

Wool Shops to merge with Appleseed's

After spending forty-eight years creating from scratch, building to ripe maturity, and maintaining to the highest standards, three of the finest quality-clothing shops in Massachusetts, what do you do for an encore?

That is the question facing two still-active and vibrant ladies who will, sometime this summer, release their grip on the reins of the Wool Shop, with stores in Concord, Osterville, and Wellesley, and pass them to the capable and experienced hands of another, similar organization, Johnny Appleseed's, an upstart with a history of only thirty-six years in business.

Miss Esther Herchenroeder and Miss Janice Upham are the ladies in question; they reached, several months ago, a valued and momentous decision that, "There comes a time . . ." Time to read, time to take trips, time to spend a do-nothing day, if they feel like it. Without rushing into action, however, they approached the future with considered care.

First among their priorities has been continuity of service to faithful clientele; they want to be sure the quality of merchandise and service remains unchanged. To accomplish that goal, making certain their employees will be retained, their benefits protected, their years of loyalty rewarded, has been of equal importance.

From among the several firms and individuals expressing sincere interest in the Wool Shop, they have selected Johnny Appleseed's as the most appropriate. With five shops throughout New England as well as a successful and far-flung catalog sales division, Johnny Appleseed's is based in Beverly, Massachusetts. Mr. Hollis French, its president, intends to run all three Wool Shops exactly as they have been in the past.

To assure a smooth transition, the Misses Herchenroeder and Upham will remain active in coming months until they are satisfied no unsolved problems remain, no questions are unanswered, and the merging of the two businesses has been happily achieved. Both ladies are firm in their conviction that the expertise of Johnny Appleseed's will enhance the Wool Shop.

"Jan and I are truly happy about joining hands with Johnny Appleseed's," Herky said. "While our three shops are unique in New England, we are satisfied that both our customers and our employees will benefit from the merger. We have been fortunate to have had the most wonderful staff we could possibly have hoped for; we have enjoyed the patronage of a knowledgeable, discerning, and discriminating clientele from all over the United States, Canada and Europe, many of whom have become, over the years, our



The Wool Shop in Osterville. (Photo by Mark Cote)

friends. Even as we look back across those years, and some were lean ones, our work has been rewarding and worth our efforts because of those people—the people who have worked with use and the people who have come through our doors as strangers, but left as friends."

Jan summed it up in her own way when responding to the question, "Won't you find it hard to let go?"

"We feel we are doing the right thing at the right time for everyone concerned by assuring the continuity of the Wool Shop; the right thing at the right time for our customers, for our staff, for the people of Johnny Appleseed's who will gradually blend into the Wool Shop, and for ourselves. As for letting go, we'll hold close with open hands."