.m. 0.0 ft.

Stamford	High	Low
Today	11:42 a.m. 6.9 ft.	5:41 a.m. 0.1 ft.
Sunday	12:19 p.m. 6.8 ft.	6:21 a.m. 0.1 ft.

Norwalk	High	Low
Today	11:44 p.m. 7.4 ft.	5:45 p.m. 1.2 ft.
Sunday	12:18 p.m. 6.5 ft.	6:18 a.m. 0.4 ft.

Bridgeport	High	Low
Today	11:36 a.m. 6.5 ft.	5:32 a.m. 0.2 ft.
Sunday	12:16 p.m. 6.5 ft.	6:11 a.m. 0.2 ft.

New Haven	High	Low
Today	11:30 a.m. 6.0 ft.	5:23 a.m. 0.1 ft.
Sunday	12:10 p.m. 6.0 ft.	6:02 p.m. 1.0 ft.

Madison	High	Low
Today	11:15 a.m. 4.8 ft.	5:02 a.m. 0.1 ft.
Sunday	11:58 p.m. 5.3 ft.	5:45 p.m. 0.8 ft.

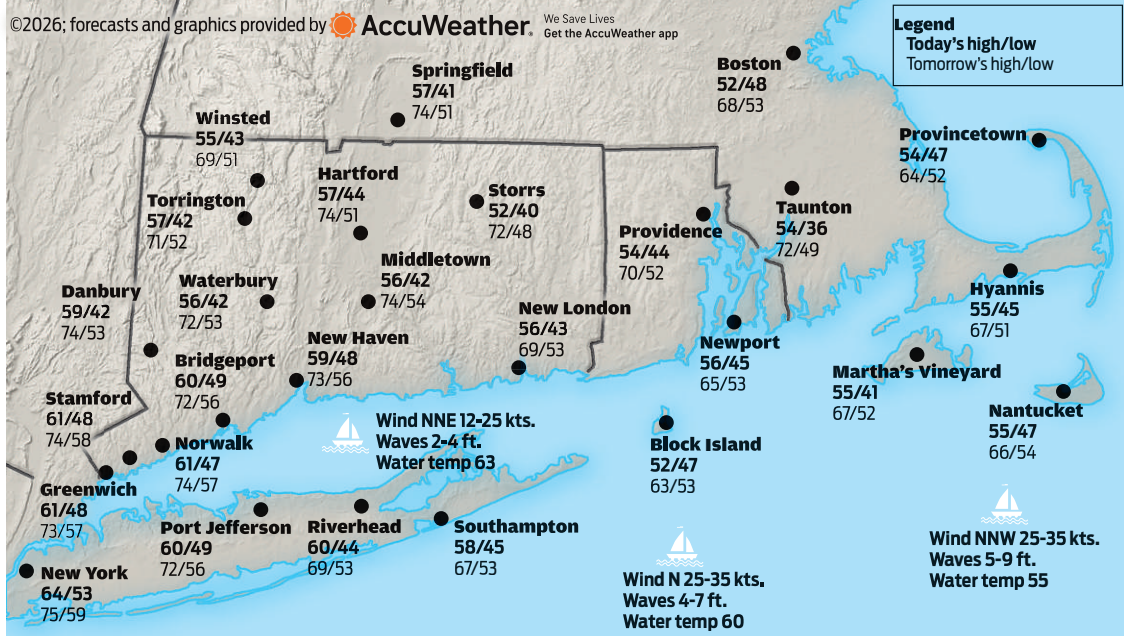
**Candlewood Lake**  
Candlewood Lake level as of 7 a.m. Friday  
Elevation: 428.90  
Source: FirstLight Power Resources

**Cosmos**

Today	Set	Sunday	Set
Sun 5:19 a.m.	8:18 p.m.	5:18 a.m.	8:19 p.m.
Moon 8:13 p.m.	4:20 a.m.	9:12 p.m.	4:57 a.m.

