



From her many sample gowns, Mary Jane chooses her favorite—a Morilee satin gown with sequins and pearls.

## Bridal Shop

(Continued from Page B16)  
reports that sales doubled in her second year of business.

Mary Jane sells nationally advertised gowns for several companies. Today, she seldom sews custom-made gowns, but those years of experience when she did, now help her with the alterations needed for the perfect fit.

"It's a plus for clients to have the same person make the alterations that does the fitting," Mary Jane said. "In many shops, the person who does the alterations, never sees the gown on the girl and makes the alterations by a few pins that the saleswoman sticks in. I feel really comfortable making the alterations," she said.

In addition to bridal party gowns, the shop offers invitations, veils, and numerous accessories needed to make the wedding day special.

The business does fluctuate with the seasons and that means at times, Mary Jane's schedule is hectic. But she doesn't plan to expand much. She said, "I enjoy every aspect of it, and besides," she confided, "I don't think I would be the best person to work for. I'd want them to do everything just like I do."

Twice annually, Mary Jane goes to New York where she chooses gowns for her shop.

"I regret that prices continue to climb," Mary Jane said.

The trend is for heavily beaded



Mary Jane shows the back view of a bridesmaid gown. She said dark, vibrant shades have replaced the traditional pastel colors for bridesmaids.

and sequined gowns that average \$300 to \$600. The shop has a wide selection of styles to satisfy both the flamboyant and more traditional preferences of clients.

Most prospective brides prefer white over the ivory color. Darker colors such as teal and royal blue are more popular than pastels for bridesmaids' attire. Tapestry and velvet bodices on bridesmaids' dresses are gaining in popularity.

Customers' shopping habits vary, but Mary Jane said, "I can almost always tell those who have shopped around from those who come here first. If they've shopped around, customers often buy on their first visit because they have already seen the gown in another shop and know the savings my shop offers them."

"The best part of my job is meeting the people. It gives me a lot of satisfaction when customers are appreciative and happy with my service," Mary Jane said.

Two of the Stoltzfus' sons have married within the last several years. Mary Jane sewed the bridal party gowns for each one. "But I don't sew them for too many people," Mary Jane said. "It's too time consuming."

Bookkeeping for both farm and shop are done by Mary Jane, who worked as a bookkeeper before her marriage. One day a month, Mary Jane continues to help out at the New Holland Sales Stable.

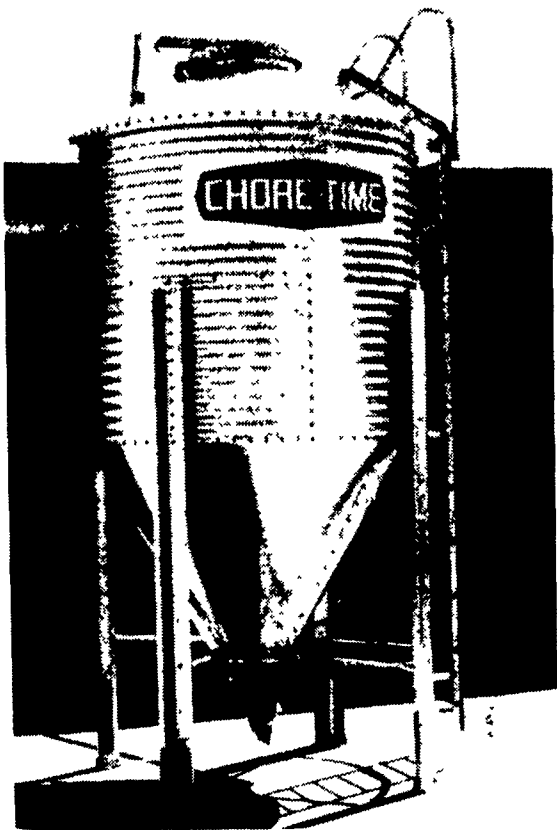
She said, "My husband asks why I don't give that up, but I enjoy getting out and doing something different. It keeps me in touch with all the people I've gotten to know over the years."

All bridal shop business is done by appointment only. To discourage drop-in customers, no sign hangs at the farm lane. For service with a personal touch at prices your budget will like, call for an appointment (215) 286-9844.

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