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ALL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST POWERLOOMED YARN

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

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Employees Invited To Fashion Shows



FIELDCREST TOWEL MILL at Fieldale, Va., is one of the largest towel mills in the nation. The mill employs approximately 1,300 persons. Under way at present is a \$5-million expansion involving the installation of additional looms and the necessary additional yarn manufacturing facilities.

A stunning array of fashions which some of the nation's foremost designers have created from Fieldcrest products will be modeled in fashion shows this week in the Eden and Fieldale areas.

Fieldcrest joined forces with the giants of the fashion industry to create a fashion show in which sheets are transformed into evening gowns, shower curtains into beachwear, towels into bikinis, and other Fieldcrest products into a wide assortment of fashion items.

Designers represented in the collection of approximately 30 creations are Adele Simpson, Frank Adams, Andrew Woods, Sarmi, Lito Manalang, John Moore, Edie Gladstone, Delissa, Diana Dew, Trigere' and Anne Klein.

The fashion show will be presented in the Fieldale-Collinsville High School auditorium Tuesday, April 30, at 10:30 a.m. and at 8:00 p.m., and in the Morehead High School auditorium at Eden Thursday, May 2, at 10:30 a.m. and at 8:00 p.m.

Employees, their families and friends are invited to attend at the time most convenient for them. There is no charge for admission.

The Eden Junior Woman's Club, of which Mrs. John Smith, III, is president.

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Mt. Holly Employees Recognized For Safety

—PICTURES ON PAGE SEVEN—

Employees of the Mount Holly Spinning Mill at Mount Holly were recognized for their outstanding safety record when they were given a barbecue served in the mill on all shifts.

The barbecue was given by the company under the terms of the safety contest at all Fieldcrest plants. A barbecue dinner is given at any mill which operates for an average of 2,000 hours per employee without a lost-time accident.

The Mount Holly employees have worked since March 10, 1967, without any lost time due to injuries. They have accumulated 2,263 hours per employee without a disabling injury, totaling 219,487 accident-free man-hours.

A. H. Justice, superintendent of the Mount Holly plant, congratulated the employees on their good safety record and urged them to continue their efforts in the prevention of accidents.

D. A. Purcell, general manager-towel manufacturing, who has responsibility for the Mount Holly plant, in a talk to first shift employees, extended congratu-

lations and urged a continuation of the accident-free record into the future.

K. R. Baggett, Fieldcrest safety director, in a talk to the employees said, "The company appreciates your efforts in the prevention of accidents and as your fine performance continues I hope to see you at a safety barbecue again next year."

Textile Quote

"The United States has the most advanced textile technology in the world, but it is difficult to remain ahead. New products, machinery or production techniques do not remain secret very long. In most instances, technological improvements developed in the United States are put to use very soon in other textile manufacturing countries."—William C. Harris, president, Institute of Textile Technology, Charlottesville, Va.

First Quarter Results

Fieldcrest Mills, Inc. reported record earnings of \$55 per share for the quarter ended March 31, more than 2.75 times the \$20 earned in the same period last year.

Sales increased 18.1%, from \$34,973,000 in the first quarter of 1967 to \$41,318,000 in 1968, also a new record for the Company. Net earnings amounted to \$1,947,000 in the first quarter of 1968 and \$704,000 in 1967, and were 4.7% and 2.0% of sales in the respective periods.

In reporting the results, President G. W. Moore attributed the record sales volume to the general improvement in the country's retail trade volume and to Fieldcrest's growing ability to take advantage of such improvements.

Earnings benefitted from the increased sales volume and from a higher rate of manufacturing activity which contributed to recovery from the abnormally low profit margins of the early months of 1967.