

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST TOWEL-LOOMED RUG

FIELDCREST MILLS, INC. • Plants at Draper, Forest City, Greenville, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

VOL. XXV

Spray, N. C., August 15, 1966

NO. 3

Employees Invited To Fashion Show

Unique Fashion Collection Was Created From Fieldcrest Fabrics By Nation's Foremost Designers

A New York fashion show is being moved to Spray for the benefit of Fieldcrest employees.

The unique show will present Fieldcrest towels, blankets, sheets, bedspreads and even shower curtains transformed into a stunning array of fashions, created by the nation's foremost designers.

The creations will be modeled by members of the Leaksville-Spray Junior Woman's Club, of which Mrs. Robert F. Joyce is president.

Employees, members of their families, and the general public are invited to the showing Thursday, August 18, in

the Morehead High School auditorium at Spray. Identical shows will be given at 10 a.m. and at 8 p.m. Employees may choose the time most convenient for them. There is no charge for admission.

The purpose of the show is to give Fieldcrest employees an opportunity to see the fashion creations made from the products they help to produce, and to permit people from the local communities and surrounding area to see the beautiful materials made by the mills.

June Mohler, manager of publicity and sales training, and Judith Fields, fashion coordinator, both from Fieldcrest's New York sales headquarters, will be here to assist with the show. Mrs. Mohler will narrate the production. Music will be furnished by Mamie Link Dickson, who

works in the Draper Cost Department.

The same fashion show, using professional models, was given recently at the Four Seasons Restaurant in New York. Some 200 invited guests witnessed the transformation of Fieldcrest's colorful products into a stunning collection that ranges from evening gowns to bikinis, bicycling outfits, cocktail outfits, cocktail dresses, hostess gowns, duffle coats for ladies, carcoats for men and even a Fieldcrest-lined mink coat.

The fabric designs used in the entire collection were created by Fieldcrest's designing team, headed by Edith Jay, of the Fieldcrest New York sales office.

The fashion show resulted from a challenge to the nation's foremost designers. Each of the participating designers selected his or her preferred design at Fieldcrest's New York showroom and created the resulting fashions directly from the same towels, blankets, bedspreads, sheets and shower curtains that are now in department stores throughout the country.

Savings Bond Drive Gets Good Response

Although there has been no official tabulation of results in the company-wide campaign on behalf of the Payroll Savings Plan for the purchase of U. S. Savings Bonds, there are indications that the campaign will be successful.

Henry Knott, supervisor of payrolls and banking, said, "We have already received well over 200 new members and I would say that the drive is meeting with good response."

The sign-up will continue through August.

President Harold W. Whitcomb sent a letter, informational material, and an application card to every Fieldcrest employee. Those who wish to join the Payroll Savings Plan were asked to complete the authorization form and hand it to their supervisor.

If any employee failed to receive an application card or if the card has been misplaced, the employee should contact the departmental supervisor or area personnel manager to obtain another card.



Evening coat from "Queen's Rose" bedspread over gold-and-white evening dress made of "Royalty" sheets (at left) and black-beige-and-gold evening gown from "Del Sol" bedspread are among the many creations to be modeled at fashion show for employees and public Thursday, Aug. 18, in Morehead High School auditorium.