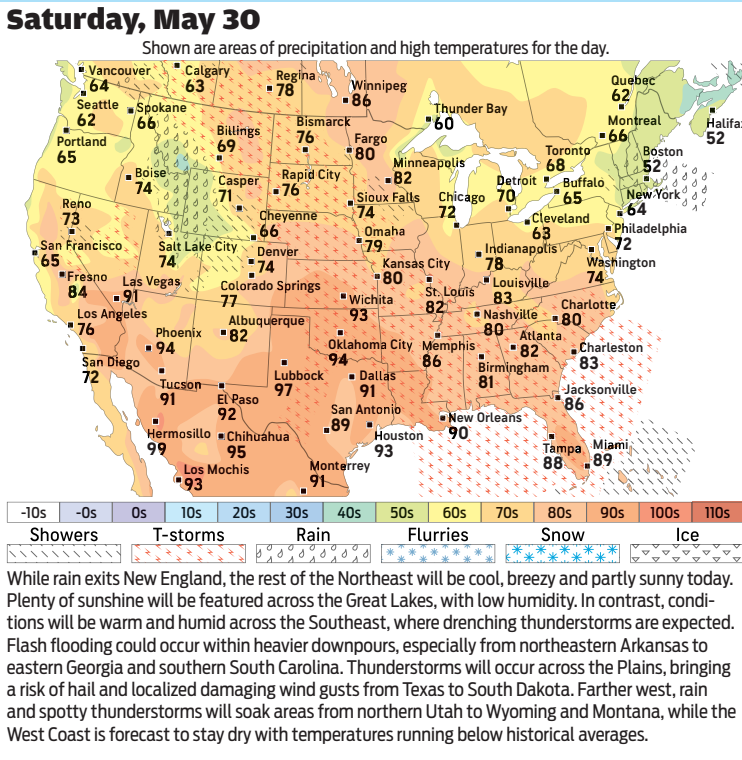
May 31 Full Moon    Jun 8 Last Quarter    Jun 14 New Moon    Jun 21 First Quarter

The moon is full tomorrow at 4:45 a.m., so tonight's moon is the fullest. It rises in the southeast just after sunset, but stays low crossing the south. Close to its left is Antares, the brightest star in Scorpius. — Patrick Rowan



**International**

Today HI/Lo/W	Today HI/Lo/W
<b>Canada</b> Edmonton 71/46/p Halifax 52/41/c Montreal 66/51/pc Ottawa 68/49/c Toronto 68/51/s Vancouver 64/48/pc Winnipeg 86/63/s	<b>Latin America</b> Bogota 66/53/r Buenos Aires 61/50/pc Caracas 89/75/t La Paz 57/30/s Lima 71/70/pc Montevideo 62/49/pc Panama 86/76/t Rio 75/66/pc San Jose 83/70/r San Salvador 85/68/r Santiago 76/42/pc Sao Paulo 71/57/pc Tegucigalpa 82/68/t
<b>Mexico</b> Acapulco 92/77/r Guadalajara 97/65/s La Paz 89/67/s Mazatlan 90/78/pc Merida 90/77/t Mexico City 84/53/s	<b>Africa/Mideast</b> Algiers 84/59/s Baghdad 97/71/s Beirut 78/66/s Cairo 91/69/pc Dakar 84/75/pc Damascus 86/58/s Jerusalem 78/58/s Riyadh 107/81/pc
<b>Caribbean</b> Havana 89/75/r Kingston 89/82/pc Nassau 87/77/sh San Juan 91/77/c	<b>Asia</b> Bangkok 96/80/r Beijing 100/69/s Ho Chi Minh 87/78/r Hong Kong 90/80/r Manila 97/83/t New Delhi 93/77/pc Phnom Penh 88/79/r Seoul 82/57/pc Tokyo 83/68/s
<b>Europe</b> Amsterdam 78/60/pc Athens 80/60/s Berlin 76/55/pc Brussels 83/63/t Budapest 78/57/pc Dublin 66/54/r Geneva 86/58/pc Helsinki 71/52/s Istanbul 73/64/s Kyiv 57/48/r Lisbon 79/60/s London 83/57/pc Moscow 56/45/sh Paris 91/64/pc Rome 83/61/s Stockholm 67/44/c	<b>Pacific</b> Auckland 65/59/c Fiji 82/74/sh Sydney 68/52/pc



**Thursday's National Temperature Extremes** For the 48 contiguous states  
**High:** 99 in Olivia, Minn. **Low:** 25 in Bridgeport, Calif.

**Almanac** Through Thursday

Shoreline	Inland
High/Low	77/59
Normal high/low	72/55
Record high	90 (1991)
Record low	40 (1961)
Precipitation Thursday	0.00"
Month to date (normal)	2.60" (3.21")
Year to date (normal)	14.27" (17.76")

Shoreline	Inland
High/Low	74/56
Normal high/low	75/52
Record high	93 (2016)
Record low	38 (1997)
Precipitation Thursday	0.00"
Month to date (normal)	3.05" (3.39")
Year to date (normal)	15.63" (17.49")

**Today's UV Index**

The higher the AccuWeather.com UV Index™ number, the greater the need for eye and skin protection.

