

Scottish Pipers to perform at 45th Anniversary of Wool Shop

October's foliage was blazing on the hillsides when the two college girls met for lunch in Wayland, Massachusetts. They had become friends some months earlier while working for the summer in Centerville; now both were seeking employment. The year was 1934; money was scarce. Herky had saved enough for a ticket back to Louisville if a job did not materialize; Jan, just out of Wheelock College, was living at home.

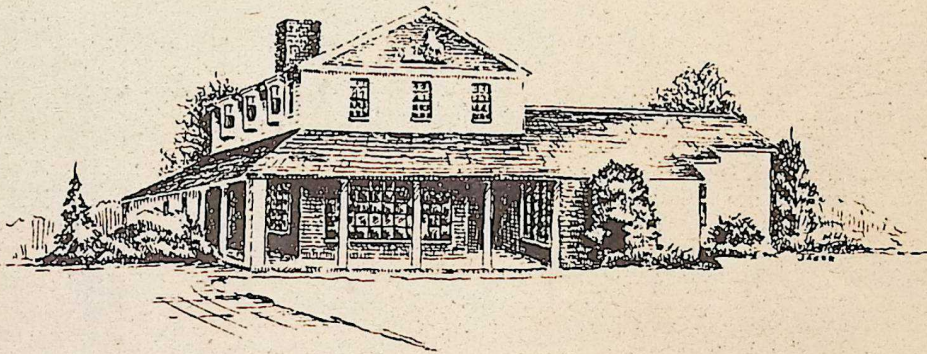
During a casual conversation at the restaurant, they learned a small knitting shop in Wellesley was closing. That very afternoon they arranged to rent a minimum of square footage at the rear of an arcade; flanked by a beauty shop and a restaurant, The Wool Shop was established. Previously, Jan had worked in a similar shop; Herky, a pre-med student at the University of Louisville, had worked in a tea room. Neither had any other business experience or training. The nation was in the bitter grip of the Great Depression and funds for continuing their studies had evaporated.

tial the partners were seeking. "This step," says Miss Herchenroeder, "really made us reach. We'd never incurred any long-term debt before. We'd always ended up every year without a single creditor. We reached."

The Wool Shop is a friendly place; the salesladies are cordial, gracious and helpful. The atmosphere is relaxed; as a customer, you can browse, touch, admire, ask questions and, if you wish, purchase the finest in wools, yarns, ready-to-wear, gifts, toys and accessories.

Today Miss Herchenroeder and Miss Upham look back along the forty-five year trail leading to the present and look ahead to future travels along that path. The journey's been rewarding, the memories are rich in friendships, they themselves are stronger for the obstacles overcome. The experience is valued despite the long hours of hard work and the difficult decisions made throughout the years of good business and those not-so-good.

To commemorate its forth-fifth anniversary, and to highlight its fall line of handsome Scottish kilts, soft and warm Shetland sweaters and yarns, The Wool Shop is sponsoring a celebration on August 25th. Two concerts by the Highland Light Scottish Pipe Band will be performed on the broad green lawns surrounding the shop; the first is scheduled to



The Wool Shop in Osterville

From the beginning, the tiny shop in Wellesley showed a small profit. Furnished with wicker chairs from Jan's mother's porch, the shop featured fine yarns and wools and catered to college girls. The yarn mills supplied merchandise, extended credit, and encouraged the girls in their struggle for survival. To help pay the \$35 monthly rent, Herky coached hockey and other major sports at Dana Hall, and both girls did whatever they could to earn extra money and build their capital.

The following July, the first winter behind them, bills paid and a small profit in their jeans, The Wool Shop opened for the summer in Dennis. That first ten-week season convinced them their future lay on Cape Cod.

In 1936 they came to Osterville, rented Long Cottage on Main Street (now Frishman Gallery), one of the oldest houses in the village, and hung out their sign. The next year they moved two houses west to the more spacious Hinckley property where they stayed until 1942. During the war years only a few summer shops were open on the Cape, but in 1944 The Wool Shop moved again, this time to Centerville's four corners where it flourished in a small rose-covered cottage standing atop the hill overlooking Craigville and beyond to Nantucket Sound.

By now The Wool Shop enjoyed an established reputation and patronage by people from far and near. The shop at Wellesley had also grown and moved to larger quarters; another branch store was operating in Concord.

More space was urgently needed for the business in Centerville was expanding. Jan and Herky began looking for a permanent location, a place to call home. Property on South County Road in Osterville was on the market; part of the old Seth Weeks farm, then owned by Maurice Allen who had had it business-zoned, the broad level field presented the poten-

begin at 1:00 P.M., the second at 3:30 P.M. The public is cordially invited to attend and enjoy the skirl of bagpipes, the colorful Scottish pipers in full regalia, and to participate in The Wool Shop's forty-fifth birthday party.

Miss Herchenroeder and Miss Upham look forward to welcoming everyone and look upon this occasion as an opportunity to express thanks to friends near and far, not only for their patronage, but also for the warm hospitality extended to them from the beginning. We, in turn, will have this opportunity to show our appreciation for the standard of excellence they have helped to set, a standard for which many more-recently-established businesses in Osterville are also well-known.