

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST TOWELS

FIELDCREST MILLS, INC. • Plants at Draper, Forest City, Greenville, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

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NO. 4

F. W. Green Named Division President

The promotion of Frank W. Green from executive vice president to president of the Fieldcrest marketing division of Fieldcrest Mills, Inc., has been announced by Harold W. Whitcomb, president of Fieldcrest Mills, Inc.

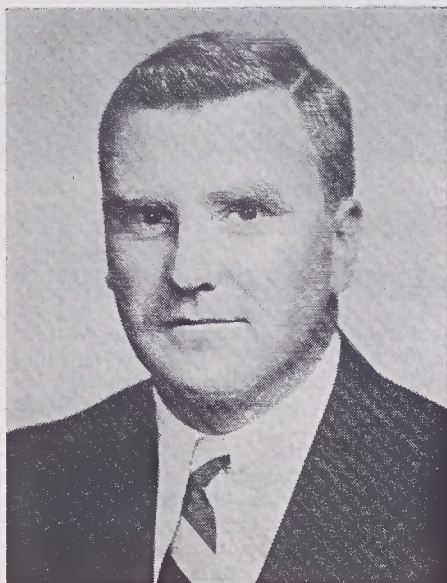
Mr. Green was also elected a vice president of Fieldcrest Mills, Inc., at the August 17 meeting of the Board of Directors.

As president of the Fieldcrest marketing division Mr. Green replaces G. William Moore, who earlier was named executive vice president of Fieldcrest Mills, Inc. with headquarters at Spray, and reports to Mr. Moore.

Mr. Green joined the sales staff of the organization in 1952 and was appointed manager of the automatic blanket sales division in 1957.

In 1964 he was named Fieldcrest marketing division vice president and merchandise manager. He was appointed executive vice president of the division January 1, 1966.

He and his wife and two children live in Manhattan.



FRANK W. GREEN
... Elected Company V.-Pres. ...

Fabrics Highlighted In Fashion Show Here

"We wanted to show how far fabrics and designs have gone for bathroom and bedroom," June Mohler said in explaining the purpose of the Fieldcrest Fashion Show held in the Morehead High School auditorium Thursday, August 18.

Mrs. Mohler, manager of publicity and sales training, and Judith Fields, fashion coordinator, both of the Fieldcrest marketing division in New York, with the aid of models furnished by the Leaksville-Spray Junior Woman's Club, presented a show that was literally the talk of the town.

The unique show, given at 10 a.m. and at 8 p.m. and attended by approximately 1300 persons, showed Fieldcrest blankets, sheets, bedspreads, towels, pillow cases and even shower curtains transformed into a parade of eye-filling fashions by the nation's foremost designers.

The stunning collection ranged from evening gowns to bikinis, bicycling outfits, cocktail dresses, hostess gowns, duffle coats for ladies, carcoats for men and even mink coats lined with Fieldcrest sheets and pillow cases.

The fashions were first shown in May at New York's Four Seasons restaurant for some 200 special guests. The show was given at the Fieldcrest Store in Columbus, Ga., just before the fashion show at Spray. After Labor Day the show will go to 50 cities for department

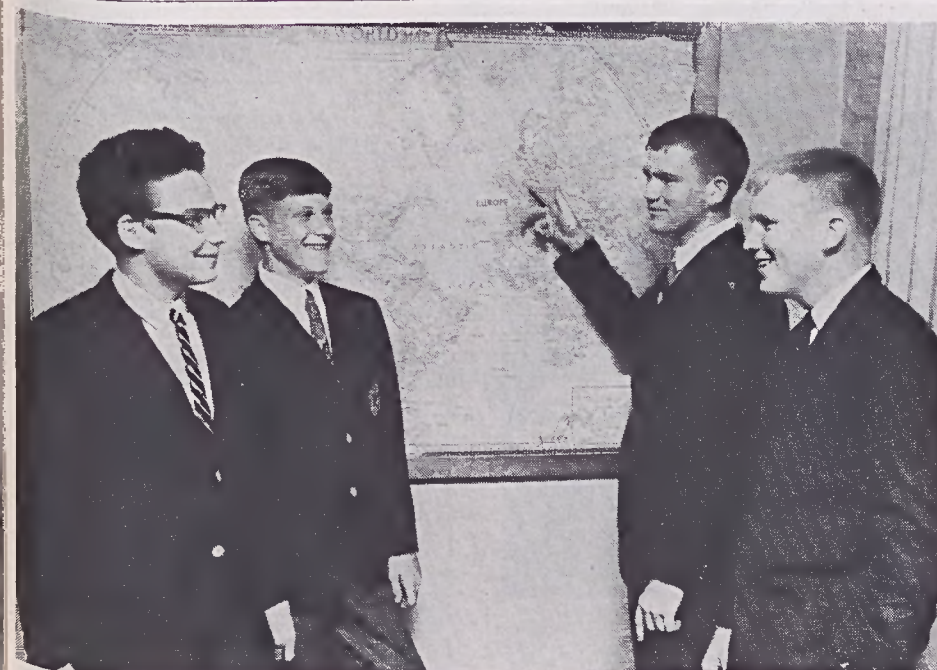
(Continued on Page Four)

New Safety Record Set At Towel Mill

Employees of the Towel Mill at Fieldale, Va., recently completed 4,100,000 man-hours without a lost-time accident, an all-time record for that plant.

The new record, which surpassed their former accomplishment of approximately 4,000,000 man-hours, was terminated July 25 when an employee sustained a disabling injury.

K. R. Baggett, Fieldcrest safety director, in commending the Towel Mill employees for their safety performance, said, "Although the record has been terminated, this was an excellent accomplishment of which every Towel Mill employee should be proud."



YMCA EXCHANGE CAMPERS — Four Tri-City young men, three of them from Fieldcrest families, use world map to trace their travels in Europe as exchange campers under a program sponsored by the YMCA. From left to right are Douglas Osborne, Jimmy Sams, Bobby Harris (pointing to map) and Justus Harris. See page eight for story of their experiences.