

*It Pays To...*

# Buy Where You Live!



Kenny Jane Palmer . . . in hot pants.

A recent advertisement in the Scout contained only seven words - "Davis House of Fashion has Hot Pants."

But when the smoke cleared, Dick Davis had sold out nearly every pair in stock and had to re-order.

The store, of course, has been restocked with hot pants now but the ad and the response it brought are indicative of the way the Tennessee Street store serves the youth market and also the way in which it has been accepted by young women who keep up with the times.

*Featuring*

*Davis*

*House of Fashion*

*This Week*

"We're trying to specialize in the 'now' clothes for the juniors," Davis says. "And at the same time, we're carrying the more basic lines for the misses."

Davis has had his own store only since the first of January of this year. Before that the House of Fashion was owned by Avis Phillips and before



Susan Douglas . . . models jumpsuit.

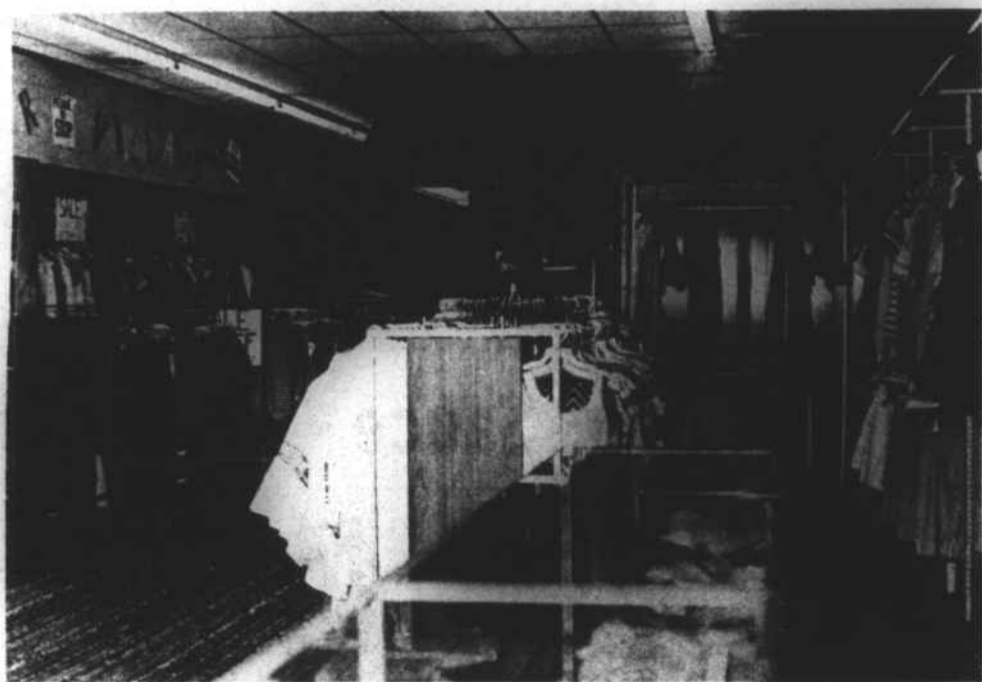
the fashion marts in Charlotte and Atlanta, where there are hundreds of lines of women's clothing, each with its own salesmen and models.

There are seasonal changes to meet, he explained, plus back-to-school and the transition between Spring and Summer, making for at least six buying trips a year.

And the fashion marts deal in a language all their own - hot pants, jump suits, the Juliet look, peasant dresses, and coming this Fall, kneeknockers and bootleggers.

The bootleggers are not illegal businessmen, he said, but are special garments to be worn with ladies' high boots.

In addition to Davis, the staff at his House of Fashion consists of Susan Douglas, Kenny Jane Palmer, Becky Quinn and Gail Walker.



Davis House of Fashion . . . interior view.

that, for many years it was the location of the old Dickey Theater.

A member of a prominent family of Murphy merchants, Davis says he has a lifetime of experience in buying and selling women's wear clothing. He is the son of Mr. and Mrs. Loren Davis, who operate Trudy's.

"Mother used to take me to fashion marts when I was a kid, he says. "And I'd sit around and read comic books while she bought for the store. After a time, I finally got interested in it. When you're around something that long, you can't help but learn."

Now on his own, Davis and his wife, the former Marla Douglas, go to



Dick Davis . . . refuses to wear hot pants.

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