

Her Shopping Spree Fills the Village Store

By DENI SCANLON
Staff Writer

Going to New York with instructions to buy enough clothes to fill a store sounds like the grand prize on a quiz program.

For Charlotte Koser, manager of the Village Store on Pierce Street in Birmingham, the occasion is work.

"But," she readily admits, "it's enjoyable work!"

WHEN MISS KOSER flies to New York City, she spends from a week to two weeks surveying the market for Village Store merchandise.

Miss Koser and Jane Watters, store president, usually travel together. Each shops for about 10 categories. Accessories, including shoes and gloves and handbags, and seasonal items such as swim suits and ski wear are Miss Koser's specialty.

"I often spend a whole day shopping in one building," Miss Koser stated. "There are sometimes as many as 10 shows to see in a day."

THE BUYING trips, which number more of shorter duration for the Village Store people, are harder work than running the business, Miss Koser explained. "They demand a lot of scouting within a relatively short time," she said.

Saturday is the day Miss Koser takes a busman's holiday and spends time shopping for herself. "That's a fun day," the trim sophisticate added with a quick smile.

"It's a day when I'd love to have the O-T-B as a personal account." (O-T-B means "open to buy" and is the amount buyers are allowed to spend.)

"Of course, the evenings are free," Miss Koser continued, "and it is an ideal time to see the latest stage shows."

BORN IN St. Louis, Mo., Miss Koser was the merchandise editor for Glamour Magazine before com-



Charlotte Koser works hard at her favorite task—selecting, planning, buying and selling merchandise at the Village Store.

ing to Birmingham three years ago.

Obviously proud of the Village Store, Miss Koser pointed out that the establishment has a personality definitely its own.

"We represent a certain look here," she said, defining it as "good taste and good quality at a medium price."

The Village Store believes in setting trends for the younger set

and is known for "the latest" in collegiate circles.

"I WOULDN'T wear everything I buy for the store," Miss Koser declared. "But, it all has to be in good taste."

Her measure is: "Something appropriate for every figure type... something I would want to wear if I were that type."

(See KOSER, Page 9)

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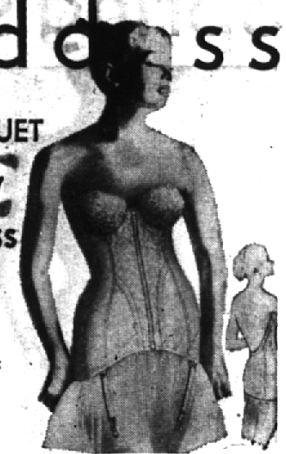
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