

# Ruff Hewn clothes dent market

By FELISA NEURINGER  
Staff Writer

Ralph Lauren, Alexander Julian and Liz Claiborne had better watch out because Ruff Hewn is on the rampage.

Ruff Hewn, the product of W&J Rives Inc. of High Point, is a line of "updated traditional sportswear," said David Haddock, a salesman at The Stag Shop in Raleigh.

W&J Rives Inc. manufactures jeans and slacks for such famous designers as Jordache, Lee, Levi, Izod, Ralph Lauren and Gloria Vanderbilt. Over 30,000 pairs of jeans a week are shipped from the High Point plant.

W&J Rives Inc. was founded by brothers Warren J. and Jefferson H. Rives. They had both grown up in a clothing-oriented atmosphere, as their father was the owner of a garment manufacturing business. When the brothers graduated from the UNC-CH School of Business Administration — Warren in 1972, Jefferson in 1974 — they decided to start their own business.

Five years ago they decided to introduce their own line of clothing, according to Skip MacMillan, director of merchandising and manufacturing for Ruff Hewn. The brothers hired Dallas designer Dennis Marchman, who wanted to design a line that stressed "a return to the outdoors."

One night while at a party, Marchman noticed a coffee table that had been rough-hewn from a mason's pallet. The table provided the inspiration for Marchman's idea for a new line of clothing. He also came up with the idea for Barclay Ruffin Hewn, a former adventurer-turned fashion designer that Marchman created as a marketing strategy.

Since then, sales at W&J Rives has been incredible. "Business is doing great, and we're really pleased with the acceptance of the line," MacMillan said. Sales figures support MacMillan's optimism. There has been a 500 percent increase in sales since Ruff Hewn was introduced to the market.

There are presently five lines of Ruff Hewn clothing for women and two for men. W&J Rives also produces a children's line of Ruff Hewn clothing, called Little Ruff.

Presently, W&J Rives makes pants, shirts, blouses, skirts and shorts from cotton, denim, khaki, oxford cloth and chambray fabrics for the Ruff Hewn line.

"We're expanding the line in terms of products offered such as dresses, knit shirts, sweaters and outerwear," MacMillan said. "We also have exclusive 100 percent cotton prints that we use for shirts, two piece dressings and skirts."

According to most Triangle area Ruff Hewn retailers, women's shirts cost between \$40-\$50, skirts \$50-\$60 and shorts around \$40. Men's shirts range from \$35-\$75, pants \$40-\$60 and shorts \$30-\$40.

All of the designs for Ruff Hewn clothing is based on originals from the early 1900s. The clothes have individual names as well, such as the Montgomery — named for the former British general — which is a button-fly pleated longer short and the Patton, a fatigue pant. Other outfits in the Ruff Hewn line include the Kitty Hawk blouse and the Normandy skirt.

"Ruff Hewn clothing is being bought in better specialty stores," MacMillan said. Neiman-Marcus, Macy's and Sak's Fifth Avenue currently sell the Ruff Hewn line. The clothes are also marketed in England, Germany, Italy, Japan and the Caribbean.

Celebrities including Tom Selleck, Lee Majors, Bill

Murray and Nick Nolte have worn Ruff Hewn creations on television and in the movies.

But you don't have to live in far-away places or be famous in order to wear Ruff Hewn. Closer to home, MacMillan said that sales in North Carolina are very good.

"All types of people wear this traditional sportswear," said Haddock. "College students to middle-aged professionals buy Ruff Hewn."

"We sell a lot of Ruff Hewn, and we can't keep it in stock because it is in such hot demand," said Molly Quist, a salesperson at The College Shop in Durham.

Women are even on a waiting list to buy Ruff Hewn clothes at The Cherry Tree, according to Susan Moyer, manager of The Cherry Tree in Bright Leaf Square, Durham.

The denim skirt is the best seller from the women's line, say most retailers.

"You can dress it up or dress it down, and everyone likes the longer length (of Ruff Hewn's denim skirts)," said Moyer.

