



# THE MILL WHISTLE

Vol. 34

Eden, N. C., August 11, 1975

No. 3

## Abraham, Ltd., Fieldcrest Sign Design Agreement

William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., and Gustav Zumsteg, chairman of Abraham Limited, Zurich, Switzerland, have announced jointly the signing of a long-term licensing agreement between the two companies. Abraham Limited, a world renowned house of fashion fabrics and designs, creates fabrics for the haute couture and for the international apparel market. Its chairman, Gustav Zumsteg, is considered by many to be one of the most talented men in the world of fabric. His reputation is built upon the role

he has played in the creation of fabrics and designs for the great couturiers, among them Balenciaga, Christian Dior, Givenchy and Yves St. Laurent. Under the terms of the agreement, Fieldcrest Mills, Inc., will have the exclusive rights for its Fieldcrest and Karastan Divisions to the design expertise and to the extensive design resources of Abraham. Mr. Battle, in signing the agreement, noted that the venture was a new one for Abraham Limited in the home furnishings field. He expressed Fieldcrest's enthusiasm for the association and stated that "this

new relationship with one of the world's authentic sources of design creativity is a highly significant one. It provides the design vehicle for future coordinated fashion introductions of Fieldcrest bed and bath products with Karastan rugs and carpets. "This establishes a new dimension of home fashion potential for both Fieldcrest Mills and its customers. We believe that our merchandising leadership in the home furnishings industry is immeasurably strengthened by this new corporate development."



GUSTAV ZUMSTEG, noted fabrics designer

## Volunteers Needed For Bicentennial Quilt

Rockingham County may become the possessor of its very own Bicentennial quilt depicting various scenes and events of historical interest to the area. The idea was suggested to the county Bicentennial commission

by Mrs. J. B. LaMar, Sr., of Eden, who is in the process of looking for volunteers to help in the endeavor. She hopes the quilt will later be given to Wright Tavern as a lasting memento of the nation's Bicentennial year.

Mrs. LaMar, whose husband is a retired Fieldcrest designer, hopes to get volunteers from all over the county so that the quilt would be truly representative of the whole county. She already has the fabric which has been cut into 10-inch squares and which she will send to those interested in helping with the project.

"We not only need people to help make the quilt, but also their ideas for various scenes and events to be included in it," Mrs. LaMar said.

In order to make a standard 72" x 105" quilt, 70 individual embroidered or appliqued squares will be necessary.

A number of county people have already expressed an interest in the project. Some of the ideas for squares are the state emblems such as the flag and the flower, Wright Tavern

(Continued to Page Four)

## Second Quarter Results Reported

Fieldcrest Mills' second quarter sales were \$69,877,000, compared to \$79,283,000 in 1974. Net earnings were \$1,640,000 (\$.45 per share) compared to \$1,981,000 (\$.55 per share) last year. Second quarter 1974 earnings have been restated to reflect the LIFO method of inventory valuation adopted in the fourth quarter of the year.

"The sales and earnings levels for the second quarter represent a significant improvement over the first quarter in which net earnings were \$.03 per share,"

(Continued On Page Four)

## 11 Plants Get Awards For Safety During '74

Eleven Fieldcrest plants have been recognized by the National Safety Council and the North Carolina Department of Labor of their good safety performance during 1974.

The highest honor won by a Fieldcrest plant was the Award of Merit from the National Safety Council which was won by the Scottsboro Rug Mill. The award of Merit is in recognition of outstanding safety performance. Scottsboro employees worked from January 1, 1974 through December 31, 1974 without a lost-time accident, resulting in 1,977,462 accident-free man-hours.

Also recognized by the National Safety Council were the Sheet Finishing Mill which received a Certificate of Commendation and the Flocked Blanket Mill and Winchester Spinning Mill each of which received a President's letter.

Criteria for the awarding of Certificates of Commendation and President's Letters are based on the plant's "par" rate, which is computed by the council from the plant's injury rate in previous years and from the rates of the industry classification to which the plant belongs. The Sheet Finishing

Mill employees have worked 659,092 hours without a lost-time accident.

In addition to the National Safety Council Awards, eight plants received awards from the North Carolina Department of Labor.

The Sheet Finishing Mill Received a safety plaque for the 10th consecutive year. Blanket Warehouse and the Alexander (Continued to Page Eight)

## Free Flu Shots To Be Offered

The Fieldcrest Medical Department will offer influenza vaccinations to all employees again this year. A new vaccine, which is felt to be more effective in preventing the disease, will be offered in all locations, beginning August 18, and continuing until mid-October.

"All employees are encouraged to avail themselves of this opportunity. Employees who have underlying diseases such as heart disease, lung disease, kidney disease, diabetes, etc., are strongly advised to take the vaccination," said Dr. C. G.

(Continued On Page Four)



Mrs. LaMar has already received response from approximately half of the volunteers she will need for her Bicentennial quilt project.