

## Merchandising Group Attends State Seminar

Last Tuesday, October 12, the classes in Retail Merchandising and History of Apparel attended a fashion seminar and workshop in Charlotte, N.C. The highlight of the occasion was the showing of the holiday collection of designer Jeannene Booher who described her own "vervy" designs.

"I think one can really get more out of a fashion show when the designer is there to tell about her own designs," observed Sherri Clouser.

"The fashion show was very interesting to me. It was the first 'high' fashion show I have ever seen," commented Jean Hamlin. "The clothes were very elegant. Some were of silky crepe de chime and others of Quiana knit."

"A lot of dresses reminded me of the clothes we have talked about in class, such as the Orientals, the Roman and the Greek styles. In a way, I was familiar with the styles from the slides and the class lectures and discussions."

Most of the clothes were for evening; mainly evening gowns, hostess gowns and jumpsuits.

The models were quite unusual in their movements and make-up. They moved in time with the music and were made up to resemble department store mannequins. Many of the models made full circle turns and moved beautifully to the up-tempo musical background.

Although the men who attended the show tended to feel that the Charlotte models were over-made up and exaggerated in their movements, most of the students agreed that the designer fashions were fluid and beautiful.

A field trip to Charlotte N.C. was last weeks highlight for the students in Merchandising Management. They attended a panel discussion on some of the interesting facets of merchandising and sales promotion, a designer fashion show and luncheon and participated in several diverse workshops. All of these activities were conducted at the Sheraton Center by Winthrop College and the Fashion Group of Charlotte.

Here are some student reports on the workshops they attended:

### Sales Promotion and Advertising

1. Steve Leonard is Director of Advertising for the Mr. Wrangler Division of Blue Bell, Inc. He stated that important things in promotion and advertising are knowing consumers, knowing products, being proud of products and having motivation. Also, for a person in the field it gives one a chance to meet interesting people and to travel.

A store must decide what to sell and to whom to sell it. An advertisement should explain the product and also be something to interest the people. Products change every season which means advertisements must change. Usually a store has one product of package goods and many products of soft goods. Display is mainly to insure recognition of the product. The main function in promotion and advertising is to inform the trade of specific information. Sherri Clouser.

### A Career In Fashion Design

2. This workshop was narrated by Jeannene Booher. She stated that there is a lot of pressure on a designer and that she worked all year round. There are four main collections, Ex April (fall), September (holiday), October-November (spring) and January (summer). Mrs. Booher works three to six months in advance of her showings. It takes 3 months to complete a collection. Normally, one hundred, seventy-five pieces compose a collection; however, only twenty-five to thirty percent end up being produced.

The starting point of designing is to look at the fabric line. First she drapes the fabric on a dummy, it is fitted and then made out of muslin. The first duplicate is a perfect size 8.

The designer must stay in touch with the customer. She must learn to be very selective and careful. Also she needs to be

very much involved in the business.

Mrs. Booher also mentioned three schools to attend if you plan to major in fashion design: Ex. Parsons School of Design, Pratt Institute, and FIT (Fashion Institute of Technology). Sheila Manley

### Textiles

3. The second workshop was entitled "Career Opportunities in Textiles." Such facts were related as, "eighty percent of textiles are woven" and weaving is an art from centuries ago." Industry is still using the basic weaving techniques with specialized machinery. Many careers in textiles are available: Colorist, designer of patterns, loom operation and advertising. Cannon produces mainly for the target market family aged 25-40, they also go by geography tastes and color trims. Debra Simms

### Job Interview Procedures

4. The workshop I attended was entitled "Job Interviews." The majority of the time was spent in a question and answer session. The two basic principles are to sell yourself, and to let the interviewer know what your goals are. Several categories of an interview were mentioned; they were college and high school education and life, family life, jobs, interests, goals, expansive ideas, looks, first impressions, assertiveness, composure, responsiveness, and reference letters.

The next workshop was entitled "Opportunities in Specialties Stores, Department Stores, and Discount Stores." The five categories of employment in any one of these stores are: merchandising-buying, personnel, sales promotion, operations-maintenance, control-finance. The two most stressed characteristics for a person interested in getting ahead in the fashion world are to be creative and to be aware. Sam Clark

### Buying The Line

5. Margaret Little is a Sales Representative for "Stage 7" clothes and she showed us some of the fall collections. Stage 7 mainly uses a four pattern color scheme for the fall collection. These colors were: black, chocolate, brown, leather and white. One thing I found interesting was that many of the garments are now tunics. It reminds me of what the Romans wore and it proves that some styles are taken from past times and then revised.

