

THE MILL WHISTLE



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Mary Martin

Mary Martin Inspires Fall Collection

Mary Martin, the star who won the hearts of a generation of theatre-goers will come into the spotlight this fall as the inspiration of a major collection of bed and bath fashions by Fieldcrest.

According to an announcement by David M. Tracy, president of the Fieldcrest Marketing Division of Fieldcrest Mills, Inc., Miss Martin's needlework patterns and highlights of her career in the theatre will be the design sources from which Fieldcrest will draw a varied group of patterns.

"Some of the designs will relate to the hit shows in which Mary Martin has starred" said Tracy — "specifically from songs she has sung, or actions particularly associated with her world-wide starring

appearances." And at least one pattern will salute the star's considerable skill as an artist in needlepoint.

Her book of needlepoint designs, originally published in 1969, is still a best seller.

It is no accident that Mary Martin has become associated with a top manufacturer of bed and bath fashions: the potential of sheets in home decorating has always intrigued her. At one period in her life she was the owner of a plantation house deep in the Brazilian jungle and during the four years she lived there, she put her ingenuity and resourcefulness to the task of decorating with sheets. She reports that it was the practical thing to do, adding that it made her very much aware of the exciting designs that flourish in

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Writer To Prepare History Of Company; Needs Old Photos Of Mills, Employees

In conjunction with the 25th anniversary of Fieldcrest Mills, Inc. this year, the company has commissioned a writer to prepare a history of the mills. This history will include material from the years prior to 1953 when Fieldcrest Mills, Inc. was formed.

Anyone having old photographs, newspaper clippings or other material containing information

about the company, please call the Mill Whistle office at the AMP Building, extension 53356 or 53290, and tell us what you have.

Of particular interest would be photographs of the mills prior to 1930, either inside or outside, employees at work in the Karastan Rug Mill between 1922 and 1930, employees participating in vocational classes during the late 1920's and early 1930's.

Also of interest would be advertising material or catalogs from the following dates which displayed the products listed: 1910-1920 - any and all company products, but especially towels; 1920-1930 Karastan carpets; 1932-1934 - Karastan broadloom carpet; 1945-1955 - Karastan carpets produced on Kara-loc looms; 1957-1958 - "One Look" fashion coordinated sheets, towels, blankets and bedspreads; 1963 - Thermoflo blanket; 1964 - cellular blankets; 1965 - durable press, cotton and broadcloth products; 1967 - perfection no-iron sheets.

All material will be returned on completion of the project and will be handled with care.

Specific photographs needed are: photo of 120-inch continuous dye and finishing range at North Carolina Finishing Company from about 1967 when machinery first went into production; photo of the 100-year old loom used in the Leaksville Township Vocational School which appeared in the Greensboro Daily News on April 23, 1948. T. W. Sutfenfield was pictured operating the loom. We need the the original photo or other photos of vocational students who were employees or who later became employees; photos of employees participating in the "Music Department" sponsored by Marshall Field and Company during the late 1920's or early 1930's; photos of nurses employed in the "Welfare and Health Department" and information on that program.



James O'Hara

O'Hara Named To Industrial Relations Post For Irish Plant

James O'Hara has been named Industrial Relations manager for Fieldcrest Ireland, Ltd. He will be responsible for all Industrial Relations functions and will report to W. S. Ayscue, general manager - Fieldcrest Ireland, Ltd.

O'Hara is spending several weeks in the United States studying Fieldcrest's towel operations.

A native of Cork County, Ireland, he holds an undergraduate degree in electrical engineering from University College Cork, and a Master's degree in business administration from University College Galway.

He was previously employed by Lana Knit Ireland, Ltd. as chief industrial engineer and personnel and training manager.

He is married and he and his wife, Theresa, have three children, Lisa, Deirdre and James, Jr.

Karastan Celebrates Anniversary

With Two Fashion Conscious Events

Two store events combining "show-biz" entertainment with fashion and solid decorating information have been packaged by Karastan for dealers as part of its 50th anniversary celebration.

To be launched this spring, both events have been programmed to produce store traffic by appealing to a wide audience with "emphasis on fashion-conscious consumers," according to George V. Grulich, vice-president of marketing services for Karastan.

The first event is called "Karastan's 50th Anniversary Area Rug Sale and Decorating Seminar." Grulich explained, "As the name indicates, this event offers the double appeal of much-desired decorating guidance on area rugs plus substantial savings on all of Karastan's Oriental design and contemporary rugs." An innovative slide presentation on decorating, a motion picture on Oriental design rugs and consumer give-aways are other features of this event.

"Karastan's Fifty Year Parade of Fashions" is the title of the second event. "This is a full-scale production starring a collection of authentic period costumes and involves the use of live models and a specially-created motion picture," Grulich related. "The 'show' capitalizes on the current fascination with nostalgia, relating the changes in women's fashions to home

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