

Home Decorating Boutique Planned

Fieldcrest has announced a plan to provide stores with the opportunity to create a unique home decorating boutique, the first of its kind in the industry.

This "Fashion Home Decorating Center" will take advantage of the current vogue in do-it-yourself decorating and increased consumer interest in the cost, fashion and quality aspects of decorating with sheets. In addition, it will allow the stores to capitalize on potential home decorating sales in their sheet departments. The program is slated for fall '75 introduction.

Fieldcrest's Fashion Home Decorating Center is planned as a boutique — actually a department within the department — that will centralize all facets of creative home decorating including stapling, glueing, starching and sewing projects.

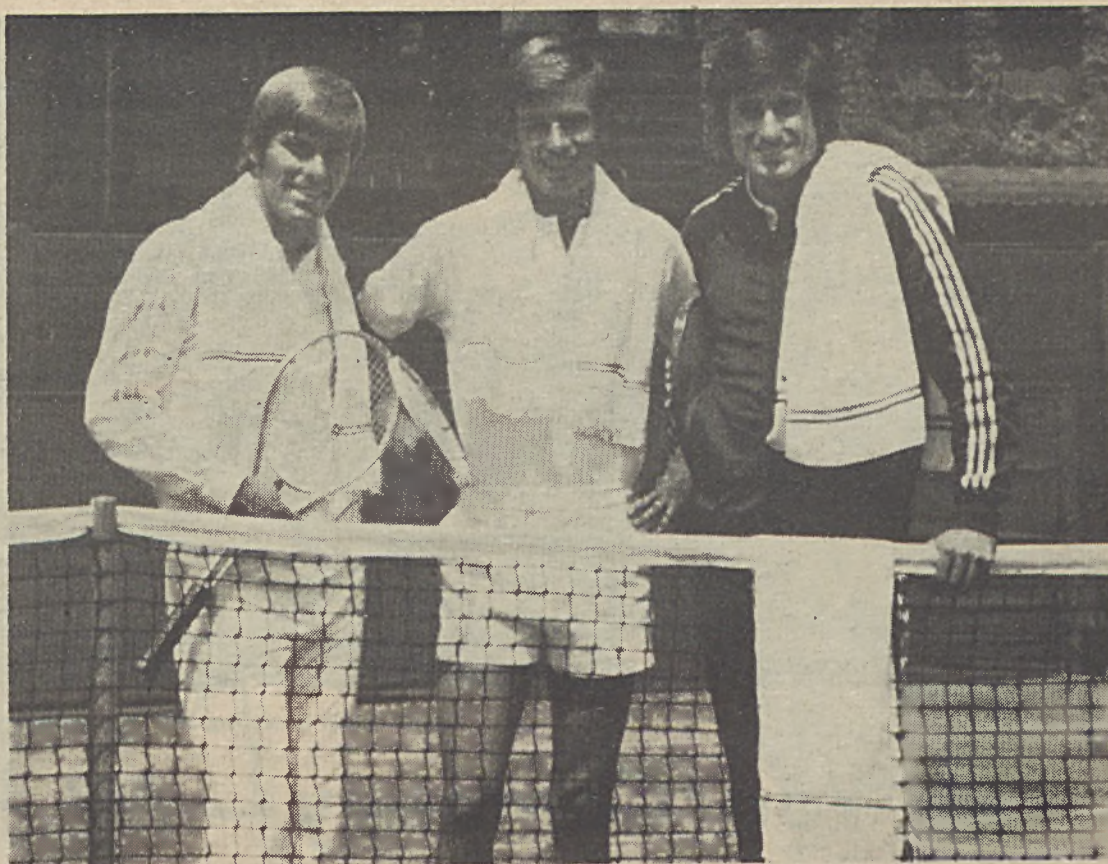
Construction plans call for a handsome free-standing module design that will display "made-from-sheets" articles such as tablecloths, covered pillows, picture frames, lampshade covers, etc. that are easy and inexpensive to create yet give a personalized look to home decor. A cleverly designed sheet storage wall encloses one side of

the display area and provides point of purchase access to Fieldcrest sheets used in the projects.

The Fashion Home Decorating Center will feature instruction as well as display, and will offer for both sales persons and consumers videotaped lessons on the step-by-step creation of the items displayed, as well as the tools used to make them. These tools will be displayed in the Center, and giveaways will include printed "how-to" booklets with additional decorating ideas.

The American homemaker's growing interest in "do-it-yourself" decorating is dramatically illustrated by a recent Mademoiselle Magazine survey of its youth marketing members. Over 70 percent of those interviewed make their own home furnishings and 92 percent were actively interested in sewing per se. More than one-third of these women used sheets to make pillows, curtains, etc.

Feedback from Fieldcrest decorating promotions, consumer requests for "how-to" booklets, and magazine editorial coverage have further underlined the growth and importance of the "decorate-it-yourself" market.



ATP members shown with Fieldcrest's "Wimbledon" towels are, left to right, Roscoe Tanner, Van Dillen and Charlie Pasarell.

Fieldcrest Sponsors Tournaments

(Continued from Page One) the activity. The first events were scheduled the week of July 14 at Marshall Field and featured appearances of ATP members Tom Gorman and Charlie Pasarell.

The players were in the domestics department to discuss strategy, demonstrate strokes and answer questions. A door prize was given at each event. Fieldcrest's 1974 sponsorship of the tournaments generated

hundreds of consumer letters applauding the support of this increasingly popular sport. The letters attest to the quality of the audience reached and the special impression Fieldcrest made through its support.

45 Receive Fieldcrest Grants-In-Aid

(Continued from Page One) filler at the Draper Sheeting Mill, and the late Frank S. Brown.

