

Stith's Reopens Downtown

By Sharyn Bratcher
Staff Reporter

For those who feel that downtown Winston-Salem would not be the same without Stith's, the good news is: they are back in business.

Frank A. Stith Company, a men's clothing store at 301 West Fourth Street has reopened its doors after a few months of suspended operations, with a whole new look.

"We have redecorated everything," says Frank Stith, Jr., whose father started the original business in 1910. The company is still very much a family affair, with Mr.

Stith at the helm and two of his sons working with him.

Even the decor received a personal touch. Several lovely oak chairs are scattered about the store, venerable in age but gleaming with a new finish.

"We refinished them ourselves," Mr. Stith explained, "And also that oak table up front that goes with them."

Fashions have changed considerably since Mr. Stith entered the clothing business in 1934, but he feels that the precepts to a successful clothing business never change.

He indicated a list of business rules published by the firm on its 50th anniversary: to offer friendly service, fair prices, nationally known quality brands, and a modern comfortable atmosphere in the store.

"We waited until late August to open so that we could offer the fall line, instead of having the summer styles for a short time," Mr. Stith explained.

The fashion emphasis this year is on the natural-shoulder look, this is a change in style from the padded shoulders usually found in men's

jackets. "Almost anybody can wear this new look," says Mr. Stith, "Unless a man has a real 'pot belly,' which might make the coat sag."

Stith's opening took place last Thursday morning, with a table of coffee and doughnuts to serve to old friends who dropped in to wish them well.

"It's good to be back," said Mr. Stith.

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ALIS STITH AND JONES -- Frank Stith, Jr., and store manager Tom Jones celebrate the reopening of a Winston-Salem landmark.

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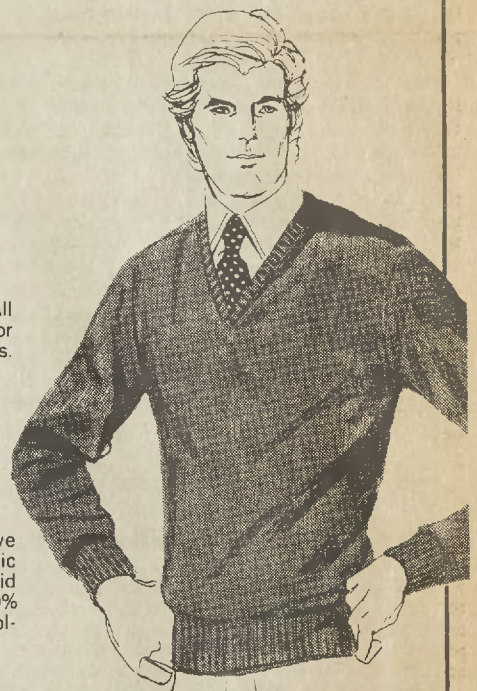
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