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NO. 3

New YMCA Fund Campaign To Open

A Message To Eden Employees

From

H. W. WHITCOMB

Chairman, Board Of Directors

I want to comment on the brochure being distributed to Eden area employees concerning plans to build a modern, new, family-centered YMCA for the Eden community.

As many of you know, the YMCAs have served this area for many decades and have done a remarkable job, though handicapped by the lack of adequate facilities. The present Central "Y" building is 60 years old. It is so dilapidated and in such a poor location for parking, play areas, etc., as to make it unwise to spend large sums for remodeling or improvements.

For a number of years, various committees have been studying the needs and investigating the possibilities of a new YMCA for Eden. A building program has now been undertaken and plans are going forward to construct a new YMCA building on a 30-acre tract of land donated by Mr. F. C. Dumaine, Jr., president of the Amoskeag Company and a director of Fieldcrest Mills, Inc.

The best estimates indicate that the building will cost a minimum of \$800,000, if built now. The Fieldcrest Foundation has made a challenge gift of up to \$400,000 to be matched by other businesses and citizens of Eden and the surrounding area. I believe that the community as a whole is strongly in favor of going ahead with this program. I am sure that the matching \$400,000 can be raised without hardship to anyone if all of us do our part.

I am writing this note to ask each of you to be thinking about this matter and what the successful conclusion of this project will mean to the people of the Eden area now and in the years to come.

The Fieldcrest organization has always done its full share in supporting religious, educational, recreational and every other worthwhile activity in our community. I am sure that once again the full support of Fieldcrest people will be the deciding factor in making the New YMCA Campaign a success and will bring into being one of the finest additions ever made to our community.

H. W. Whitcomb

Fieldcrest Foundation Makes \$400,000 Challenge Gift To Be Matched By Community

Fieldcrest men and women will have an important part in the campaign to raise funds to build a new, family-centered YMCA.

A campaign to enlist the support of all Fieldcresters in the Eden area has been scheduled for the week beginning Monday, August 18.

The Company has announced that the Fieldcrest Foundation will make a challenge gift of up to \$400,000, to be matched by a like amount in contributions from other industries, businesses and individual citizens.

Because Fieldcrest is Eden's largest employer, the community's ability to raise the additional \$400,000 will be determined largely by the success of the campaign in the mills.

Wholehearted support by Fieldcresters will be the most important factor in assuring that the necessary funds are raised.

A brochure explaining the new YMCA project and a question-and-answer pamphlet are being distributed
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Prizes, Awards To Be Offered In Campaign

Employees who pledge on the "three minutes a day" basis in the New YMCA building fund campaign will be eligible for valuable prizes to be awarded in drawings in each mill division and in the staff organization.

The prizes in each division include a 9 x 12 Karastan oriental design rug, a week's vacation with pay and two one-year family memberships in the new YMCA. In addition, a 23-inch screen color television set will be given as a grand prize, in a drawing from the names of all employees, mill and staff, who pledge on the "three minutes a day" basis.

The President's Plaque, given by G. William Moore, president of Fieldcrest Mills, Inc., will be awarded to the mill division with the highest percentage of employees pledging on the "three min-
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