

Travel back in time to 1917—Woodrow Wilson is president, and the U.S. has entered World War I. You can buy a loaf of bread for seven cents, a car for \$400, and a first-class stamp for two cents. And the price of a man's suit? Around \$20.

The year 1917 was the year that Morris H. Rapoport used his life savings of \$500 to start The Quality Shop in Portsmouth. The business began as a men's hat shop, and within a few years, Morris, or M.H. as he was called, had expanded to sell men's business clothing. Herman Rapoport joined his father in the business, and in 1963, they opened a store in Norfolk at the corner of Bank and Plume Streets. When Herman's sons, Reid and Steve, joined the business in the 1970s, three generations worked side-by-side at The Quality Shops.

Herman died at age 64 in 1984; however, Reid and Steve had their grandfather as a mentor until he died a few days before his 91st birthday in 1987. By 1993, the brothers were ready to open a store in Virginia Beach with the aim of reaching younger customers with a more relaxed lifestyle.

Last year, The Quality Shops celebrated their 90th anniversary. While the original Portsmouth store closed ten years ago, the locations in Norfolk and Virginia Beach continue to thrive. What is the secret of The Quality Shops' long record of success? "We adhere to the principles that our grandfather established many years ago," said Reid Rapoport.

QUALITY for 90 YEARS and Counting

At The Quality Shop, brothers Steve (standing) and Reid (sitting) Rapoport, continue a fine family tradition of quality and service.

"Customer service, quality merchandise, proper fitting, courtesy, enthusiasm, and delivering what we promise." Some of that quality service includes on-site tailors, detailed records of patrons' sizes and preferences, and visiting customers at their place of business.

"We work hard to stay close to our customers, and we treat everyone like family, including our employees," Reid said. As evidence of their success, The Quality Shops have many longtime customers and employees.

The Quality Shops utilize the service of both TowneBank and Towne Insurance. "One benefit we especially appreciate is the Business Beetle courier service," Reid said. "Our staff is small, so it's not easy for one of us to leave the store to make daily bank deposits. It's a big help to have TowneBank arrive each day. And the courtesy of all the TowneBank members we come in contact with is so sincere it's refreshing."

Congratulations to The Quality Shops on 90 years of service! We look forward to helping you celebrate 100 years in 2017. ♦