

How does a locally owned small business keep its doors open for more than 95 years? For Metzger's, it's been a simple formula: quality, integrity and customer service, according to owner **Ken Metzger**.

"When they see us," Metzger says of his customers, "they know that they're getting a quality product and a fair price with honesty."

Metzger's is the Mobile Area Chamber's Small Business of the Month.

The store first opened in downtown Mobile in 1919, moving to Bel Air Mall in the late 1960s and finally to its current location on Dauphin Street just west of I-65. Now solely-owned and operated by Ken, it offers a wide collection of clothing selections for men and women ranging from classically casual to sophisticated elegance.

Metzger's also does a large business in furs, including cleaning and repairs on the premises. They also store furs and have a growing business in redesigning heirloom furs into more modern styles.

What sets the store apart, however, is its attention to its customers and deep roots in the community. The company believes customer service is "of primary importance at Metzger's and our clients are treated with personal individualized attention."

"We're a local store who has local people who take care of local customers, and the money goes back into the local economy," Metzger said.

While trends in fashion are ever-changing, Metzger said the key for his business as he looks toward the future is continuing the traditions that have been its foundation for 95 years.

"We will continue to do what got us here," he said. "It's all about quality and value, and that's what I see in the future."

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# Metzger's Serves Mobile

*for More Than 95 Years with Quality, Integrity*

Front Row, left to right: Ken Metzger, Maxine White, Diane Presley, Charla Maitre, Brenda Holt and Jeanne Mercier.  
Back Row, left to right: Rachel Gomel, Michael Foxhall, Alan Day, Shelia Watson, Mimi Gwin and Brooke Neely.