



Passing the Baton

April 4, 2008

If you live in or near Mercer County there's a good chance somebody in your family bought a major appliance from **Mrs. G** (www.mrsgs.com). Your kids, if they stay in the neighborhood, will probably be shopping there too.

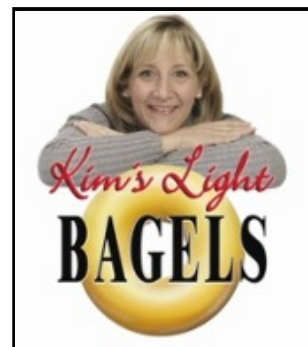
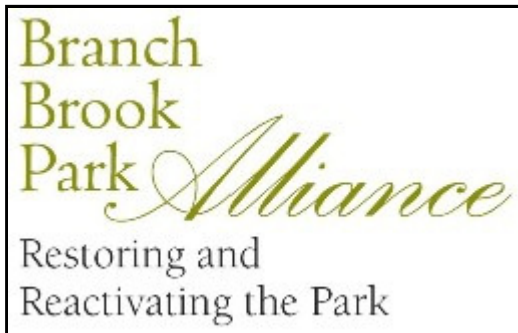
The locally owned superstore has supplied dishwashers, refrigerators, ovens, outdoor grills and the like for more than 70 years, stubbornly defying recessions, inflation, and the huge chain stores that tried to gobble up customers.

The very real Mrs. G is **Beatrice Greenberg**, who is 94 years old and *still* comes to work most days. But this month, she's officially passing the baton to her equally energetic granddaughter **Debbie Schaeffer**. She literally grew up in the store, trailing her grandmother from the time she could walk.

They both know the secret to years of success is a woman's touch. It's embedded into the store logo, the perky fifties blonde that perches on the "G".

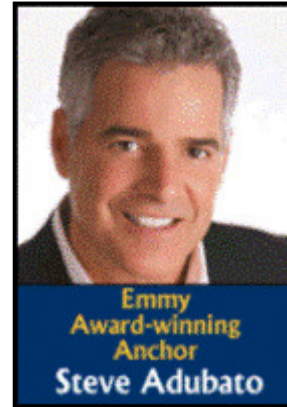
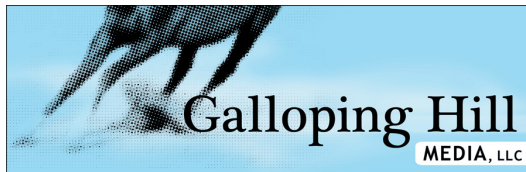
There's also the personalized service - Mrs. G, and now Debbie, know their customers. And their kids' names. The store's been willing to extend credit, even in the toughest of times. Mrs. G also supports local charities and sports teams.

The Mrs. G. transition will be marked by parties featuring local and state politicians, and will bring even more customers. Which is good because the store has expanded its line of luxury appliances, showcasing high end brands



like Viking, Wolf, and Sub-Zero. It's got one of the largest and loveliest simulated kitchens you'll find anywhere.

Debbie says her grandmother may cut her seven-day-a-week schedule back slightly. But chances are, if you stop by, Mrs. G will still be at the desk by the door, greeting customers like family.



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