



THE MILL WHISTLE

Fieldcrest Mills, Inc.

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No. 1

'New Tradition' Begun By Karastan

"The Beginning of a New Tradition" was the theme for the Karastan sales meeting held at the Pheasant Run hotel outside of Chicago June 12-14.

Presided over by Francis X. Larkin, president of the Karastan Marketing Division, the meeting was keyed to a new "dedication to professionalism, excellence and achievement" in all phases of marketing of Karastan products.

Throughout the three-day program new approaches to styling, selling, advertising, promotion and merchandising were

presented in a series of comprehensive working sessions.

The opening day session was also addressed by William C. Battle, president of Fieldcrest Mills, Inc. Other Karastan Marketing Division executives taking an active role in the program were Ben W. Binford, vice president for merchandising; John S. Eggleston, vice president for sales; Robert V. Dale, vice president of products; and George V. Grulich, vice president for marketing services.

The 80 members of the marketing and manufacturing divisions attending the meeting also heard talks by Walter B. Guinan, former president of the Karastan Marketing Division, and now active as a consultant for the company; J. Paul Kitchens, division vice president of rug and carpet manufacturing, and Michael A. Pearlman, assistant secretary and assistant general counsel for Fieldcrest Mills, Inc.

Mr. Battle reported that current economic conditions and increased costs of raw materials and manufacturing had negatively affected Karastan's sales and contribution to profits.

However, he stated that Fieldcrest Mills' management was greatly encouraged by the new products, new marketing programs and new spirit in the Karastan organization, and was confident that the division would soon return to its historic form

as a consistent money-maker for the company.

Mr. Larkin stressed in his comments that though the new styles and marketing concepts being introduced at the meeting signalled a "new tradition" at Karastan, the "old tradition of quality, fashion leadership and the pride of being the finest line in the carpet industry will not change!"

Karastan's carpet and rug (Continued to Page Three)

Kingman Designs Collection Of Fieldcrest Products

Dong Kingman, internationally acclaimed American watercolorist, has designed a bed and bath collection for Fieldcrest Mills, Inc.

David M. Tracy, president of the Fieldcrest Marketing

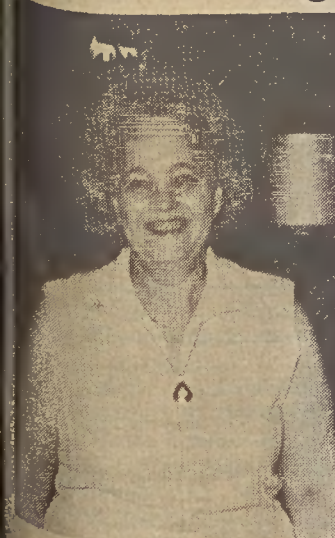
Division, announced that Mr. Kingman has created a group of original designs on sheets, towels and comforters to be marketed under the name "Watercolor Scenes"

Born in Oakland, California, Mr. Kingman spent some of his boyhood in Hong Kong, a period of critical influence in the development of his technique with brushstroke and color.

A six-time winner of the prestigious American Watercolor Society Award and the recipient of two Guggenheim Fellowships, his paintings are represented in the permanent collections of 39 museums and countless distinguished private collections.

Among many outside activities he has traveled around (Continued to Page Eight)

Outstanding



FLORA CHAMBERS

An employee at the Scottsboro Rug Mill has achieved a record that is surely unequalled at Fieldcrest.

Flora Chambers, when she retired on June 1, had completed 36 years of service without having missed a single day due to personal illness.

Although she had only six years of service under the Fieldcrest Pension Plan, dating from the time that Fieldcrest purchased the plant, she began work at that location in October, 1939, when it was the Maples Company.

\$172,195 Paid In Dividends To CU Members

Credit Union members at Fieldcrest Mills received \$172,195 in dividends for the six months ending June 30, representing an all-time record payment.

The latest dividend makes a total of \$1,736,598 paid to members in dividends since the Credit Union was started in 1958.

The June 30, 1975, dividend was at the rate of 7 percent per annum. This rate marks the sixth increase in dividend rates since the establishment of the Credit Union.

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The Flower Tree design was taken from an 18th century bedcover woven in India.

'Nation Of Nations' Fall Collection Is Introduced

Fieldcrest, continuing its timely and successful affiliation with the Smithsonian Institution, will market its second Bicentennial collection in the Fall of 1975.

The initial Fieldcrest-Smithsonian venture, "The American Treasures" Collection was perhaps the most highly successful fashion collection ever introduced by Fieldcrest.

The new "Nation of Nations" Collection, like its predecessor, takes its design inspiration from original Smithsonian artifacts. These artifacts, which originated or were widely used in Europe, are representative of the many ethnic influences that

have contributed to the American way of life.

French, German, English and Spanish design influences have been used in the collection symbolizing major foreign influences on our lives.

Of French inspiration is

Alsace Floral, a handsome traditional damask pattern of the type used in many French homes during the 1800's. Fieldcrest recreates this design for the homes of today on sheets and blankets in a lovely clear blue or

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Karastan Receives Design Award

"Doing what comes naturally" was the key factor in the creation of Berbereau by Karastan, winner of the A.S.I.D. International Contract Product Design Award in the floor covering category.

The award to the high-

performance textured broadloom featuring Berber natural colorations was presented June 18 in Chicago in conjunction with the opening of NEOCON at the Merchandise Mart.

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