Ruff Hewn has been so successful because the clothes are "... of good quality, at good prices and in good styles," said Amanda Schwenke, assistant manager at Foxglove Inc. on Franklin Street.

"The clothes are very rugged — the name supports that," said Haddock. "People also buy Ruff Hewn because they know it's made in High Point; therefore, they know they are supporting North Carolina's textile industry."

Because business has been so good for Ruff Hewn, the company has had to expand their office space in High Point.

# UNC forensics team ranks top 10

By NANCY HARRINGTON  
Staff Writer

The UNC forensics team, recently ranked in the top 10 nationally, is something that UNC should be proud of, according to Dr. Virgil Balthrop, director in the speech communication department.

The team recently competed in two tournaments, the National Debate Tournament, April 4-7, and the National Individual Events Tournament, April 11-14, coming away with several awards.

"No other school did as good overall in forensics as Carolina did," Balthrop said.

During the National Individual Events Tournament at the University of Texas at Arlington, out of 111 schools, the UNC team placed eighth. Vikki Barrett, a senior speech communications major, placed fifth in the nation for dramatic interpretation.

The team of Barrett, Jim Rogers, John Harris, Jonny Gray, Monte Hagler, Andrea Walker and Karen Manuel had six people qualify for the elimination round, and three

people reached the semi-finals.

At the National Debate Tournament at Dartmouth in New Hampshire, Jeremy Ofseyer placed fifth, and then placed fifth as a team with Mike Egeus, Ofseyer and Egeus were in competition with 62 other teams.

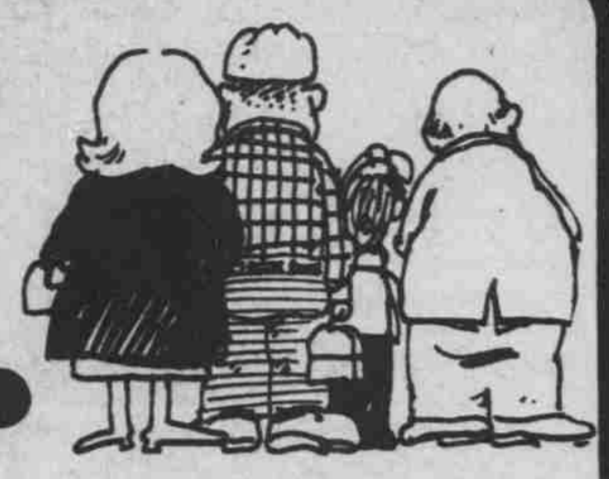
UNC is the only university that has had a team to rank that high nationally in both debate competition and individual competition, Balthrop said.

Balthrop said the University is well known for its athletic competition and that the forensics accomplishments are "a form of intercollegiate competition that reflects the academic success of the University."

"It's a year-long process, and you're constantly researching in the library," Egeus said.

The forensics team works with a low budget and cannot enter as many competitions during the year as other teams. Jonny Gray, a member of the team, said, Bradley University, which won the national tournament each year from 1980 to 1985, enters as many as 20 tournaments a year, he said.

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# Fabricated designer clothing country

By ROBERT KEEFE  
Business Editor

He began his life in New York City on Independence Day, 1885. Later, he gained admission into Eton College, England, where in the words of Edward VIII, Prince of Wales, "... he became the most accomplished rugby player in the school's history."

The man the myth that Prince



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Edward was speaking of was no other than his roommate and lifelong friend, Barclay Ruffin Hewn — "Ruff" to his friends.

But Ruff became more than just the greatest rugby player in the prestigious school's history. Several years later, Ruff returned to his native New York and amassed what his friends and colleagues called "... a well-sized fortune" on Wall Street.

Although he had enough money to retire and live a life of luxury, Ruff turned his head not from the needs of his country during the troubled times that followed.

He became America's first true clothing designer when he developed the uniforms used by Teddy Roosevelt and his Rough Riders during their historic charge up San Juan Hill.