Shirdene Brown is also the daughter of Mrs. Barham and the late Mr. Brown. She is a sophomore at North Carolina Central University and is majoring in political science.

Brenda Bryant is the daughter of Mr. and Mrs. Alfred Bryant. Her mother (Helen) is an uptwister at the Automatic Blanket Plant. Brenda is in her second year at Durham College and is studying fashion merchandising.

Kay Carmichael plans to attend Virginia-Western Community College and study to become a dental assistant. Her parents are Mr. and Mrs. Robert Carmichael, both employed at the Fieldale Towel Mill.

Pamela Sue Carter will be a sophomore at Appalachian State University and plans to major in speech pathology. She is the daughter of Mr. and Mrs. Willie Franklin Carter. Her father is a weaver at the Karastan Rug Mill.

Kimberly Denise Cochran plans to attend Rockingham Community College and enroll in the college parallel curriculum. She is the daughter of Mr. and Mrs. George C. Cochran. Her father is a supervisor at the Blanket Greige Mill and her mother (Catherine) an inspector at the Bedspread Mill.

Gary Steven Craddock plans to attend Virginia Polytechnic

Institute and State University and major in chemical engineering. He is the son of Mr. and Mrs. Charlie Craddock, Jr. His father is a machinist at the Fieldale Towel Mill.

Mona Lynne DeHart is the daughter of Mr. and Mrs. Jesse G. DeHart, Jr. Her father is a mail clerk at the General Offices. Lynne will be a junior at the University of North Carolina at Greensboro and will major in child development.

Betty Sue Fagge is the daughter of Mr. and Mrs. Maurice Lee Fagge. Her father is a weaver at the Karastan Rug Mill. Betty Sue will be a sophomore at Bob Jones University, majoring in elementary education.

Jeanette Finley plans to enroll at Johnston County Technical Institute and study to become a licensed practical nurse. Her mother, Doris M. Finley, is a wire connector at the Automatic Blanket Plant.

Sharon Elizabeth Grice is the daughter of Mr. and Mrs. Willard Allen Grice. Her mother is a boxer at the Automatic Blanket Plant. Sharon Elizabeth will attend Campbell College and major in business administration.

Debra Kate Hairston plans to attend Durham College and major in accounting. Her mother, Nannie Hairston, is employed at the Bedspread Mill.

Eric Dion Hale is the son of Mr. and Mrs. Everett Edward Hale. His father is retired from

the Blanket Finishing Mill. Eric plans to attend Georgia Tech and major in nuclear engineering.

David John Hall is the son of Mr. and Mrs. John A. Hall. His father is a loom fixer at the Fieldale Towel Mill. David plans to attend Radford College and major in music.

Joseph Bryant Haynes is the son of Mr. and Mrs. Joe Haynes. His father is a weaver at the Karastan Rug Mill. Joseph will attend Rockingham Community College and enroll in the college parallel curriculum.

Richard M. Hill will attend Western Carolina University and major in social welfare studies. He is the son of Mr. and Mrs. Billy J. Hill. His mother (Mabel) is an invoice clerk at the General Offices.

Gary Wayne Hundley will attend North Carolina State University and major in horticultural science. He is the son of Mr. and Mrs. Homer Gray Hundley. His father is a machinist at the Karastan Rug Mill.

Brenda Carol Kirks is the daughter of Mr. and Mrs. Carl W. Kirks. Her mother (Hazel) is a spinner at the Blanket Greige Mill. Brenda will attend Rockingham Community College in the accelerated program and plans to become an executive secretary.

Paul Law is enrolled at Lord Fairfax Community College and

is studying electronics. He is the son of Mr. and Mrs. James P. Law. His father is a weaver and his mother a labeler at the Fieldale Towel Mill.

George E. Long is the son of Mr. and Mrs. Thomas Long, Sr. His father is a mechanic in the North Carolina Finishing Company division. George will major in mathematics at A&T State University.

Elizabeth A. Moffett will major in special education at Boston University. She is the daughter of Mr. and Mrs. Henry O. Moffett. Her mother (Helen) is employed in the Laurelcrest

Carpets sales headquarters in New York.

Robert Chaney Newman will attend Rockingham Community College and major in business administration. He is the son of Mr. and Mrs. Edward R. Newman. Mr. Newman is a machinist at the Blanket Greige Mill.

Lynn Marie Poston is the daughter of Harry Conrad Poston, Sr. and Mrs. Nell Coleman Mann. Mr. Poston is a computer programmer at the Bedspread Finishing Mill. Lynn Marie is enrolled at Ferrum

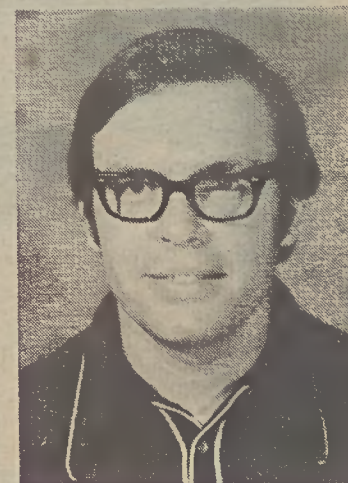
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Roderick Is Promoted

J. William (Bill) Roderick was promoted to general foreman of the Finishing Department of the North Carolina Finishing Company division. The announcement was made this week by M. D. Rochelle, president of the division.

Mr. Roderick has been employed at NCF since September, 1972, and was a management trainee and night supervisor prior to this promotion.

He is a 1964 graduate of North Rowan High School and served three years in the Signal Corps of the U.S. Army. He received a BS degree in engineering operations from N.C. State University in 1972. He is married to the former Margaret Beck and they have two sons. The



J. WILLIAM RODERICK family attends Sacred Heart Catholic Church.