

# THE MILL WHISTLE

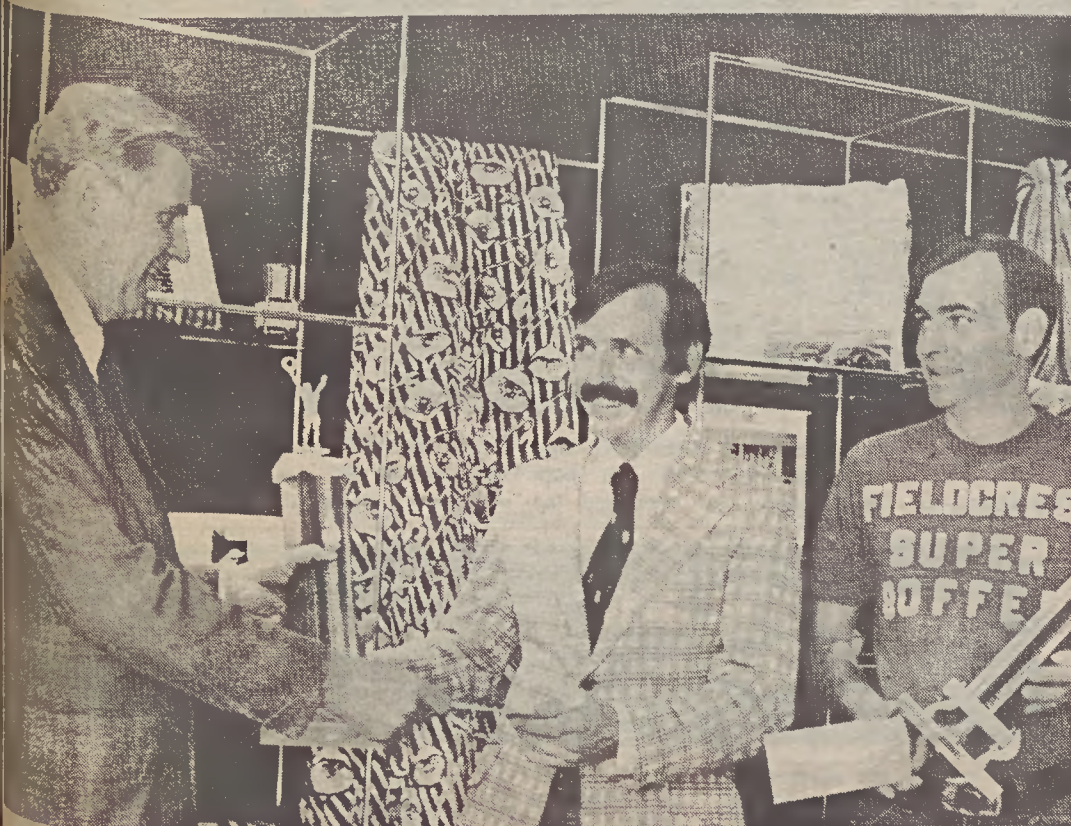


Fieldcrest  
Mills, Inc.

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No. 22



A. L. Jackson presents trophies and Savings Bonds to company's champion doffers, Phillip Dickerson (center) and Ray Pruitt.

## Fieldcrest Superdoffers Are Presented Awards

Fieldcrest's two Superdoffers were presented trophies and U.S. Savings Bonds by the general management of the company.

Arthur L. Jackson, senior vice president-manufacturing, made presentations to Phillip Dickerson, the company's champion warp doffer, and Ray

Pruitt, Fieldcrest's fastest filling doffer.

Mr. Jackson congratulated the Superdoffers on their fine showings in the National Superdoffer tournament and said he expected them to go even farther in the next tournament.

Each of the Fieldcrest doffers won his first round of competi-

tion in the tournament held in Textile Hall in Greenville, S.C.

Phillip Dickerson, of the Bedspread Mill, defeated the doffer from Cheraw Yarn Mills and then was beaten by the doffer from Reigel Textile Corporation.

Ray Pruitt, of the Draper Sheeting Mill, defeated the doffer from Deering Milliken and then was defeated by the Reigel filling doffer who went on to win the national filling doffing championship.

Fieldcrest's two champions will go to Charlotte in June to the National Superdoffer Awards Banquet and will receive certificates from the American Textile Manufacturers Institute, sponsor of industry-wide competition.