<b>4</b> Shoreline Moderate	<b>5</b> Inland Moderate
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**Today's Dew Point**

6 a.m. 9 a.m. Noon 3 p.m. 6 p.m. 9 p.m.

Shoreline	40	40	39	38	38	40
Inland	40	41	38	38	38	39

**Today's Air Quality**



**National**

Today HI/Lo/W	Today HI/Lo/W
Albuquerque 82/57/s	Kansas City 80/66/t
Anchorage 52/45/c	Las Vegas 91/71/s
Atlanta 82/69/t	Little Rock 88/73/t
Atlantic City 67/52/pc	Los Angeles 76/60/s
Baltimore 72/52/c	Memphis 86/71/t
Billings 69/54/t	Miami 89/78/t
Boise 74/47/pc	Milwaukee 63/51/pc
Buffalo 65/48/pc	Minneapolis 82/60/s
Charleston, S.C. 83/69/t	Nashville 80/64/t
Chicago 72/55/pc	New Orleans 90/75/t
Cincinnati 76/54/pc	New York 64/53/pc
Cleveland 63/48/s	Omaha 79/66/t
Dallas 91/74/pc	Orlando 88/74/t
Denver 74/51/t	Philadelphia 72/54/pc
Des Moines 74/63/t	Phoenix 94/73/s
Detroit 70/50/s	Portland, Ore. 65/46/pc
Duluth 69/54/t	St. Louis 82/65/t
El Paso 92/66/s	Salt Lake City 74/56/r
Fargo 80/66/sh	San Diego 72/62/s
Helena 64/49/r	San Francisco 65/52/s
Honolulu 86/71/r	Seattle 62/46/pc
Houston 93/75/s	Tampa 88/77/t
Indianapolis 78/54/pc	Topeka 84/67/t
Jacksonville 86/72/t	Wash., D.C. 74/54/c

W-weather, s-sunny, pc-partly cloudy, c-cloudy, sh-showers, f-ice, r-rain, t-thunderstorms, sf-snow flurries, sn-snow

# Appliance dealer rebrands with familiar name

By Luther Turmelle  
STAFF WRITER



Christian Abraham/Hearst Connecticut Media  
**Gerry Vece, left, and daughter Tara Vece at Hallock's Appliances in Groton on May 22. The Vesces acquired the venerable New Haven area appliance dealer's Branford location three years ago and attempted to operate them as separate brands. Now they have decided to brand all of their stores as Hallock's.**

A well-known retail name in the New Haven area has expanded further east on the Connecticut shoreline and into Rhode Island, thanks to a father-daughter retail team.

When Tara and Gerry Vece of Shore Appliance bought Hallock's Appliances on Cedar Street in Branford in 2023, they elected to keep the two retail brands as separate entities. But after doing significant amounts of market research and monitoring online buying trends, the Vesces decided to adopt the Hallock's name across their Connecticut locations in Branford, Clinton, Groton and Old Saybrook, as well as one in Westerly, R.I.

The brand unification took place in mid-May. Shore Appliance was founded by Gerry Vece's father and two partners when they opened a store selling televisions in 1957. When Gerry joined his father in the business in 1982.

"I sort of fell into the business," the younger Vece said. "I went to college got into my business degree) and started out in the insurance business. But my Dad's business was really struggling in the early 1980s and he was thinking about closing it."

Gerry Vece wasn't happy working in the insurance business and so he agreed to join his father "to help my Dad keep the business open."

Turns out that the business degree that Gerry got from from Western Connecticut State University served him better than he could have ever imagine while he was in school. By doing a little more marketing than his father had done and fine tuning prices at the business a bit, he was able to turn the

Clinton store around and add new Shore Appliance locations bit by bit.

**Community-focused retailing**

Gerry Vece recently reflected upon what he learned from his father, who is now 97, by watching him as a boy and then later working alongside him.

"What I learned from my dad was giving back to the community," Vece said. "It was a small town and he knew everybody. He was a volunteer fireman and was involved in civil preparedness."

Some people tend to lump Clinton with a lot of the other towns along the Shoreline. But the Clinton that Gerry Vece grew up in and where started working for his father business, was not one of wealth and privilege. "Clinton has always been a blue collar town," Vece said. "Cheesebrough-Ponds was a big player out here for years."

cause of Shore Appliance's local focus, that business kept on growing.

