

Fair Share Drive Begins

Fair Share pledge by every employee in the mills and offices is the goal of the Eden United Fund campaign which opens at Fieldcrest today (Monday, October 6) and continues through the week. The overall drive in the community will get under way today, October 7 and will continue for three weeks or until the goal is reached. The community-wide goal is \$172,000 for support of the 11 health, recreation and character-building youth services included in the fund. W. Rutland, manager of technical services-blanket manufacturing, who is chairman of the campaign at Fieldcrest, said all employees will be contacted and invited to pledge a Fair Share to the United Fund. A high percentage of Fieldcrest employees have already contributed on the Fair Share basis in past campaigns. We hope that those who have not been doing so will

join their friends and co-workers in pledging a Fair Share this year," Mr. Rutland said.

Mr. Rutland is being assisted by K. M. Vaughn, plant manager of the Sheet Finishing Mill, as vice chairman of the campaign. Division vice presidents are chairmen for their respective divisions. Plant managers and major staff department heads are co-chairmen.

The contributions by Fieldcresters were again expected to be a major factor in the success of the community-wide campaign. Employees of

The Grounds Maintenance Department was the first to achieve 100 percent Fair Share contributions in the Eden United Fund campaign at Fieldcrest.

Every member of the department contributed a Fair Share or more. The report was made early Thursday, October 2.

other companies and businesses in the Eden area are likewise being asked to give a Fair Share.

Contributions will be requested from business firms and professional people. Fieldcrest Mills, Inc. through the Fieldcrest Foundation is expected to make a substantial contribution to the United Fund in addition to the employees' gifts.

For the convenience of employees and upon their authorization, Fieldcrest will (Continued to Page Two)

Products Featured

One of the most elegant editorial layouts for Fieldcrest is now appearing in the September issue of House Beautiful magazine.

It is an exceptional editorial by a national magazine featuring a single manufacturer's product line — four pages of magnificent color photography that represents a revival of nostalgia. The room decor is recreated with our luxurious Trousseau Lace sheeting for the bed and draperies, including a coordinated carpet by Karastan.

Additionally, House Beautiful has merchandised Fieldcrest's Missoni Freestyle Collection by incorporating the soft-toned patterns of the sheeting into the walls and windows and creating a total effect throughout the room.

See a reprint of the layout on pages four and five.



Paul Crum was winner of contest to guess total years of service of Fielddale 25-Year Club. At left are Melanie Moran and Julia Hutchens, of Personnel Department, who assisted at picnic.

Fielddale 25-Year Employees Meet

The Fielddale Towel Mill is internationally known and Fieldcrest's towel manufacturing operations are the "best in the world," Arthur L. Jackson, senior vice president-manufacturing, told members of the Fielddale Towel Mill 25-Year Club at their annual picnic Saturday, September 27, at the Fielddale Elementary School.

Mr. Jackson praised the attitude of the long-service employees and said that "these faithful and loyal employees have led the way by good examples and good attitudes to render high quality and to make the organization what it is today."

He commented on the Sears "Symbol of Excellence" award which the Fielddale Towel Mill received in August. He said "you can be justly proud of this honor and of the quality of work that was responsible for the mill's receiving this award from Sears, Roebuck and Co., the largest retailer in the world."

Mr. Jackson expressed his personal and official appreciation for the steadfastness and dependability of the long-service employees and wished them the best of success in the future.

S. R. Culligan, Fielddale personnel manager, was the master of ceremonies at the

well-attended program. He presented G. L. Caraway, manager of warehousing and customer service, who welcomed those attending, including special guests Haven H. Newton, vice president for industrial relations, and D. A. Purcell, retired division vice president-towel manufacturing.

C. Hoyt Wigginton, division vice president and general manager-Fielddale towel manufacturing, made brief remarks in which he expressed appreciation for the 25-Year Club members and the attitude of the Fielddale Towel Mill employees. "I am proud to be a part (Continued To Page Three)

Karastan Rug Grand Prize

A 9 x 12 Karastan oriental rug in a pattern to be chosen by the winner will be the grand prize in the drawings to be conducted among the Fair Share contributors in the Eden United Fund campaign. In addition to the rug, a large number of \$15 gift certificates good for the purchase of company merchandise will be awarded among those who pledge a Fair Share. Drawings will be conducted among those who pledge a Fair Share in each division and in the staff departments. Several gift certificates will be awarded after the drawings in the mill divisions and the staff departments, the names of employees, mill and office, who pledge on the Fair Share basis will be included in the drawing for grand prize, the Karastan rug. As part of the awards to be made in connection with the campaign, the Eden United Fund will present certificates of Merit to each department and staff member in which 100 percent of employees pledge a Fair Share.