

# MEET YOUR MERCHANTS

# THE FASHION SHOP

**Come Here First To Preview Latest Clothing Fashions**

"NOW, I'LL KEEP WARM"



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.

**Is Irresistible To Local Women**

By NORMAN B. SMITH

There is a small shop on Main Street where women go when they are planning a trip, or getting ready to send a daughter off to school, or looking for a birthday gift, or even when they have no excuse 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 visit the shop they come back time after time.

For at the Fashion Shop the latest modes in women's clothing and accessories are displayed as soon as they arrive from fashion centers all over the world. It is here that new styles come first to Franklin.

It is here and nowhere else in Macon County that these fashionable garment makers send their latest creations: sportswear by Rosecrest, Queen Casuals, Doris Dodson, Jean Castle; dresses by Slimaker, June Fox, Shirley Lee, West-

**First Next To Theatre; Moved Soon**

The Fashion Shop was born in March, 1953, in the space next to the Macon Theatre now occupied by Morgan Shatley Insurance Agency. In November of that year the business was moved to its present location.

Considerable modernization was necessary to make the building ready for the Fashion Shop, and since then improvements are being made all the time. The most recent addition was a hat bar this March fitted with comfortable seats and ample mirror space.

Manager Mrs. Kate M. Wrinn employs Mrs. Ernest Hyde as sales manager and Mrs. Glenn Hastings as part-time saleslady. Mrs. Hastings is a sister of Mrs. Wrinn.

The Fashion Shop is owned by Mrs. Wrinn and her Mother, Mrs. George McGee, who bought a share of the business in late 1957.

over, Ricci Originals; coats by Ken Whitmore; lingerie by Henson and Kaiser; hose by Holeproof; hats by Wesco; and cologne and perfume by Cecil Chapman.

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

**Junior And Half Sizes Specially Emphasized**

Mrs. Kate M. Wrinn spends a lot of time looking for just the right kind of stock for her Fashion Shop. This involves sessions with salesmen and catalogues almost every day and an exhausting annual trip to the Carolinas-Virginia Fashion Show (for women's and children's clothing) at the huge Charlotte Coliseum.

**Nets Dividends**

This combination of skillful and thorough buying nets real dividends for Macon shoppers. The most stylish fashions in the better qualities can be thus offered at medium prices—that can hold their own, even with department store prices.

**Special Demands**

Not only are price, style, and quality taken into consideration when the buying is done, but also special demands are catered to that would ordinarily require a trip to Asheville or Atlanta. For instance an unusually wide selection of clothing is offered in junior and half sizes.

**Faster Growth**

This explains why the four-year-old Fashion Shop has been growing at even a faster pace than the whole Franklin business dis-

**Cowardly Hubbies Will Get Letter Offering Relief**

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 select 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 arranged, and the package (in plain brown outer wrapper) will be quickly handed to you.

**Complete Outfits Are Given Away At Major Sales**

The Fashion Shop gives away a complete outfit or other substantial items in women's clothing and accessories during each major sale. Just come in the store and ask to register.

Important annual sales include

Friday the 13th Sales, the Anniversary Sale in March, and other seasonal sales that fit in with city-wide campaigns. Wise shoppers don't miss at these sales because they know regular stock is being sold at discounts of 20%, 30% and more!

For the convenience of customers there is a 30 day charge account policy, and lay-a-ways may be made for 10% down payment. Gift wrapping is free on any purchase.

**A HARD CHOICE**



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**



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 here you will find your size in just the color you want.

**YOUR HAT, MADAM**



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

**A LARGE SELECTION**



The latest styles and fashions in skirts can always be found in the large selection of skirts found in The Fashion Shop. Here the discriminating customer will find some that please at a price she will love.

**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