## Fieldcrest, McDonald's, Inc. Sign Licensing Agreement

D. M. Tracy, president of the Fieldcrest Marketing division, announced the signing of a licensing agreement with McDonald's, Inc.

The Chicago-based company, leader in the fast food industry, has over 3,700 restaurant locations in the United States and in 19 foreign countries and McDonaldland characters are among the most quickly recognized in American life.

McDonald's-inspired designs for juvenile bed and bath collections will be sold under two well known brands, "Ronald McDonald and Friends" under Fieldcrest label and

"McDonaldland" under the St. Mary's label.

In addition, specially designed merchandise will be sold under a private label. All collections will involve different design themes.

Mr. Tracy noted that the juvenile collections each will involve completely coordinated beach towels, sheets, blankets, bedspreads and bath rugs.

They are styled to capture the warmth and spirit of the McDonaldland characters and to display the same friendly fun loving appeal and quality that McDonald's itself has successfully achieved in its presentation of the McDonaldland family to America's children.

## Karastan Unveils New Nylon Plush Broadloom

As a "between-market" introduction, Karastan has unveiled a new Saxony nylon plush broadloom called "Tremendous" featuring a strong emphasis on "value."

Robert V. Dale, vice president of styling and design for Karastan, described the new item as being "a tremendous value in every respect." He stated, "Tremendous was purposely developed for its obvious sales appeal."

Mr. Dale reported that Tremendous has a suggested retail price of \$8.95 a square yard (\$9.95 on West Coast). "This is an excellent price for a carpet offering such a luxuriously dense plush surface featuring heat-set nylon yarns with the Saxony finish. It comes

in a choice of 19 of our top-selling colors.

"This provides the consumer with a broadloom which combines luxury, an excellent hand, a popular and practical texture, durability and rich colors — all at a very desirable price point."

Tremendous is already in production for shipment to Karastan retailers throughout the country, Mr. Dale said. "Initial dealer reaction has been outstanding," he said.

"Normally," he explained, "Tremendous would have been introduced at the June Markets. But we were able to get this new fashion 'on stream' quicker than we had anticipated, so we decided to get it to our dealers in time for their peak Spring selling season."

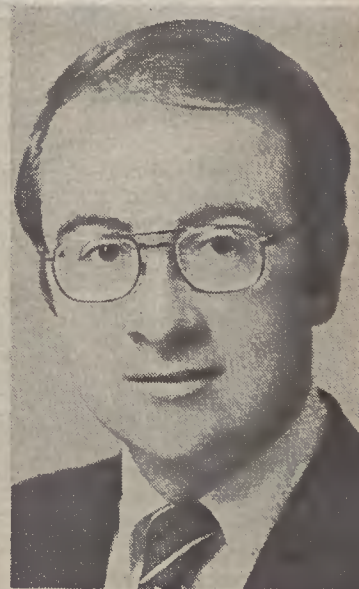
## Fraser Named To Insurance Advisory Post

K. William Fraser, Jr., vice president-finance and treasurer of Fieldcrest Mills, Inc., has been appointed a member of the Southern Advisory Board of Arkwright-Boston Manufacturers Mutual Insurance company.

Born in New York, N.Y., he graduated from Cornell university with a BS degree in mechanical engineering and earned an MBA degree from New York university.

Mr. Fraser is currently president and a director of the Northern Carolina chapter of the Financial Executives institute.

He served Morehead Memorial hospital as chairman



K. W. FRASER, JR.

of the finance committee from 1973 to 1975 and the Eden YMCA as president in 1975.

He is a member of the Meadow Greens Country club and the Manhattan club in New York City.

## YMCA Membership Campaign In Progress

The campaign to obtain new members for the Eden Central YMCA will continue through June at Fieldcrest.

According to Bruce Parsons, YMCA executive director, the goal of this city-wide campaign is at least 300 new members for the Y.

Heading the campaign at Fieldcrest is J. D. Huffman,

manager-supply purchasing. This year's YMCA president is R. L. Glasgow, superintendent of the Cutting and Sewing, Packaging and Warehousing Departments, Blanket Finishing Mill.

Payroll deductions will be available for Fieldcrest employees wishing to join the Y, according to Mr. Huffman. Literature outlining the

programs for both youth and adults, and payroll deduction cards are available from supervisors in all Eden area plants and offices, Mr. Huffman said.

A proclamation designating May 2-8 as Eden YMCA week was signed by Mayor Jones Norman.

Some of the programs avail-  
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