

MEET YOUR MERCHANTS THE TWINS' SHOP

Unique Advantages Bring Shoppers From All Around

Extra Services Are Rule Rather Than Exception

Extra services are the rule rather than the exception at the Twins' Shop. Free of charge is the prettiest gift wrapping job in town for any purchase. Include if you wish, an appropriate card from the nearby all-occasion selection.

Lay-A-Way
Lay-a-ways can be made at any time with a small down-payment. Once made, the lay-a-way is kept for you, even if you exceed the agreed pick up time by months.

Charge Account
Thirty day charge accounts are available in most cases if desired.

Free Information
Feel free to drop in and talk about the latest fashions. The sales ladies are well informed on the subject, and usually free brochures from manufacturers of ladies' apparel are on hand for distribution.

Order For You
If you should ask for something that isn't in stock, the people at the Twins' Shop will take a genuine interest in ordering usually not only one but a selection of the item requested.

DRESSES — THE LATEST!



A rack featuring the popular Bobbie Brooks dresses is shown above. Shown on the left is Miss Kate Jacobs, Manager of the shop, with a prospective customer.

Twins' Shop Opened Doors In Fall 1947

Miss Kate Jacobs Is Employed As Manager

The Twins' Shop first opened its door in October 1947. It was located in the Asher building in a space now occupied by Franklin Real Estate and Insurance Co.

By 1952 it had outgrown this confining space and was merged with the Frances Shop purchased from Mrs. Frances Higdon at the present location. There were many changes; store modernization, old stock shipped out, gift line added, exclusive lines of ladies' apparel of both shops combined.

Since establishment the owner has been J. C. Jacobs and the manager his sister, Miss Kate Jacobs. Mr. Jacobs also currently owns and operates People's Department Store. Prior to managing the Twins' Shop Miss Jacobs worked for Baldwin's Market.

Miss Harriet Murray was first employed in 1952 as sales clerk. Since the business was founded in 1947 Mrs. J. C. Jacobs has been part-time sales clerk, and bookkeeper.

The shop is called the Twins' Shop for owners twin sisters, manager Miss Kate Jacobs and her twin sister, Mrs. Lois Meadows, who worked there for several years after the shop was established.

Old Stock Never Kept On Shelves

By NORMAN B. SMITH

The Twins' Shop didn't gain its favored position as a ladies' ready-to-wear shop just by chance. This shop offers many unique advantages to the shoppers who come from all around. They come not only from Franklin and Highlands, but also from Sylva, Clayton, Bryson City, Andrews, Hayesville, and other WNC towns.

They come for the widest and most up-to-date selections in ladies' clothing west of Waynesville. Here every line is an exclusive one, and every line is nationally advertised in Mademoiselle Seventeen, Charm, Glamour and other magazines.

They come season after season year after year knowing that they'll never see old stock on the shelves. Anything that doesn't sell is drastically reduced in one of the annual end-of-season sales, and if it is still left, it's packed off to a discount house at once.

They come to see the latest in fashions. Here they see the styles that will be popular in the seasons ahead. This foresight is made possible through careful research at four of the South's best fashion shows each year. The manager of the Twins' Shop is there at each of these shows ordering months in advance the modes that have been set in the fashion centers of the world.

They come because of the friendly atmosphere. There will be a qualified saleslady helping them, but they'll never feel like they are being forced into buying something, nor will they feel unwelcome if they just came to look.

China, Crystal, Silver — Brides-To-Be Choose Their Wedding Gift Patterns Here

The finest quality selection of gifts in Franklin uptown shopping district will be found at the Twins' Shop. Despite the excellence in quality, the prices begin as low as 50 cents.

For good reason it's the favorite place to get pieces of sterling, crystal, and china for wedding gifts. Patterns for as many as three local weddings are on display every week at the Twins' Shop. Brides-to-be know that the most attractive patterns are here in International sterling, Nortake china, Duncan or Glastonbury crystal.

