

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOCKED RUG

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Whitcomb Will Speak At ATMI Annual Meet

Harold W. Whitcomb, chairman of the board, Fieldcrest Mills, Inc., and the outgoing president of the American Textile Manufacturers Institute (ATMI), will speak at the group's annual meeting to be held at Hollywood Beach, Fla., March 20-22.

Other speakers will include Secretary of Commerce Maurice H. Stans and U. S. Senator E. F. Hollings of South Carolina.

At the meeting, Charles F. Myers, Jr., of Greensboro, chairman of the board of Burlington Industries, will move from first vice president to president of ATMI, succeeding Mr. Whitcomb.

More than 1,000 persons are expected to attend the meeting. The ATMI is the central trade association of the U. S. textile industry.

Fieldale Personnel Dept. In Temporary Quarters After Fire

The Fieldale Towel Mill Personnel Office has been open for business in temporary quarters at the Fieldale Community Center since the recent fire at the former Personnel Office building.

The building, located a short distance away from the mill, was destroyed by fire of undetermined origin Saturday, March 1. The frame building was a total loss but a portion of the records were saved.

The fire was discovered around 2 a.m. and the Fieldale Fire department was summoned. The firemen fought the blaze during a snowfall but were unable to prevent the rapid collapse of the roof.

Fieldcrest officials said that most of the files were salvaged and the water-soaked records dried out. They said it would be possible to reconstruct a large percentage of the records from the information available.

No estimate of the damage was given, pending the report of the insurer. Plans for replacing the building have not been announced.

Meanwhile, employees, job applicants and others having business at the Personnel Office, should go to the temporary quarters in the Fieldale Community Center.



Among the many Washington correspondents attending the Fieldcrest fashion show in Washington, D. C., was Vernon Louviere (second from right), associate editor of *Nation's Business* and a member of the Board of the National Press club. He is shown visiting with, from left to right, June Mohler, G. William Moore and Peggy Billhimer, all of Fieldcrest.

Press Club Views Fieldcrest Fashions

Fieldcrest Mills took its fashion show to Washington recently and the Capital will never be the same.

The membership of the National Press Club, accustomed to having heads of state, the brightest stars of the entertainment world and VIP's of all kinds, turned out in record numbers for the fashion show, sponsored by Fieldcrest and the American Textile Manufacturers Institute (ATMI).

Produced by June Mohler of the Fieldcrest Marketing Division in New York, the 45-minute show featured 40 high fashion garments created by leading designers and made from Fieldcrest bedspreads, blankets, towels, sheets, pillow cases and shower curtains. Enthusiastic bursts of applause indicated that club members had never seen anything quite like it.

Press Club president John W. Hefernan, bureau chief of the Reuters News Service, congratulated Fieldcrest and ATMI for bringing one of the most interesting shows to the popular entertainment spot for the Washington press.

The purpose of the fashion show was to illustrate how dramatic design and

color are being used in basic household textile products.

The Washington showing was so popular that the club's normal dining facilities had to be expanded to accommodate the crowd of 400. Ten members of Congress and their wives attended as guests of Harold W. Whitcomb, chairman of Fieldcrest Mills; G. William Moore, Fieldcrest president; and ATMI.

Local arrangements for the show were made by Peggy Billhimer, Fieldcrest sales and service representative for the Washington-Baltimore area. Fieldcrest had the cooperation of the fashion office of The Hecht Co., important Fieldcrest customer in Washington, who furnished accessories for the fashions.

The unique fashion show, a highly successful promotional activity, is used to dramatize Fieldcrest's fashion leadership. The show consists of dresses, bathing suits, sun clothes and lounge wear designed by 15 leading American couturiers from materials actually used in Fieldcrest domestics products.

Normally, the showings are staged as a part of carefully planned Fieldcrest
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