

# THE MILL WHISTLE

**Fieldcrest**



*Karastan*

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No. 6

## Eden's United Fund Drive Begins Today

Each employee in the Fieldcrest plants and offices in Eden is to be canvassed and invited to pledge a contribution to the Eden United Fund campaign. The drive opens today (Monday) and continues throughout the week.

The gifts by Fieldcrest employees and the company are again expected to be an important factor in insuring the success of the overall campaign.

The budget-goal in the community-wide effort is \$146,000, the amount need-

ed for the continuance of the 11 health, welfare and recreational services included in the campaign.

The goal is less than last year's \$150,000 goal but more than the \$130,503 raised a year ago. Employees of Fieldcrest Mills contributed \$90,011 in the campaign in 1971 and the Company through the Fieldcrest Foundation gave an additional \$9,000.

William D. Hicks, supervisor of quality control at the Karastan Rug Mill, is

chairman of this year's United Fund campaign at Fieldcrest. Raymond O. Endicott, manager of industrial engineering services, is vice chairman.

Division vice presidents of Fieldcrest are chairmen for their respective divisions with the plant managers and the major staff department heads serving as co-chairmen.

Fieldcresters, along with the employees of other firms in Eden, will be asked to pledge on the "Fair Share" basis.

For the convenience of employees and upon their authorization, the company will make payroll deductions over a 12-month period to collect the pledges.

Payroll deductions authorized by employees will not begin until the first pay period in January, 1973. If an employee has no work during a particular week,

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## Karastan Rug Tops Prizes In Campaign

A 9 x 12 Karastan rug, the pattern to be the winner's choice, will be given as a grand prize in the drawings among the "Fair Share" contributors to the Eden United Fund campaign.

Other valuable prizes will be awarded among the "Fair Share" contributors, including a large number of \$15 gift certificates good for any purchase at the Fieldcrest Store.

Drawings will be conducted among those who pledge a "Fair Share" in

each mill division and in the staff departments. Several gift certificates will be awarded in each mill division.

In addition, the names of all employees, mill and staff, who pledge a "Fair Share" will be included in the drawing for the grand prize, the Karastan rug.

The President's Plaque is to be given by William C. Battle, president of Fieldcrest Mills, Inc., to the mill which has

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## Collections Featured In High Fashion Ads

Millions of readers will see the high fashion promotion of Fieldcrest's three new collections, Marimekko, Living Free and Yves Saint Laurent, now being featured in full-color ads in such publications as New Yorker, House and Garden, The New York Times Magazine, Redbook, House Beautiful and Sunset.

The Marimekko collection will appear in the October 14 issue of New Yorker, on sale October 11; the October issue of House and Garden, which went on sale September 20; the November issue of House Beautiful, on sale October 20; and the October 29 issue of The New York Times Magazine.

The Living Free collection appears in the September issue of Redbook which went on sale August 20; and the September issue of Sunset, on sale since August 25.

The Yves Saint Laurent designs will appear in the New York Times Magazine on October 1; the November issue of House and Garden, on sale October 20; and the November 11 issue of New Yorker, on sale November 8.



NEW 50-YEAR EMPLOYEE W. Dexter Wood receives congratulations on his outstanding record from Robert A. Harris. See story and more pictures on page three.