

# Employees Invited To Attend Fashion Show Joins Fieldcrest

(Continued from Page One)

dent, will furnish models for the fashion show. Commentators will be Mrs. June Mohler, of New York, the Fieldcrest Marketing Division's public relations and sales training manager, and Mrs. Pat Miller, of Columbus, Ga. Music will be provided by Miss Becky Hance, of Eden.

Mrs. Mohler will participate in programs previewing the shows over television station in Roanoke and Greensboro.

The purpose in bringing the fashion show to the mill areas is to give employees an opportunity to see the fashion creations made from the products they help to manufacture and to permit people from the local communities to see

the beautiful materials made in the mills.

The fashion show has been presented in New York and in cities from coast to coast in connection with Fieldcrest Fashion Week promotions by department stores which are customers of Fieldcrest Mills.

The show resulted from a challenge to the nation's leading designers. Each of the participating designers selected his or her preferred design at Fieldcrest's New York showroom.

The designers then created the fashions directly from the same towels, bedspreads, blankets and sheets that are now on sale in department stores throughout the United States.



**William A. Galloway**, joined Fieldcrest Mills April 16 as technical superintendent for the Sheeting Mills, reporting to W. G. Hunnings, Jr., manager, Sheeting.

Immediately prior to coming here, Mr. Galloway was foreman of Carding and Spinning and Preparation at the J. C. Cowan Plant of Burlington Industries at Forest City. He had been with Burlington since his graduation from Erskine College in 1961.

He was first employed at the Carolinian Plant at High Shoals, under the management trainee program, and then was a shift foreman at the Ivey Weavers Plant at Hickory. He was transferred to the Forest City plant in August, 1965.

Mr. Galloway is a native of Due West, S. C., and married the former Alice Ellis of Georgetown, S. C. They have one son, four years old. Mr. Galloway will move his family to the Eden area sometime in June.



**R. L. Hudgins** (far left) Laurelcrest sales manager, talks to management group.

## Product Meetings At Laurelcrest

Laurelcrest management and clerical personnel were treated to a special activity recently when product information meetings were held in the Laurelcrest Showroom.

On separate occasions, management and clerical employees were carried through the product line in the Laurelcrest Showroom in an effort to expand their product knowledge and to produce a better product identification.

The management group had the opportunity to hear Robert L. Hudgins, Laurelcrest sales manager, talk on the product line.

The following week, clerical employees enjoyed seeing the showroom and hearing the same general information in meetings with Howard J. Eberwein, director of product development.



Clerical employees hear discussion of product line by **Howard Eberwein** (right).