



THE MILL WHISTLE

Fieldcrest
Mills, Inc.

Vol. 36

Eden, N. C., August 15, 1977

No. 3



Decorator To Design St. Marys Collection

Carleton Varney, acknowledged as one of the country's leading decorators, has been engaged to design a collection for St. Marys, according to the announcement by David M. Tracy, president, Fieldcrest Marketing Division.

The event marks the first time that a "name" designer has been signed to a contract to create bed and bath fashions that will be manufactured and sold under the St. Marys label.

It is the result of a true meeting of minds between the decorator-columnist-designer and Tracy — both of whom share a strong belief in the potency of color. Carleton Varney's "signature" is his consummate use of clean, bright colors—something that notches in superbly with the St. Marys collection, which is notable for a broad and particularly attractive color line.

His design philosophy is a total rejection of everything that is "uncomfortable, impractical and drab." This is expressed in every phase of his work — from the interiors he designs as president of the long-established interior decorating firm, Dorothy Draper & Company, to the lovely patterns he creates for Carleton V. Ltd., a fabric and wallcovering concern he started in 1975.

Though only 38, Varney is probably the best known name in interior decorating in America today. His syndicated newspaper column appears three times a week in more than 200 newspapers throughout the country. He has written books on such specific subjects as decorating a home, decorating with color, decorating for fun and — in line with his always practical approach — decorating for apartment living. (He was, in fact, the first interior design writer to devote his expertise to a book exclusively on this subject.) His most recent publication is Carleton

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Employees At Bedsread Mills To Receive Award

Employees at the Bedsread Mills will receive the Sears "Symbol of Excellence" on August 24, for the fifth time. Presentations of the award will be made for employees on all shifts and barbecue dinners will be served on all shifts at both the Bedsread Greige Mill and the Bedsread Finishing Mill.

In preparation for the event, Bedsread employees are shown with a sign which will be placed outside the Bedsread Greige Mill before the presentation. From left are Earnest Roach, Louis Carter, Virginia Saul and A. S. Robertson.

Annual Luncheon Held August 8

The annual luncheon for new recipients of grants-in-aid and scholarships from the Fieldcrest Foundation and their parents was held Monday, August 8, at Meadow Greens Country Club, Eden.

More than 160 students and their parents attended the event along with a number of Fieldcrest officials.

William C. Battle, president of Fieldcrest Mills, Inc. was the main speaker. He told the group that most of the contributions now are made either in the form of educational aid to children of employees or in the plant communities where employees would benefit.

"This is one way in which the company can say 'Thank You' to its

employees," he said.

Other Fieldcrest officials present at the luncheon were K. W. Fraser, vice president — finance and treasurer; T. W. Graves, Jr., general counsel and secretary; W. O. Stone, division vice president — rug and carpet manufacturing; J. E. Williams, Jr., controller; and M. B. Franklin, director — compensation and personnel planning and also secretary of the Fieldcrest Foundation.

Eden area personnel managers who attended were Jones Norman — Karastan Rug and Bedsread Greige Mills; J. B. Jarrett, Draper Sheeting and Blanket Greige Mills; J. D. Corry, Blanket Finishing, Bedsread Finishing, Sheet Finishing Mills and Foremost Screen Print Plant.

Personnel managers from outlying locations present were R. F. Bell, North Carolina Finishing; T. W. Bridges, Automatic Blanket Plant; G. L. Howard, Alexander Sheeting and Mount Holly Spinning Mills; and S. R. Culligan, Fielddale Towel Mill.

For pictures of some of the newest recipients of grants-in-aid from the Fieldcrest Foundation see pages four and five.

Columbus, Phenix City Employees Receive Sears "Symbol Of Excellence" Award

Employees of the Columbus Towel Mill and the Phenix City Plant have been awarded the Sears "Symbol of Excellence" award. The award was presented on July 20 and was accepted on behalf of the employees by W. S. Ayscue, division vice president and general manager, Columbus towel manufacturing. Presenting the award was Hugh Ratcliff, senior buyer for Sears, Roebuck and Co.

Employees in both plants were served a barbecue dinner in appreciation of their outstanding performance during the past year.

The "Symbol of Excellence" award is presented by Sears each year to those suppliers who have achieved outstanding performance "in manufacturing superior quality products for Sears during the past year."

Fieldcrest officials attending the presentation were Dr. L. H. Hance, vice president-Research and Engineering; S. M. Ellington, director-Technical Services; O. G. Grubbs, vice president and director of sales, Fieldcrest Marketing Division; E. J. C. Molitor, division vice president-Columbus Towel Department. See picture on page three.