

## HEINLEIN GENEALOGY

Edward Carl "Sonny" Heinlein Sr (son, 1928 to 2014)

Doris Catherine Colvin Heinlein (wife, 1927 to 2018)

# Heinlein retires after 27½ years at Village Shoppe

When Peggy Gamble and her husband, Harold, moved from the area, Peggy's sister, Doris Heinlein, took over the business that the two had operated for 2½ years at 107 Fifth Ave. Coraopolis.

That was Jan. 7, 1962, and now, after 27½ years, Mrs. Heinlein and her husband, Edward, think it's about time they hand over the business to their two nieces, Terry and Lynn Kirkpatrick.

Mr. and Mrs. Heinlein will officially retire as owners of the Village Shoppe on Mill Street, Monday, July 31.

"It's a sad feeling," she says. "I'll miss all the people." But Mrs. Heinlein plans to relax and perhaps do some volunteer work while her husband continues his work as a contractor.

The Mill Street Village Shoppe once had been a shoe store, and when the couple bought it in 1977, Heinlein remodeled it.

By that time, the little gift shop and sports clothes store had grown.

Although Mrs. Heinlein says she was nervous taking over her sister's store, it didn't take her long to realize the store needed to expand.

During that first year, the Heinleins got rid of the gift items because there were so many other gift shops moving into the area.

Even though Mrs. Heinlein had no previous business experience and had gone to Grove City College to become a teacher, she began to purchase several different lines of clothing.

In 1972, the couple purchased a branch store in Moon which was in operation for 10 years. They decided to combine the little store on Fifth Avenue and the Moon store

into one big store on Mill Street.

Today, the Mill Street shop has 100 different lines of dresses and clothes, two full-time and four part-time employees.

Not only has Mrs. Heinlein been successful with her store, but she has been involved in several successful community activities.

She was a reporter for *The Record* for five or six years, she says, and was vice president and long-time member of the Valley Ambulance Authority. She also was a member of the Airport Chamber of Commerce for many years.

She retired from the authority and chamber to devote her energies to Moon School Board when she was elected 2½ years ago.

Her two children, Kay Persing

and Edward Heinlein, are both teachers. Ms. Persing substitutes in Moon School District and her son teaches German at a high school near Philadelphia. Both attended Grove City College.

Upon her retirement, Mrs. Heinlein says she'll now be able to devote more time to her grandchildren, Courtney Heinlein and Melissa and Jason Persing.

That, however, might not be enough to keep Mrs. Heinlein away from her business, a business she helped grow 27½ years.

Mrs. Heinlein says she will pop in and out of the Shoppe to visit the regular customers and to give her nieces advice.

Her nieces say they are not planning any major changes to the store and already have been participating in the buying procedures for the last year.

Both agree, though, that they would like to see the store grow and add some new lines to attract the career-oriented woman.

The sales clerks will remain the same as will the hours, 9:30 a.m. to 5 p.m. Monday through Saturday and Fridays until 8 p.m.

Terri works as assistant business manager at Community College of Allegheny County, attended University of Maryland and Robert Morris College and studied accounting.

Lynn has worked for 14 years in various positions as secretary and administrative assistant.

Lynn will be running the shop during the day, and Terry will handle the accounting at night.

"We're real excited about it," Terri says.

