

Font Size:

[Default font size](#)

[Larger font size](#)



Buy this photo

Larry Selser is owner of the new Maid-Rite store at The Glen shopping center in northeast Bettendorf. (Kevin E. Schmidt/Quad-City Times)

It has been a long time since Maid-Rite was the new kid on the block.

But Maid-Rite is the newest tenant at The Glen shopping center in northeast Bettendorf, sporting a new décor with neon and splashy colors, new menu items and a new front porch where customers eventually will be able to sit outside and enjoy a shake or an early morning breakfast.

“This is the new prototype that we’ll try to use when we build other Maid-Rites,” said Larry Selser, who owns the Maid-Rite stores in the Quad-Cities as well as in Peoria and Peru, Ill., for a total of 12.

“This is not your old mom and pop Maid-Rite,” said Selser, who bought his first Maid-Rite franchise in the early 1980s.

The new restaurant, at

2888 Devils Glen Road, opened Jan. 2 to replace his original Bettendorf Maid-Rite, which was at Middle and Kimberly roads. Selser said that store closed Dec. 11. The property borders the former Jevan and ShopKo stores, which are slated for redevelopment.

“A lot of people did a lot of things to get this along,” he said of the store, which faces the new Hy-Vee at The Glen.

Selser designed the new store himself — still staying true to Maid-Rite’s traditional 1950s theme. The décor includes an oversized 3-D mural that includes a Maid-Rite loose meat sandwich, french fries, a shake and onion rings surrounded by painted fireworks. Red and silver booths, vintage cars and signs, license plates and neon lights complete the theme. Colorful lights illuminate from small circles drilled out of metal ceiling tiles.

“A good thing that came out of this was I got to design and create a new building,” he said, adding that he expects elements of the new store to be incorporated into some of the other stores as they come up for remodeling.

Among other changes at the Bettendorf store was a move to be non-smoking, which he said has gone over well with many customers. He also is anxious to see how well-received the new porch-like deck will be. "It's going to be great in the summertime. Customers can sit on the deck ... have a coffee, a lemonade or a shake."

The 2,900-square-foot restaurant employs 46 full- and part-time employees. Precision Builders was the contractor on the project.

Selser hopes the new location can bring in his old customers, but he already is beginning to see new regulars. As of yet, the traffic numbers and the site don't compare to the previous site, he said.

The restaurant's hours are 6 a.m. to 10 p.m. Monday through Saturday and 7 a.m. to 9 p.m. Sunday. The

telephone number is (563) 355-5118.

The new Maid-Rite leaves only one open storefront at The Glen, which has completed a multi-million renovation. Owned by First Equity, the project has been more than two years in the works, said Steve Geifman, the company president.

"I think it's an asset to have Maid-Rite there. People come in from out of town and where do they want to go, Whitey's and Maid-Rite ... ," said Geifman, whose family first occupied the site as one of its Geifman grocery stores.

The \$15 million to \$18 million renovation, announced in November 2005, included a new Hy-Vee store and a reconfiguration of the remaining retail center.

Geifman said Maid-Rite actually sits on what was part of the original Geifman grocery store. On the wall in the Maid-Rite is a photo array and memorabilia that pays homage to Geifman family enterprises. An original full-page grocery ad, a story about Geifman's grandfather, Sam, and other historic photos from the store are displayed.

"They're a good tenant; we're glad to have them," Geifman said.

Jennifer DeWitt can be contacted at (563) 383-2318 or jdewitt@qctimes.com. Comment on this story at qctimes.com.

Copyright 2011 The Quad-City Times. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Posted in [Business](#) on *Friday, February 1, 2008 12:00 am* | Tags: [Bettendorf](#), [>](#), [>maid-rite](#)

 [Share This Story](#)

[Print](#) [Email](#) [ShareThis](#)

More from QCTimes.com

- [Teen charged with murder in deaths of 3](#)
- [4-car accident on I-74 bridge](#)
- [Moline pastors' son badly hurt in Afghanistan](#)
- [Californian arrested in Iowa train station with 80 pounds of pot](#)
- [Iowa teacher arrested in Internet sex sting](#)
- [Davenport man charged with sex abuse](#)

Around The Web

- [Doctor Reveals: These 4 Things Happen Right Before a Heart Attack](#) (Newsmax.com)
- [5 Failed McDonald's Menu Items](#) (Discovery)
- [Ashton Kutcher's Latest Twitter 'Oops!' Shows He's Dumber Than We Thought](#) (The Stir By CafeMom)
- [New Demi Moore Photos](#) (StyleBistro)
- [The painful truth about Christmas ornaments](#) (Safety at Home)
- [8 tax breaks that cost Uncle Sam big money](#) (Bankrate.com)

[\[what's this\]](#)

[Dove® For Women](#)

Beauty Is Skin Deep - Explore Our Range of Products Today!
www.Dove.us

[Secure A Credit Card Now](#)

Top Credit Cards For Those With Bad Credit. Qualify Today!
xcreditcardsx.com

[Need a loan](#)

We can help you, bad credit ok. Apply today
www.wearehere4u.net

Ads by Yahoo!

Get 4 Weeks Free - Subscribe Now!



