



We Were Merchants: The Sternberg Family and the Story of Goudchaux s and Maison Blanche Department Stores (Hardback)

By Hans J Sternberg

Louisiana State University Press, United States, 2009. Hardback. Book Condition: New. 257 x 244 mm. Language: English . Brand New Book. The words Goudchaux s/Maison Blanche conjure up a wealth of fond memories for local shoppers. At this landmark Louisiana department store, clerks greeted you by name; children received a nickel to buy a Coke and for every report-card A; families anticipated the holiday arrival of the beloved puppet Mr. Bingle almost as much as Santa; teenagers applied for their first job; and customers enjoyed interest-free charge accounts and personal assistance selecting attire and gifts for the most significant occasions in life -- baptisms, funerals, and everything in between. While most former patrons have a favorite story to tell about Goudchaux s/Maison Blanche, not many know the personal tale behind this beloved institution. In We Were Merchants, Hans Sternberg provides a captivating account of how his parents, Erich and Lea, fled from Nazi Germany to the United States, embraced their new home, and together with their children built Goudchaux s into a Baton Rouge legend that eventually became Goudchaux s/Maison Blanche -- an independent retail force during the golden era of the department store and, by 1989, the largest family-owned...



READ ONLINE
[4.78 MB]

Reviews

It is simple in study easier to fully grasp. It is definitely basic but unexpected situations within the fifty percent in the ebook. I am delighted to let you know that this is actually the finest publication i have got read inside my own life and could be he very best ebook for actually.

-- **Destiny Walsh**

The ebook is fantastic and great. It really is basic but unexpected situations within the fifty percent in the book. Its been written in an exceptionally basic way in fact it is only after i finished reading through this ebook by which actually modified me, modify the way in my opinion.

-- **Ms. Donna Parker MD**