

THE MILL WHISTLE

Fieldcrest



Karastan®

Vol. 31

Eden, N. C., May 28, 1973

No. 22

Fall '73 Line Shown At Sales Meetings

The Fieldcrest Marketing division held its regional sales meetings on May 10-12 in five locations: Dallas, Chicago, Marina Del Rey, Calif., Southbury Conn., and Washington, D. C.

The two and one-half days of meetings were a combination of video tape color presentations and chaired discussions. The meetings were divided into three areas: 1) business recap and fore-

cast for Fieldcrest Mills Inc., and the Fieldcrest Marketing division, 2) product presentations and market analysis of competition, and 3) selling techniques.

A video tape presentation by W. C. Battle, President of Fieldcrest Mills, Inc., opened the meetings with a business recap and forecast for Fieldcrest Mills, Inc.

D. M. Tracy, president of the Fieldcrest Marketing division and a senior vice president of Fieldcrest Mills, Inc., followed with a business picture for the division.

Fieldcrest's fall '73 line was then presented via color video tape presentations produced by the Fieldcrest Marketing division.

Four exciting new collections and many fresh individual items were showcased with the "American Homecoming Collection" featuring the largest group of coordinated bed and bath fashions in Fieldcrest history.

Also shown were a new Yves St. Laurent collection named "Tulips," a dramatic departure from his deep-toned geometrics of past seasons; a fresh new floral, "Suzanne"; and a new juvenile, "Calico Zoo."

In addition, a new beach towel grouping of wraparounds was introduced and a new automatic blanket promotion for fall, the first of its kind for Fieldcrest automatics, was announced.

Each product area presentation was followed by a chaired discussion of market positioning and the competition.

Clean Water Is Goal Of Plant Improvements

Fieldcrest Mills will spend close to \$1-million during 1973 to upgrade the waste water treatment plants at the Bedsread and Sheet Finishing Mills at Eden and at the Laurelcrest Carpet Plant in Laurel Hill. Bids on the projects have been received and the construction contracts awarded.

The two treatment plants have been operating under permits issued by the state Office of Water and Air Resources. Under recent changes in the law, the federal Environmental Protection Agency was given responsibility for protecting the natural waters of the U. S.

The law requires that an industry obtain a permit from EPA in order to discharge waste water into a stream, unless the waste water goes through a city treatment plant. The Bedsread and Sheet Finishing Mills are the only

local Fieldcrest plants located outside the Eden corporate limits and whose waste water does not go through the Eden treatment plants.

In order to obtain a permit, for existing or proposed waste discharge, an industry's waste must meet criteria set by the state and must be equal to or better than the criteria established by the EPA.

Considerable effort was made by Fieldcrest to do the best possible job by seeking out the best equipment and

(Continued on Page Eight)

Deery Elected A Vice President Of Company



JOHN F. DEERY

John F. Deery, who was recently named the new president of the Karastan and Laurelcrest Marketing Divisions of Fieldcrest Mills, Inc., also was elected a corporate vice president of the Company at a meeting of the board of directors. The announcement was made by William C. Battle, president of Fieldcrest Mills, Inc.

Mr. Deery, who until his promotion had been vice president of marketing for the carpet divisions, has been with the Company since 1961. He held various marketing and sales positions until being named sales manager for Karastan in 1968 and vice president of sales in 1969. He was promoted to the vice president of marketing post in January, 1972. Before joining Karastan, Mr. Deery had been associated with Bigelow-Sanford and Roxbury Carpet Company.

Mr. Deery succeeded Walter B. Guinan as president of the Karastan and

(Continued on Page Five)

Fieldcrest Ranked In Top 500 Companies

Fieldcrest Mills, Inc., is ranked 449th in Fortune magazine's annual directory listing the 500 largest industrial corporations in the U. S., based on the company's 1972 sales of \$244,081,000. Fieldcrest has been in the "top 500" list since 1963 with a first-year ranking of 486th.

In categories other than sales, Fieldcrest ranks 321st with its 8.7% net income as a percent of stockholders' equity; 356th with its 2.95% earnings per share growth rate 1962-72; 328th with its 3.1% net income as a percent of sales; 314th with its 11,776 employees;

(Continued on Page Five)