

# Sportswear Honors Employees



### 6-Year Pins

Sportswear plant employees, honored recently for six years of service to the company are shown above left to right: R. T. Hayes, Lunette Murphy, Hallie Overton, Danize Neal, Marjorie Dickerson, Dot Lambert, Jane Senter, Hortense Alford, Elnora Carpenter, Annie Malone, Bernice House, Illele Williams, Lorane Bartholomew, Nadine Redmond, Bea Marshall, Jo Nell

Horton, Nancy Edwards, Irene Shearin, Cedonia Boone, Margaret Gupton, Olive Insoe, Billy Foster. Not pictured - Joe Foster, Frances Pergerson. Pins were presented to both groups by Don Hartness, local plant manager in ceremonies held at the plant here.



### 5-Year Pins

Sportswear plant employees, honored recently for five years of service to the company are shown above, left to right: John Gilbert, Ruby Gilbert, Mahlon Horton, Wilma Williams, S. E. Gupton, Jr., Leona Jenkins, Rosa Lee Gupton, Lucille Finch, Mary Driver, Shirley Ball, Annie Daniels, Adal Finch.

Esther Wheeler, Mary Nash, Elizabeth Upchurch, Nay Fuller, Corine Thorne, Mae Coppedge, Peggy Young, Lillie Tharrington, Bertha Duke, Edna Davis, Ella Nelms, Alma Leonard, Elizabeth Stallings, Carrie Stallings, Kirby Holt, Carolyn Ayscue.

# Mother, Are You A Smart Clothes-Shopper?

Today's smart mother looks at more than price when shopping for children's clothes. With all of the modern developments in fabrics and fabric care, plus the mushrooming variety of fashions for the young, she has more to choose from—and more reasons for choosing—than ever before. Where does she start? Home economists advise: look first for maxi-wear and mini-care.

Children may grow out of their clothes, but clothes that grow out of children, because of shrinkage, are a needless waste of money. So the experts recommend that mothers shop first for washability. Washables save time, money and temper!

From the fashion angle, the main thing to watch for in clothes for both boys and girls is simplicity. Avoid the "adult look" in clothes for

children, the authorities say. Florence Eiseman, one leading designer of children's clothes, says that the biggest mistake a mother can make is to dress her child to look too old for his or her age. She says there's only one thing worse than a five-year-old boy in long pants, and that's a five-year-old girl in a fur coat.

Children are fetching enough just being children. So Mother is advised to avoid ruffles, frills, trimmings, tiny buttons and other such clutter that just make clothes more complicated to care for. Today's styles offer a wide range of such non-clutter. There are washable cotton knits in simple shifts for little girls and in pants suits for little boys; turtle neck shirts for both; dirndl dresses in drip-dry synthetics; sturdy jeans and jackets in heavy washable corduroys or denim

and even the ultra-new washable synthetic leathers in skirts, jackets, pants, vests and caps.

Clothes that require dry cleaning are better left to the adults, who aren't expected to get them soiled as much or as often as youngsters. And the range of washables today is unlimited because modern science has ended the shrinkage nightmare with the development of cold water laundering for everything from heavy duty blue jeans to delicate slips and children's party dresses. The cool treatment also protects the man-made fibers, like Dacron, Orlon and the many other popular synthetics, from stretching. As an added economy factor, cold water washability also eliminates the cost of heating water as well as the expense of dry cleaning. Of special importance to Mother, Cold Power even has a built-in germproofing ingredient that's more effective in protecting children's and baby's things than the hot water in the average home.

How about colors in children's clothes? Is there an advantage to pastels over the vivid colors? There used to be. Mothers used to have to beware of bright hues because of the hazards of fading and running. But colors are safer with modern cold water laundering, so the only question to be concerned about when

it comes to fashion colors today is that of good looks. Designers say, don't overwhelm the little tots with so much color that they are lost in it. But do remember that most youngsters—and teenagers—are lively, active individuals who are suited to lively, active colors and patterns.

Another smart shopping tip is that many of the garments being shown for school and play this year are made of the new durable press fabrics, which are truly a boon for Mother since they lessen the need for ironing. However, it's best to remember that hot water laundering can set wrinkles, and the Cold Power laboratories report that leading home economists specifically recommend cold water laundering for the best results with these permanent press finishes. Color temperatures are also recommended for dryer-drying of durable press clothes.

One of the newest shopping innovations is the concept of guaranteed wear. Some children's clothes are now guaranteed to last for a year from the time of purchase.

All of these modern developments in fabrics and fabric care should make one thing clear to the shopping mother: there are countless maxi-wear, mini-care advantages today that will save her time, trouble and money!



**AUTUMN FAVORITES**—Wide wale cotton corduroy turns up in the season's spiffiest sports coats. In single or double-breasted versions, they're set off with leatherette buttons and flap pockets. Coats can be teamed with corduroy slacks in contrasting shades or worn with slacks in the same color to form a suit. By Palm Beach.

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**Changes Rules**

The Internal Revenue Service has made some changes in medical expenses that could, in the future, apply to some heart transplant cases. The patient receiving a kidney transplant can deduct the transportation, operation and recovery expenses of a donor of a vital organ as his own medical expenses.

**Loyal Classmates**

Englewood, N. J.—Friends of Cheryl Pennington, a 17-year-old senior who lost her left arm to cancer, have started a fund to pay \$4,000 in medical expenses and for an artificial limb. The fund's co-chairman said any money raised over the necessary amount would be donated to cancer research.

**Dr. Claye Frank**

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**Bankcard Asso. Locates In Raleigh**

The recently-formed Atlantic Bankcard Association, composed of thirty-seven banks in Virginia, North Carolina and South Carolina, will be headquartered in Raleigh, North Carolina, according to Lewis R. Holding, Chairman of the Association and President of First-Citizens Bank & Trust Company.

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**GOOD YEAR**

**The selection of Raleigh was based, Holding said, on the strength of its central location to the members of the Association and site studies made by Booz, Allen & Hamilton of New York, professional management consultants to the group. Several North Carolina locations were considered.**

To offer the nationally-known Master Charge credit card next Spring, the Association intends to begin initial operations immediately in temporarily leased space in the Cameron Village area. Land has been obtained in the 600 block of Oberlin Road for the construction of a new office facility of some 20,000 square feet to house the headquarters sections. J. W. York Construction Company has been contracted to erect the building, which was designed by Leif Valand and Associates.

Holding indicated that over 100 people will be employed in data processing, clerical and some managerial positions initially, with additional people to be added to the staff as demand required.

The new building will house offices for the Association's senior management, Data Processing division and Authorization Section, plus ancillary components required by the group.

While several key personnel have been hired and are to report to the Association in the immediate future, the majority of the clerical staff is to be sought in the next several months.

# Revival Services

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