THURS., NOVEMBER 20, 1958

The Franklin Press and The Highlands Maconian

PAGE SEVEN



MEET YOUR MERCHANTS THE FASHION SHOP

Come Here First To Preview First Next To Theatre; Latest Clothing Fashions Moved Soon

"NOW, I'LL KEEP WARM"



The Fashion Shop was born in Is Irresistable March, 1953, in the space next To Local Women cupied by Morgan Shatley Insur-By NORMAN B. SMITH

There is a small shop on Main year the business was moved to logues almost every day and an Street where women go when they its present location. are planning a trip, or getting

1957.

Chapman.

ready to send a daughter off to school, or looking for a birthday gift, or even when they have no since then improvements are beexcuse at all to go inside. This is the Fashion Shop.

Women can no more stay away than can water flow uphill. They come from their own experience or on advice of their friends, and once they vist the shop they come back time after time

A HARD CHOICE

over, Ricci Originals; coats by

Ken Whitmore: lingerie by Hen-

son and Kaiser; hose by Hole

proof; hats by Wesco; and cologne and perfume by Cecil

Skillful, Thorough Buying **Nets Returns For Maconians**

Junior And Half Sizes Specially Emphasized

Mrs. Kate M. Wrinn spends : to the Macon Theatre now oc- lot of time looking for just the Will Get Letter right kind of stock for her Fashion Shop. This involves ses ance Agency. In November of that sions with salesmen and cata. Offering Relief exhausting annual trip to the Considerable modernization was Carolinas-Virginia Fashion Show

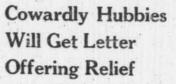
Considerable modernization was (for women's and childrens' necessary to make the building (for women's and childrens' clothing) at the huge Charlotte neady for the Fashion Shop, and Coliseum. Nets Dividends ing made all the time. The most This combination of skillful and recent addition was a hat bar thorough buying nets real divi-

this March field with comfort. dends for Macon shoppers. The able scats and ample mirror space most stylish fashions in the bet-Manager Mrs. Kate M. Wrinn ter qualities can be thus offered employs Mrs. Ernest Hyde as at medium prices-that can hold sales manager and Mrs. Glenn their own, even with department Hastings as part-time saleslady, store prices. Special Demands

Vrinn. Not only are price, style, and The Fashion Shop is owned by quality taken into consideration when the buying is dome, but also special demands are catered to trip to Asheville or Atlanta. For instance an unusually wide selection of clothing is offerred in junior and half sizes.

Faster Growth This explains why the four-yearold Fashion Shop has been grow-

the whole Franklin business dis-



Attention men! In a few days many of you will receive a letter from the Fashion Shop which may prove to be your salvation from the agony of going in a women's clothing store to shop for Christmas presents,

The Fashion Shop' will offer to all of you husbands, sons and boyfriends the privilege of calling secretly by phone to se lect a gift for the lady you wish to please. Nine times out of ten the sales personnel at the Fashion Shop (They're women, you see!) will be able to give clues as to the right size, color, style, or even type of present that will be looked upon with pleasure come Christmas

morning. For those of you who really lack courage a rendezvous on the town square can be arranging at even a faster pace than ed, and the package (in plain brown outer wrapper) will be quickly handed to you.

> trict, and why they are finding major sale. Just come in the store may be made for 10% down payit difficult to make enough roomand ask to register. for the required amount of stock.



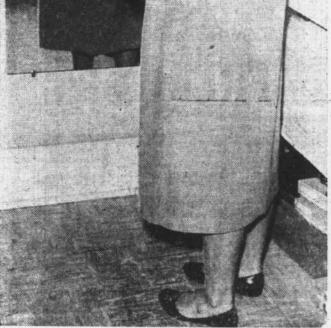
Are Given Away At Major Sales cause they know regular stock is being sold at discounts of 20%. The Fashion Shop gives away 30% and more! a complete outfit or other sub-

For the convenience, of cus stantial items in women's cioui-ing and accessories during each account policy, and lay-a-ways ment. Gift wrapping is free on Important annual sales include any purchase.

YOUR HAT, MADAM







This young lady is happy. She's found a coat that's "the latest" from the wonderful selection of Fall and Winter coats carried by our store. Perhaps what pleases her most is the price - it's low, low.



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 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 The Twin's Shop

The Fashion Shop offers so many interesting and exciting pieces of costume jewelry that it's hard to make a choice. But we are sure that this lady will go away happy as many others have.

MANY STYLES, COLORS, AND SIZES



At The Fashion Shop many ladies find just the right hat. Shown here are prospective customer and Mrs. E. L. Hyde, saleslady, looking to see if this isn't just the right one.

A LARGE SELECTION



Frequent buying trips to the style centers of the South keep the stock of dresses found at The Fashion Shop right up to date with the latest style and lection of skirts found in The Fashion Shop. Here the discriminating customer here you will find your size in just the color you want.

The latest styles and fashions in skirts can always be found in the large se will find some that please at a price she will love.