

116 Enjoy Fieldcrest "Fashion Happening"

A Fieldcrest "Fashion Happening" took place on March 26, in Salisbury when five students from the University of North Carolina at Greensboro put on a fashion show of some 20 fashion garments made entirely from Fieldcrest products.

The show was held for the wives of members of the National Association of Sportscasters and Sportswriters during their 15th annual awards program. Approximately 116 women attended the luncheon and fashion show, which also featured Fieldcrest home furnishings displays.

The models, students in the School of Home Economics Clothing and Textile area at UNC-G, a lecturer in the School of Home Economics, and her nine-year old daughter, made all of the garments in addition to modeling them.

Commentator and coordinator of the program was Ms. June Mohler, formerly manager of publicity and sales training for Fieldcrest, who is at present on leave of absence while working toward a Ph.D degree from the School of Home Economics at UNC-G.

One of the highlights of the

program was a film and TV commercials of the company's new Joe Namath "Playmaker" collection for St. Marys.

Students who took part in the fashion show were Cynthia Weavil, Karen Rogers, Jane McIntyre, Shirley Blackman and Becky Nance. Ms. Peyton Clark, a lecturer at UNC-G, and her daughter, Peyton, also modeled, as did Kendall Bell, daughter of Bob Bell, area personnel manager at the North Carolina Finishing Company division.

Fieldcrest was a sponsor of the NSSA awards program this year for the first time. North Carolina Finishing Company, a division of Fieldcrest Mills, Inc., however, has been a supporter of the program from its inception 15 years ago as a Salisbury community and Chamber of Commerce project.

The NSSA holds its awards program annually in Salisbury. Two national awards are presented each year, one for outstanding sportscasting and one for outstanding sportswriting. There are also awards in both these categories for sportscasters and sportswriters from each of the 50 states.



Shirley Blackman models the lovely wedding gown from a "1776" bedspread.



Karen Rogers wears a fitted caftan made from a "French Ribbon" queen-sized sheet.



Jane McIntyre wears a midriff tie and long skirt from a "Campus Stripe" sheet.