



The Patience Rose design is a century-old motif originally designed as a cotton quilt by a young girl working on her dowry. The design will be interpreted in sheets, printed towels, blankets, quilted comforters and sculptured tufted rug for Fieldcrest's American Treasures Collection.



Double Bowknot was inspired by a handwoven coverlet woven in Ohio in 1867. Fieldcrest's 1974 interpretation for the American Treasures Collection will be seen gracing a bed or adorning bath towels. The collection is created from designs in the Smithsonian Institution.

Fieldcrest Marketing Div. Holds Regional Sales Meetings

The Fieldcrest Marketing Division held regional sales meetings May 9 through May 11 to introduce the 1974 fall line. More than 100 sales and merchandising personnel participated. The meetings were held in four locations: Great Gorge, N.J., Sarasota, Fla., Palm Springs, Calif., and Colorado Springs, Colo.

W. C. Battle, president of Fieldcrest Mills, Inc., opened the meetings with a videotape statement commending the Fieldcrest Marketing Division for attaining record first quarter

sales and profit figures. He also discussed current economic problems and the challenges the company will have to meet in its market in relation to them.

Mr. Battle took special note of the unique new merchandising introduction, "American Treasures Collection" and stat-

ed that Fieldcrest is extremely proud to have been selected by the Smithsonian Institution as the single licensee in our field to reproduce the nation's design treasures. He also noted the responsibility to handle this special merchandise in a manner appropriate to the

source of the design inspiration. D. M. Tracy, president of the Fieldcrest Marketing Division and a senior vice president of Fieldcrest Mills, Inc., via videotape, congratulated all in the organization for their tremendous performance in making Fieldcrest the leader in

the domestics market. He stressed that the success of Fieldcrest is due to the close cooperation between all areas of the company.

The "American Treasures Collection", inspired by

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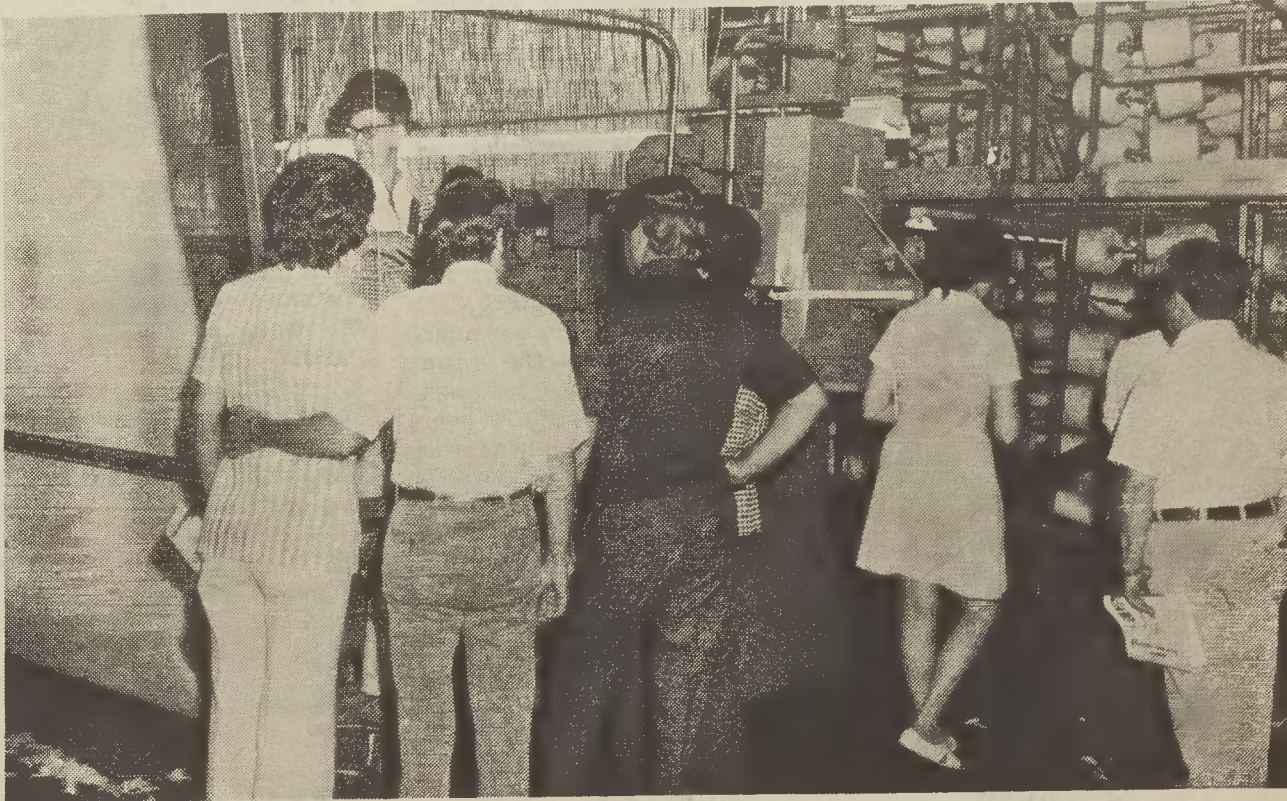
Over 2,500 Persons See Laurelcrest Plants

More than 2,500 visitors toured the plants of Laurelcrest Carpets, a division of Fieldcrest Mills, Inc., at Laurel Hill Sunday afternoon, May 26. The event was described as a "tremendous success" and the attendance far exceeded the expectations of mill officials.

L. W. Owen, manager of the Carpet Mill and the Service Center, and L. M. Skinner, manager of the Yarn Mill, said they were "overwhelmed at the great interest in our operations shown by the people of the area. The "open house" was an outstanding event due mainly to the fine cooperation of the Laurelcrest employees."

The visits began at noon and continued until 5 p.m. The entire complex — Yarn Mill, Carpet Mill and Service Center — was open for inspection.

Visitors were greeted upon arrival by mill officials and



Groups like this thronged Laurelcrest Carpets plants during "open house".

Vacation Schedule

Fieldcrest plants generally will close for vacation at the end of the second shift Friday, June 28, and will resume operations Sunday evening, July 7, at 11 p.m.

If there are any exceptions to this schedule, the employees affected will be notified by the mill management.

Vacation pay will be issued on the regular pay day of the week beginning June 24. Paychecks for the week ending June 30 will be issued in the regular manner on Monday, July 8.

The Credit Union Office at Eden will close at 5 p.m. Friday, June 28, and will reopen Monday, July 8, at 8 a.m. The closing times for Credit Union Offices in other locations will be posted locally.

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