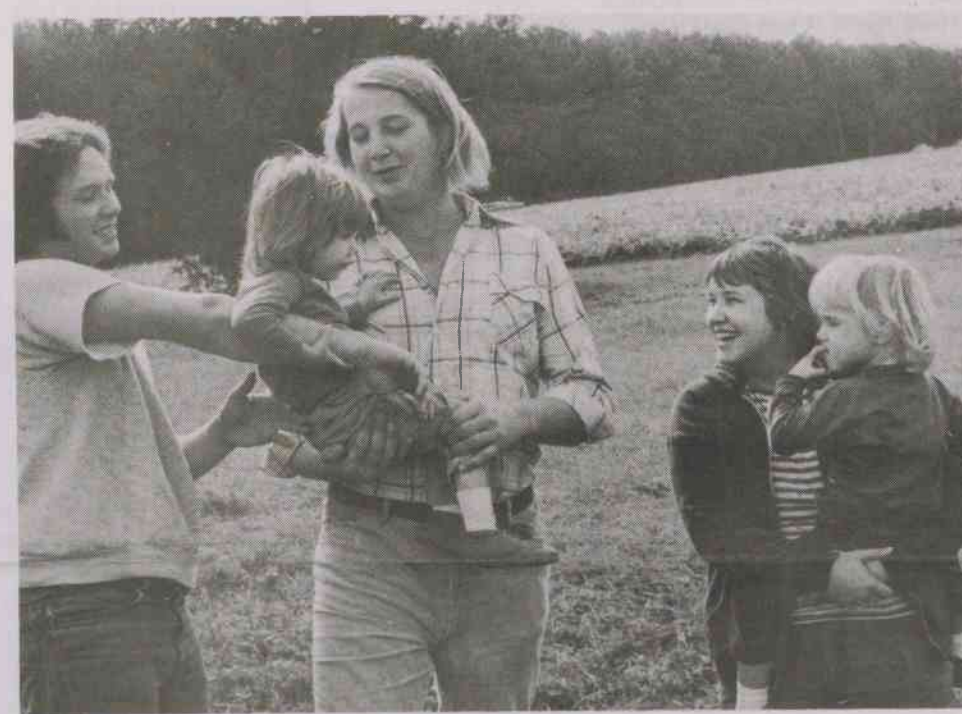
She also said that when one is buying clothes for a store he should always concentrate on buying clothes for the shopper and consumer viewpoint. Also that "in designing and buying one must concentrate on fit, fashion and eye appeal." Sherri Clouser



**ICE CREAM DAY** — Tuesday, October 19, was ice cream day in the cafeteria and students helped themselves to the mountains of chocolate, vanilla, and tutti-fruity. (Photo by Richard Greene)



**RESCUERS AND RELATIVES** — Rescuers and relatives are glad to find the twins after a long search.



**CHOWAN STUDENTS** — Marvin Harris and William Barnett re the Chowan students who found the lost twins.

## Campus Light Improved

Lighting has been improved on Campus. Other measures to increase the safety of citizens and their property are being considered. All citizens of the community must act responsibly to insure the safety of one another. However, in the final analysis, self-protection is the primary concern of the individual.

1. Check your window screens regularly to ascertain if they are securely fastened.

2. Advise your Head Resident immediately when you discover your screen is in need of repair.

3. Avoid out-of-the-way places even during the day, when you are not properly escorted.

4. Avoid places which are not well lighted at all times.

5. Discuss the possibility of attack with your friends. Try to anticipate possible response.

6. Ask another citizen to walk with you across the campus when you feel that going alone would invite trouble.

7. Respond positively to request to walk with one across campus. Men of Chowan are encouraged to escort women students to and from residence halls at night. (men, remember you are not exempt from possible assault.)

8. Exit and enter only through designated doors after residence halls have been secured. To do otherwise is to jeopardize the safety and security of all residents.

In case you are assaulted, your Head Resident, the Security Officer, and the Associate Dean of Students should be notified immediately. The telephone number of the Murfreesboro Police Department is 398-4101.

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Copies of the interview with Jimmy Carter that was featured in PLAYBOY are now available in the library.

## Trailblazers Change Plans

By ELLEN TEMPLETON

On Tuesday, October 19, the Trailblazers held a brief meeting in front of the Askew Student Union. At this meeting, it was decided that each member planning to go to Cape Hatteras would have to have paid their dues (3.00 per year). They would also need to supply a knife, spoon, and fork and possibly a plate. Sleeping bags will also be needed.

On Monday, October 25, the officers held a brief meeting in front of the Askew Student Union. At this meeting, it was decided that due to the fact that this was the first time this group was camping together, it should be a shorter weekend. The Hatteras trip has now been scheduled for Saturday, October 30 at 9:00. All members are urged to eat Breakfast Saturday morning and meet with their prospective drivers in front of Thomas Cafeteria.

Please be prompt, and remember all dues must be paid.

On Tuesday, October 26, the Trailblazers held an additional meeting to work out the details of the trip. At this time it was decided that three meals would be served and that Saturday's lunch would be a bag lunch. Also, since hamburger and spaghetti are on the agenda an additional \$3.00 will be needed to be paid. Anyone planning on going must also pay this amount before leaving Saturday morning. The money should be given to Jane Roussy (treasurer). It is also advisable to bring a shower curtain (plastic) or some kind of plastic blanket to cover the "floors" of the tents.

