

# THE MILL WHISTLE

*Fieldcrest*

COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER LOOMED RUG

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## Fall Collections Shown At Sales Meeting

The managers and sales staff of the Fieldcrest Marketing Division recently met at the new Disney World Center in Orlando, Fla., to view the new Fieldcrest and St. Marys collections and advertising for Fall '72.

Attending the meeting were G. W. Moore, chairman, W. C. Battle, president, D. M. Tracy, senior vice president and president of the Fieldcrest Marketing Division, W. B. Guinan, senior vice president and president of the Karastan Marketing Division, J. F. Deery, divisional vice president of marketing for Karastan, H. M. Bergen, corporate vice president and director of merchandising for Fieldcrest, O. G. Grubbs, corporate vice president and director of sales, J. P. Robertson, corporate vice president and director of advertising.

The division's new collections were formally presented and met with a highly favorable response. One of the most

important "New Looks" ever presented by the Company is its new Marimekko collection for Fall '72.

Each of the three outstanding patterns, "Brook", "Morning" and "Flower", is inspired by the magical countryside of Finland, land of long, cold, grey winters and the sudden, glittering greening of spring. The three unique Marimekko designs appear on all products.

The Yves Saint Laurent collection for fall includes the most outstanding patterns yet designed by M. Saint Laurent for the Company.

On all products, his expressive collection is a graphic mix of pattern elements related by scale and richly matched by colorway.

A significant new grouping for fall is in the juvenile dimension. "Living Free" captures the adventurous spirit of Joy Adamson's best-selling book and internationally acclaimed motion picture by realistically depicting the ab-

sorbing story and carefree charm of the three cubs of the world-famed lioness, Elsa.

In addition to these three collections, each product area had significant news in color, style and innovation. This, along with the three major collections, marks an outstanding triumph for Fieldcrest for Fall — 1972.

### W. C. Battle Elected Top Executive Officer



WILLIAM C. BATTLE

At its regular meeting on May 2, the Fieldcrest Mills, Inc. board of directors elected William C. Battle chief executive officer succeeding G. William Moore who remains as chairman of the board. Mr. Battle also was re-elected to the position of president.

Mr. Battle was first elected president and a director of Fieldcrest Mills, Inc. in July, 1971.

From 1951 until he joined Fieldcrest he was a senior partner in the law firm of McGuire, Woods and Battle with offices in Richmond and Charlottesville, Va.

He was United States ambassador to Australia from July, 1962, until October, 1964. The son of a former Virginia governor, he was the Democratic nominee for Governor of Virginia in 1969.

### RCC Textile Graduates



Rockingham Community College's first graduates in Textile Technology and Management will receive their associate in applied science degrees in the commencement exercises at the college Saturday, May 27. They began their studies approximately two years ago.

The graduates are, left to right, front

row, David Pryor, Donald Durham, Kenny Land, Steve Vaden, Philip Haynes (Blanket Mill), Joe Overby, Stephen Eanes, Nute Shelton.

Back row, Barry Solomon, Wesley Oliver, Bill Lovelace, Sammy Macy (Blanket Mill), Daniel Thompson (Karastan Mill) and Donald Joyce.