In this issue



- [Moline skyline changes](#)
- [Retailing on the job](#)

- [5 questions: Dan Doucette](#)

[Click Here to Subscribe](#)

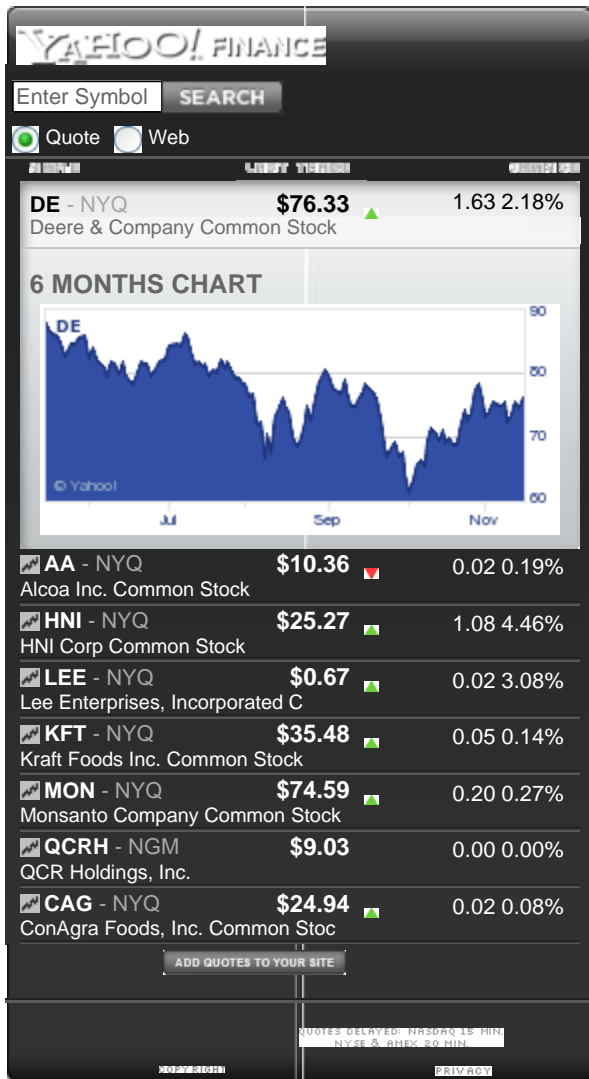


CYBER WEEK
Watch for Today's Deal All Week Long!
Savings up to 85%!
November 28th - December 4th

KWOC NEWS 6
get it!
all in one place
qctimes.com/deals

The Q Times
qctimes.com

Market and Stocks



Local Businesses



[Circa 21 Dinner Playhouse](#)

Providing an all around Theatre Experience to the Quad Cities and surroundi...

[Davenport School of Yoga](#)

Yoga Classes Daily for All Levels



I'm looking for:

Davenport.IA

Located near:

Hint: Enter a keyword that you are looking for like tires, pizza or doctors or browse the [full business directory](#), powered by [Local.com](#)

Search



Connect With Us

- [Quadsville](#)
- [Mobile](#)
- [Email Alerts](#)
- [RSS](#)
- [Twitter](#)
- [Facebook](#)

Dillard's
View Ads

CARBONITE™
Back it up. Get it back.

Learn More

Sections

- [Homepage](#)
- [News](#)
- [Sports](#)
- [Entertainment](#)
- [Obituaries](#)

- [Classified](#)
- [Jobs](#)
- [Cars](#)
- [Homes](#)

- [Davenport Apartments](#)
- [Davenport Attorneys](#)
- [Davenport Auto Dealers](#)
- [Davenport Auto Parts](#)
- [Davenport Auto Repair](#)
- [Davenport Beauty Salons](#)
- [Davenport Car Rental](#)
- [Davenport Dentists](#)
- [Davenport Doctors](#)
- [Davenport Flowers](#)
- [Davenport Hotels](#)
- [Davenport Insurance](#)
- [Davenport Loans](#)
- [Davenport Mortgages](#)
- [Davenport Movers](#)
- [Davenport Pizza](#)
- [Davenport Realtors](#)
- [Davenport Restaurants](#)
- [Davenport Storage](#)
- [Davenport Tax Preparation](#)
- [Davenport Travel](#)
- [Featured](#)
- [More...](#)

Services

- [Advertise on Our Site](#)
- [Contact Us](#)
- [About Us](#)
- [Find Davenport Jobs](#)
- [Find Quad City Area Businesses](#)
- [Buy Photos](#)
- [Buy Times Merchandise](#)
- [Page Reprints](#)
- [Subscriber services](#)
- [Events Calendar](#)
- [Local Databases](#)
- [RSS](#)
- [Mobile](#)

Other Websites

- [QC Business Journal](#)
- [Iowa Truck and Tractor](#)
- [Bettendorf News](#)
- [Hawkmania: Iowa Hawkeyes](#)
- [NIE](#)
- [QC Thrifty Nickel](#)
- [Plus 60 Group](#)

Search

- [Lee Enterprises](#)
- [A Lee Enterprises subsidiary](#)
- [Other Lee Websites](#)
- [Add to My Yahoo](#)
-

© Copyright 2011, [The Quad-City Times](#), 500 E 3rd St. Davenport, IA | [Terms of Service](#) and [Privacy Policy](#)