



June Mohler shows new towel in presentation at the Fieldcrest Store.

## Store Personnel Hear Presentation On 'YSL'

A sales training presentation on Fieldcrest's new Yves Saint Laurent-designed collection of bed and bath fashions was given for the personnel of the Fieldcrest Store at Eden by June Mohler, of New York, manager of publicity and sales training in the Fieldcrest Marketing Division.

The program was similar to those that Mrs. Mohler and her assistants have been giving at department stores from coast to coast in connection with the introduction of the Yves Saint Laurent designs.

Mrs. Mohler gave the background of the creation of the signature collection by the internationally-celebrated French couturier and gave some personal data on the designer himself. She accompanied her presentation with a film.

The Fieldcrest-Saint Laurent designs are being presented at regular prices and the collection is receiving the greatest promotion in the company's history.

## Fund Campaign

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Fund officials said. The budget-goal in the community-wide campaign represents the minimum amount needed for the continuance of the 11 health, welfare, and recreational services included in the campaign.

The board of directors of the Eden United Fund approved the over-all budget recommended by the budget and admissions committee. The \$105,000 represents a slight increase over last year's

# Truck Drivers Receive National Honor

Truck drivers of Fieldcrest Mills, Inc., won national safe driving honors in the 38th national fleet safety contest conducted by the National Safety Council and sponsored by the Private Truck Council of America, Inc.

The Fieldcrest fleet, consisting of 23 vehicles and 32 drivers, was awarded second place in the private truck division. The award was presented in Chicago October 30 at the ceremonies held in conjunction with the 57th National Safety Council Congress and Exposition.

The award was based on the Company's outstanding safety performance from July 1968 through June 1969. During this period the Fieldcrest drivers operated 2,688,775 miles and had 1.12 accidents per 1,000,000 miles of operation.

A total of 220 fleets, consisting of 7,255 vehicles, travelled 250,588,000 miles during the contest year. The combined

average frequency rate of accidents was 8.09.

All accidents were counted in the contest except those occurring when a company vehicle was properly parked. Winners were determined after certification of their records by an official appointed by the National Fleet Safety Contest committee.

The winners were honored at an award luncheon sponsored by General Motors Corporation in the LaSalle Hotel's Grand Ballroom. More than 700 safety experts from the nation's motor transportation industry attended the luncheon.

Clayton D. Calkins, chairman of the National Fleet Safety Contest committee, congratulated the winners and participants for their support of the contest and urged them to take greater strides toward safer fleet operations in the coming year.



## Fieldcrest Exhibit Wins Governor's Award

The Fieldcrest Mills display received the Governor's Award for the best commercial exhibit at the North Carolina State Fair. The award was presented by John Wrightsille, Assistant Commissioner of Agriculture on behalf of Governor Robert W. Scott.

Shown at the plaque presentation, left

to right, are John Buckner, of the Fieldcrest Store, who arranged the domestics display; Mr. Wrightsille, Dr. L. H. Hance, corporate vice president-research and engineering; and Andrea Beerman, of the Fieldcrest Marketing Division, who directed the Fieldcrest Fashion Show at the Fair.

goal and includes an amount of \$4,199 designed to cover any shrinkage due to persons moving away or otherwise defaulting on their pledges.

The Eden United Fund agencies and the amount allotted to each for the 1970 budget year are as follows:

- Boys Club, \$12,777.12; Boy Scouts, \$13,561.00; Central YMCA, \$20,545.00; Draper YMCA, \$13,468.00; Girl Scouts, \$4,800.00; Henry Street YMCA, \$3,224.00; Red Cross, \$10,300.00; Rescue Squad,

- \$5,450.00; Retarded Children, \$2,500.00; Salvation Army, \$7,169.00; Carolinas United, \$7,006.56; Contingencies, \$4,199.32.

John E. Grogan, of Gate City Savings and Loan Association, is president of the Eden United Fund. William L. Atkinson, of Leaksville Bank and Trust Company, is chairman of the community-wide campaign. Lyman Collins, of Southern National Bank, is chairman of the budget and admissions committee.