The shower gift shopper can get ideas galore by just looking around the attractive displays at the front of the store. There are Redwing pottery vases, Westmoreland hand-made milk glass, other gifts galore.

Here, too, come bride prize seekers, birthday shoppers, Christmas gift hunters.

The latest trends in gift lines are discovered and followed by Twins' Shop manager Miss Kate Jacobs in January and again in July when she goes to Gift Market Week show in Atlanta.

Twins' Shop Genuine Asset To Franklin's Appearance

Window Displays Get Regular Weekly Change

From the all-glass front through every attractively arranged display section the Twins' Shop is a genuine asset to the appearance of Franklin's Main Street. For newcomers this tastefully furnished shop is a pleasant surprise and for old customers who return again and again it's an anticipated treat.

As almost any Macon County woman can tell you, the window displays are changed each week without fail. Each time they are filled with seasonal, fashion-setting clothing from the shop's wide stock.

The interior breathes femininity. The rose side walls with white trim exquisitely matched with the tones of the papered rear wall are accented by soft, indirect lighting, ample tilting mirrors, and grey tile floor.

If you can tear yourself away from the alluring displays of gifts in the front of the store, you'll find rows of spacious racks, tables, and cases, all shining and clean, well-filled with ready-to-wear. Displays are made with convenience the first order. Take for example the shirt and sweater department. A two-section revolving rack features skirts on the lower section and sweaters on the

upper. A quick spin and you've found just the harmonizing tones in a combination made to order for you.

All Their Brands Are Exclusive

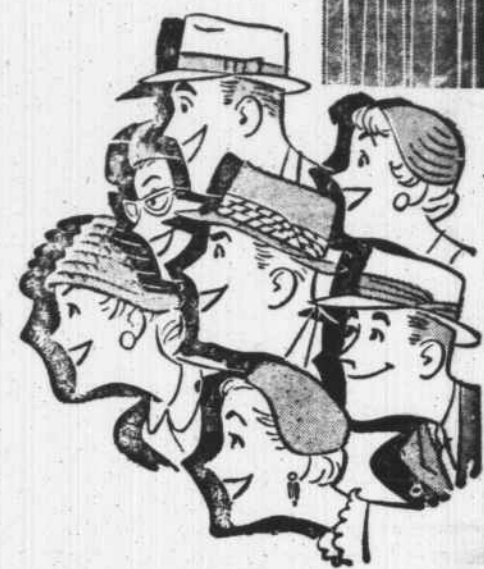
At the Twins' Shop you will find everything in ladies' ready-to-wear. Each item comes from a line handled exclusively in Franklin by the Twins' Shop. A binding franchise with each company prevents the acquisition of any of their merchandise by other local stores. Some of the nationally famous lines you'll find at the Twins' Shop are:

- Sportswear—by Koret of California, Jantzen and Bobbie Brooks.
- Coats and Suits — Swan's Down, Mary Lane.
- Dresses — Henry Rosenfield, McKettrick's, Carol King (junior sizes).
- Shoes—Red Cross, Life Stride.
- Foundation Garments—Jantzen, Permalift, Warner.
- Lingerie—Rogers, Mojud.
- Hats—Kutz.
- Costume Jewelry—Lang.