Roosevelt said of his favorite hunting partner: "Bully for Ruff! The khaki uniforms blended perfectly with the sandy slopes. My men were camouflaged in that very crucial moment of the attack."

During the 1900 Olympic Games in Paris, Ruff was once again called to aid his country. It seems that the team's equipment and uniforms had been "lost" en route to the games, and they needed new ones fast. Ruff caught the next steamer to France, and by its arrival he had completed sewing — by hand — enough uniforms for the entire

team.

Several days later, one of the American track and field competitors fell ill of food poisoning, further raising doubts in the minds of Americans and the rest of the world.

Ruff, the patriot he was, jumped in the place of the ill runner at the last moment and, before thousands of astonished fans, won the gold medal for America.

"He was the greatest athlete I've ever known," said track legend Jim Thorpe of Ruff Hewn. "but more importantly, he was American!"

Speculations about German espionage during the games were true, and the United States soon became engaged in World War I.

Ruff once again came to his country's aid by designing the uniforms used by Woodrow Wilson's "Dough Boys" that fought overseas. Thanks to the efforts of Ruff and the American soldiers, the nation came out of the war a world power.

In the 1940s America entered World War II, and Ruff was recommissioned into the army as a colonel. The boys from home and their allies were getting picked off like flies on all fronts, largely due to the heavy clothing they wore.

Ruff immediately moved his design apparatus and advisory staff to the German front in France and was instructed by the President to report

directly to General Eisenhower. There he developed the still popular "Army Cloth" which undoubtedly saved hundreds of American lives. Wherever there was a combat urgency, you could find Col. Hewn solving big problems.

When the United States dropped the atomic bomb on Hiroshima, Hewn felt it was time to get out of public service. War was becoming too complicated, as was life. It was time to retire for Ruff Hewn.

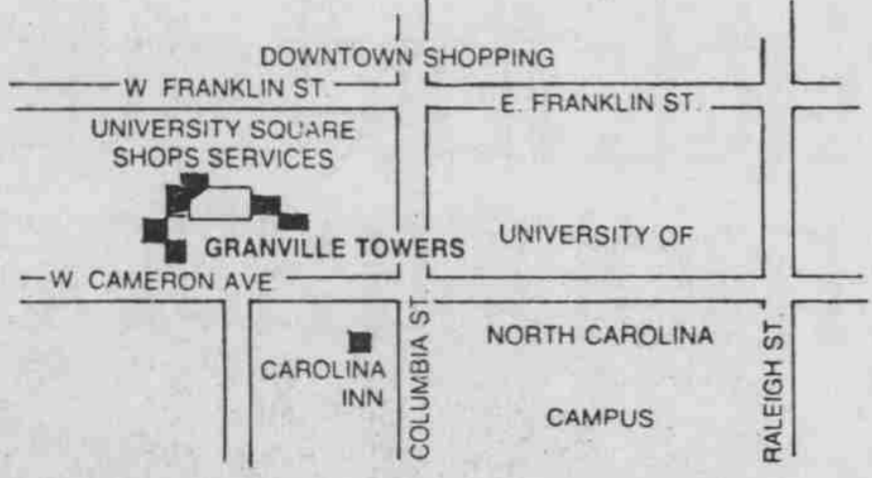
The life and times of Ruff Hewn has been captured by the line of clothing presently being marketed by W&J Rives Company of High Point. The hero of America for many years is still getting the attention of clothing marketers nationwide. The only problem with the Ruff Hewn line is that it is all a sham.

Ruff Hewn never lived, according to W&J Rives and Co. — he is a fictional character created by designer Dennis Marchman to promote the line.

And evidently it has worked. Sales have increased by 500 percent since Ruff Hewn was introduced to the market five years ago, and many fashion experts feel that Ruff Hewn will soon join the ranks of Gloria Vanderbilt and the others.

So, in the words of Teddy Roosevelt: "Bully for Ruff!"

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