

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOOMED RUGS

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NO. 7

Eden United Fund Drive To Open Oct. 13

Community-Wide Goal \$105,000 For Support Of 11 Agencies; Fieldcresters To Participate

The annual campaign on behalf of the Eden United Fund will open Monday, October 13 and continue through Friday, October 31.

The budget goal in the community-wide campaign is \$105,000, representing the minimum amount needed for the continuance of the 11 health, welfare, and recreational services included in the campaign.

The board of directors of the Eden

United Fund approved the over-all budget recommended by the budget and admissions committee. The \$105,000 represents a slight increase over last year's goal and includes an amount of \$4,199 designed to cover any shrinkage due to persons moving away or otherwise defaulting on their pledges.

Fieldcresters, along with the employees of other firms in Eden, will be asked to pledge a minimum of one day's pay. For the convenience of employees and upon their authorization, Fieldcrest will make payroll deductions over a 12-month

period to collect the pledges.

The manager of each mill will serve as chairman for the solicitation in his mill, with the assistant managers and superintendents as co-chairmen. Heads of major staff departments will be in charge of the campaign in their respective departments.

Payroll deductions authorized by employees will not begin until the first pay period in January, 1970. If an employee has no work during a particular week, he will not be required to make up the missed deduction.

Employees who are signed up for Eden United Fund deductions on a continuing basis, of course, will not be solicited in the campaign. To reduce the work involved in an annual campaign employees in recent years have been asked to make pledges on a continuing basis and large numbers of employees are signed up under this arrangement.

Employees who pledge a day's pay and departments in which 100 percent of the employees pledge a day's pay in the Eden United Fund campaign will be eligible for valuable prizes.

In addition plaques, certificates and other honors will be given departments with 100 per cent participation on a day's pay basis.

The President's Plaque is to be given by President G. William Moore to the mill which has the highest percentage
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Fashion Show To Be Given At Fair

The Fieldcrest Fashion Show and an exhibit featuring Fieldcrest domestics products and Karastan rugs will again be highlights of the North Carolina State Fair at Raleigh.

This will be the second time Fieldcrest has participated in the Fair, which will be held this year from October 17 to 25.

The Fashion Show includes every type ensemble from at-home outfits to sports wear to evening wear to a wedding dress made from Fieldcrest bed and bath fashions. The show is under the direction of June Mohler of New York, Fieldcrest's manager of publicity and sales training. She will be assisted by personnel from her office as well as Eden. Models will be women from the Raleigh area.

The Fashion Show will be presented every day during the week-long Fair, and the booth, of course, will be open all times that the fairgrounds are open.

The exhibit will feature all of the Fieldcrest products, using the various Fieldcrest and Karastan displays which show off the various patterns and the numerous colors of the products.

The Fashion Show and exhibit at last year's Fair were viewed by thousands and proved to be highly successful. The main idea for the presentation and exhibit is to give North Carolinians a greater knowledge of the products of Fieldcrest Mills, one of the state's top companies with headquarters in the state and most of its mills also located in the state.

Company To Receive Award For Annual Report

Fieldcrest Mills, Inc. has been selected to receive an award for its highly informative stockholder annual report in the textile classification in the 1969 Annual Report Survey sponsored by Financial World, the nation's oldest business and financial weekly.

A certificate signifying the award is scheduled for presentation Wednesday evening, October 22, at the Twenty-fifth Annual Report Awards Banquet in the Grand Ballroom of the New York Hilton Hotel.

Congressman Barry Goldwater, Jr., Representative from California's 27th Congressional District, will be the keynote speaker. His topic will be "A Young Man's Approach To Business and Government in the 1970's."

Presentation of the 1969 annual report awards will be by Richard J. Anderson, editor and publisher of the 67-year-old Financial World, before an audience of more than 1,200 business, industrial and financial leaders from throughout the United States and Canada.

Approximately 5,000 annual reports were reviewed in 93 classifications this year in the annual competition to promote the improvement of shareowner financial statements.

Fieldcrest's report was judged third best among reports issued by textile companies, with Graniteville Company, Graniteville, S. C., and Burlington Industries, Greensboro, receiving first and second place awards, respectively.

Free 'Flu' Shots To Be Provided By Company

The Company will again make free flu shots available to employees at all plants on a voluntary basis. The vaccine, on order now, is the most modern and up-to-date and will include the Hong Kong strain.

Dr. J. G. Springer, Fieldcrest medical director, said, "The Public Health Service does not foresee a flu outbreak for the coming season. However, as last year was evidence, some things crop up at the last minute."

It is planned to give the immunizations during the latter part of October. The schedules for the various plant locations will be posted on the bulletin boards in the mills.