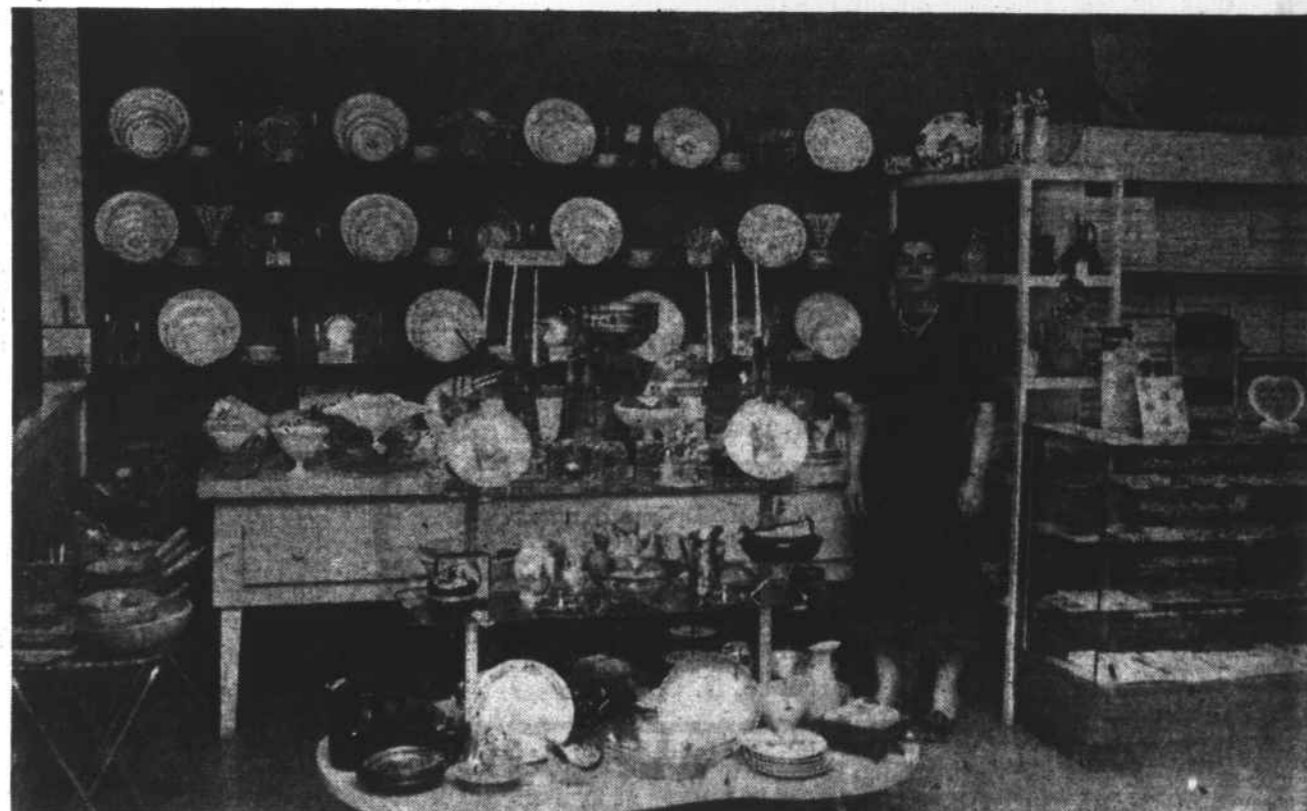
HATS! HATS! HATS!



A stylish young lady is shown discussing the style merits of an attractive hat with Mrs. J. C. Jacobs in the Twins' Shop hat department.



A BEAUTIFUL GIFT DEPARTMENT



One of the most popular gift departments in Franklin is found in the Twins' Shop. Shown above is a photo of this section giving a view of the wide selection and the quality found here. Pictured on the left is Miss Harriet Murray, Department Manager.

SHOES AND BAGS



Attractive displays are one of the main features of Twins' Shop merchandising. Shown here are some of the latest in shoes and bags.

In This Series . . .

YOU WILL MEET

- Franklin Hosiery Company
- Burrell Motor Company
- Nantahala Lumber Company
- People's Department Store
- Reeves Hardware Company
- Macon County Supply Company
- The Fashion Shop
- Franklin Gem Shop

YOU HAVE MET

- Belk's Department Store
- Franklin Hardware Company
- Franklin 5 & 10c Store
- Our Mountain Home Gift Shop
- Macon County Airport, Inc.
- Zickgraf Hardwood Company
- The Carolina Pharmacy
- Conley Motor Company
- Franklin Machine Shop