

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

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Fieldcrest Launches Fall Ad Campaign

Fieldcrest's national advertising for Fall, 1971, continues to illustrate that "only Fieldcrest does it like this." For this Fall, Fieldcrest has introduced our greatest range of new collections, each strikingly patterned for the many moods of the seventies.

The new ads, all superbly illustrated by famous fashion photographer Neil Barr, perfectly depict these forward-

thinking designs with an advertising approach that departs from Fieldcrest's past campaigns.

Representing Fieldcrest's concern for the environment are two ads showing part of our new ecological groupings. The "Smokey Bear" collection, styled for both juvenile and young adult appeal, receives special attention in a 'slice of life' ad illustrating a child en-

joying this meaningful bed-and-bath line.

In addition, Fieldcrest's ecological series includes "The World Around Us," a grouping of four delicate designs on towels and sheets. From this collection, Fieldcrest chose "Nature Walk" to depict the freshness of these "natural as nature" styles.

Fieldcrest's designer collections, among the most successful ever introduced by the company, will be represented in this new advertising campaign. Yves Saint Laurent's new "Patterns" home fashions are shown in a beautiful blue colorway for the bath. The new bedroom designs from Pierre Cardin's "Vibrations" look appear on the flowing sheet and bedspread in warm, golden browns.

This new advertising campaign will reach a wider market of customers than ever before. The ads will appear, from September through December, in America's most prestigious publications, including House Beautiful, McCall's, The New Yorker, Better Homes and Gardens, Redbook, Sunset, The New York Times Magazine and many others.

Fieldcrest is justifiably proud of our Fall collections. It is the most inclusive and comprehensive line ever offered by the company. This forthcoming advertising campaign should bring even more acclaim to this industry-leading brand.

PICTURES ON PAGE THREE

Mills' UF Campaign Nears Completion

The campaign in the Eden mills and offices on behalf of the Eden United Fund was still in progress when The Mill Whistle went to press Friday, October 8.

Paul Kitchens, division vice president-Karastan rug manufacturing, who is chairman of the campaign at Fieldcrest, said the results would be announced in The Eden News and The Mill Whistle after all solicitations are completed and final reports received.

The eligibility cut-off time for all prizes and contests in the campaign was noon Tuesday, October 5. All pledges and contributions turned in by that time will be counted in determining

those eligible for the drawing for prizes and in determining the winners of plaques and certificates.

The President's Plaque is to be given by President William C. Battle to the mill which has the highest percentage of employees giving a Fair Share. The plaque will be held for a year by that mill and will rotate to next year's winner. The staff department having the highest percentage of "Fair Share givers" will receive a similar plaque.

Certificates of Merit will be presented by the Eden United Fund to each mill department and staff unit in which all employees pledge a Fair Share.

Employee contributions may be in the form of a pledge which can be paid in small installments through payroll deductions over a 12-month period. A large number of employees are already

(Continued on Page Two)

Sale Of J. P. Maguire Firm Being Discussed

Fieldcrest Mills, Inc., and Provident National Corporation have announced an agreement in principle for the sale of John P. Maguire & Co., Inc., New York-based factoring subsidiary of Fieldcrest Mills, to the Provident National Corporation for \$20,000,000.

Directors of Fieldcrest Mills, Inc., approved the negotiation of a final sale agreement at a meeting in New York September 28. The sale is subject to approval by the directors of both companies and the appropriate governmental agencies.

The sale of Maguire to Provident National is consistent with the trend in recent years toward acquisition of factoring firms by banking institutions.

Maguire will continue to serve Fieldcrest as a factor for the foreseeable future.

Red Carpet For Emperor Made By Fieldcrest

When President Nixon and Emperor Hirohito of Japan met in Alaska September 27, each walked out on a red carpet manufactured by Fieldcrest Mills, Inc.

The Laurelcrest Carpet Plant at Laurel Hill received the order from the Office of Protocol in the State Department. The order reached the mill via telephone from the Karastan sales offices in New York.

The government purchased at the regular price two 100-foot rolls of Pattern 270-5, a cherry red carpet from the "Velvet Dream" line.

It was specified in the instructions that the carpet should be five feet wide and have metal weights placed in the

ends to prevent the wind or the blast from an aircraft from lifting the carpet off the ground.

To meet the specifications, it was necessary for the mill to split the roll in order to obtain the five-foot widths. There was also the job of binding all of the edges and sewing in pieces of angle iron at the ends.

The order came at 4 p.m. Wednesday and by 10:30 a.m. Friday, Roosevelt Oxendine, a courier at the mill, had the carpet in a station wagon on his way to the regional airport at Greensboro. There, two Secret Service men assumed charge of the carpet and took it to Washington for the flight to Alaska.