**A period of continued expansion**

By 2012, Shore Appliance had expanded to three stores, having added one in Old Saybrook in 1992 and a location in Groton in 2011.

The last two acquisitions were Hallock's and Morrone Electric, a Westerly, R.I.- based company that handles the service and installation of the appliances that the chain sells. That acquisition also gave the chain a beach head to sell appliances in southwestern Rhode Island.

Tara Vece started working with her father in 2011 to run the Groton store, having moved to that New London County community two years earlier. Gerry Vece speaks in equally glowing terms of his daughter's business acumen. "I probably wouldn't have opened the Groton store without Tara," he said. "She has been instrumental in making that business a success."

As a child, her memories were of hanging out at Shoreline Appliance's Clinton store while her dad was running the business.

"My grandpa would be out back fixing TV's and my gradma was working in the office," Tara Vece said. "She and I would play cards."

When asked to describe why the family business has continued to grow after her father took over, Tara Vece said "what sets him apart is level headedness and fairness with customers."

"Whenever he's doing business with a customer and the discussion price comes up, he always asks them, 'what do you think is fair,'" she said of her father. "Sometimes doing that is to the detriment of the business. But I also think it shows that he's always looking out for the customer."

Tara Vece went to what is now Franklin Pierce University in New Hampshire and got an undergraduate degree is sports management and her master's degree in marketing at East Stroudsburg University in Pennsylvania.

**A history of Hallock's**

Hallock's got its start in New Haven in the early 1920s, sells appliances, furniture and television sets. The store was purchased in 1940 by the Fast Family and Hallock's later moved to Whalley Avenue in the city's Westville neighborhood.

The hulking multi-story Hallock's location operated in Westville for 31 year before members of the Fast family decided to sell the building in 2003 and find a location that allow them to operate on a single floor. The Church of Scientology bought the 35,000-square-foot building for \$1.5 million.

By that time, Hallock's

also had branch locations in Branford and West Haven. The New Haven store ended up moving to West Haven, giving that city two Hallock's locations, one an outlet center, the other a full-service showroom.

But 14 years after Hallock's left New Haven for West Haven, the business was on the move again. In order to help make way for a proposed water front mall in West Haven, owner Jack Fast moved Hallock's outlet store and warehouse to Branford in 2017 to consolidate with its appliance showroom.

Fast sold the business, which remains on Cedar Street in Branford to this day, more than two years ago.

Gerry Vece said he and his daughter determined late last year that maintaining two separate brands with web sites for each location, had become unwieldy.

"We determined we really needed one web site to encompass our entire business because having so many different ones was just too expensive," he said. "The Hallock's name was a much more recognizable name than Shoreline Appliance."

Once the decision was made to unify the business under the Hallock's name, the Vesces decided to launch the brand across the entire chain in May.

"If you step back from the emotional aspects of what we've done, it's what makes sense and what is best for the business," Gerry Vece said. But some customers who grew up with the Shoreline Appliance brand have been slow to warm up to the change, he said. "People will see me in the supermarket and give me a hard time about making this change," Vece said.

In recent decades, Hal-

lock's became best know to the buying public for its outlet or 'scratch-and-dent' business where slight imperfections translated into significant savings for customers. But the public perception doesn't reflect what the bulk of Hallock's business is, according to Vece.

"It's about one-sixth of our our sales in the Branford location and about one-twentieth of our total business chain-wide," Gerry Vece said. To accommodate all different types of customers, the Branford showroom has over 10,000 square feet of space to sell new and luxury appliances as well as scratch and dent models.

And although when Vece's father started Shoreline Appliance in the late 1950s, the business only sold television sets, the new iteration of Hallock's no longer sells any.

"TV's have become carry home items that people don't usually need to have someone help them install," Tara Vece said. "People need someone to install larger appliances."

Gerry Vece said the largest percentage of sales at Hallock's are washing machines and clothes dryers, followed by refrigerators

Working together with the help of their management team, father and daughter work hard to compete with big box appliance retailers like Home Depot and Lowe's as well as regional appliance retailers like P.C. Richard.

"We keep our eyes on the market," she said "If Home Depot or Lowe's lowers their price, then we match them, both for the item itself and for installation charges. Our motto is if the customer shops with us, they get the best of both worlds: Big box pricing with small town service."