Remember, the trip begins Saturday at 9:00 a.m. and ends Sunday after lunch. It promises to be an interesting weekend.

## Students Join Search

# Rescue Workers Locate Lost Babes In Woods

Army helicopter hovered above tree tops. Propeller thrust bent back branches, revealing a white fur lined coat below. Rescue volunteers worked to reach the spot.

Back on a logging path, Judi Collins, the mother of three-year-old twins, waited for word of her children who had been lost since 11 a.m. It was 2:45 p.m.

Almost a dozen bloodhounds from Odom Prison Unit and from Franklin combed the woods.

The woods was the several thousand acre tract of lumber near Como called, "Big Woods." The twins' father, Cliff, a forester with Union-Camp, joined in the search. The presence of his scent slowed the dogs.

Judi said she missed the children who had been playing in the backyard near the edge of "Big Woods" about 11 a.m.

"They had just finished watching Captain Kangaroo and had gone outside the play," she said.

Judi checked to see if they were okay but she could not find them. Both Michael and Mariah along with their pets Rachel, a coon hound, and April, a collie were missing.

"I was frightened so I called my husband and then I called the sheriff's department," she said.

The Hertford County Sheriff's office sent out a call for volunteers. A little after noon over 50 cars and rescue vehicles lined the logging path. A bus load of 73 Chowan College students led by Chowan professor and Murfreesboro rescue squadman Bill Sowell joined in the search.

The Murfreesboro Rescue Squad, Murfreesboro Fire Department, Franklin Rescue Squad, Franklin Fire Department, Murfreesboro Police Department, N.C. Forestry Service, Hertford County Sheriff's Department, Ahoskie Rescue Squad, U.S. Army, National Guard, Odom Prison Unit, a local citizens' band radio club and other volunteers searched the "Big Woods."

A N.C. Forestry Service plane flew over head. Mary Brett, president of the Murfreesboro Ladies' Division of the Chamber of Commerce made sandwiches for the workers. The U.S. Army helicopter roared.

A few weeks later autumn coloration would have made the twin's coat invisible but the helicopter pilot was experienced at sighting the relatively unseeable. The turbo-jet helicopter nestled in the trees waiting for rescue workers.

The twins and their dogs were together when two Chowan College students spotted them. They were under a tree. Michael and Mariah said the helicopter frightened them.

Six hundred yards later volunteers emerged from the woods holding two blonde-haired three-year-olds.

"Are they hurt," a relative asked?

"No" returned the answer.

The following students were involved in the Rescue-Hunt for the two children. Tim Andersen, Eddie Atkins, Tim Atkins and Steve Atwill.

Teresa Ballance, Richard Bancroft, David Craig Barnes, Cecil Barnett, E.C. Barnhardt, Tom Battista, Dick Berquist, Mark Boyce, Steve Bragg, Richard Brown, Web Buchanan and Don Burrus.

Mitchell Callis, Jimbo Carney, William Carroll, Pete Cheney, John Collins, Bill Copeland, and Jeff Conner.

Alvin Davis, Ryan Davis, Scott Davis, Wendy Davis, Debby Dishner and George Everard.

John Foster, Rene Gilliam, Keith Glunt, and Howard Griffin.

Ken Hardee, Elizabeth Harrell, Marvin Harris, Barrett Henson, Isaiah Hopkins and Robert Hoskovec.

Lewis Ingles, Buster Ingram, Timothy James, Gregory Keech, Dan Kraft, Ray Lassiter and Jason Leonard.

John McClinton, Pete McGee,



**SAFE AT LAST** — One of the twins rests comfortably in the arms of Chowan student, Marvin Harris.



**REUNITED** — Reunited with relatives the twins relax and enjoy their new-found popularity.

Donald Matthews, Richard Matraw, Daniel Mikosch, Bob Miller, Kevin Moran, David Morgan and Tommy Munson.

Edward J. O'Conner, Kurt Peterson, Bill Phillips, Dennis Phillips, Marty Pilarski, Dean Pulley, Jerry Pulley, Scott Rader and Robbie Robertson.

Debby Sawyer, Cathy Somers, Dan Sweeney, Jack Taylor, Orlando Taylor, Ricardo Thompson and Roper Thrower. Jim Vuncannon, Harold S. Waller, John Weidman, Edward Wetherington, David Williams, and Howard Williams.

William Barnett, Jr. and Marvin Harris were the two Chowanians who found the twins.

## Lecture on Self-Defense

On Tuesday evening, November 2, at 6:30 p.m. in Columns Auditorium, two policewomen from the Norfolk Police Department will lecture on Self-Defense. This program, generally aimed at women, is open to all students in the College Community.