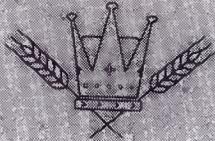


THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST
POWER-LOOMED RUGS

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Fieldcrest Announces Spring 1970 Line

Exciting Additions In Design, Color And Printing Techniques; Yves St. Laurent Line Expanded

Fieldcrest has announced the 1970 Spring line with exciting new additions in design, color and printing techniques, continuing the very successful One-Look fashion concept with three provocative new designs.

"Printwork" is Fieldcrest's new One-Look in an overall arrangement of colorful patches. It's a modern updating of the traditional patchwork motif that headlines today's fashion scene. "Printwork" comes in three striking color combinations: blue/green, red/blue and Spanish straw/black.

"Frost Flowers" is a fresh, gay design of stylized flowers etched in white by a unique printing technique developed by Fieldcrest. The "Frost Flowers" collection is available in pink, blue, or yellow.

"Soroya", the third new One-Look, is a swirling, fluid Paisley design. The overall, lace-like pattern was inspired by the Far East. "Soroya" comes in pink, blue or yellow.

The Fieldcrest-Yves St. Laurent collection has been so successful that it is being expanded for Spring 1970 with the addition of a dramatic bath sheet/beach towel combination. The famed YSL initials, in large-scale reproduction, dominate the towel. It comes in four distinctively contemporary colors: canary, Spanish straw, verdian and cardinal.

Fieldcrest is also enlarging the Yves St. Laurent line with a blanket representing an entirely new process in blanket design. The "Dimensions" pattern of lineal design is embossed on the napped Chateau quality blanket and then the imprinted blanket is napped again. This produces a softer look for the sculptured blanket which comes

in bright pink, teal blue and antique gold.

With the acquisition of the rug mill in Scottsboro, Alabama, Fieldcrest is now able to focus attention on a neglected area of the house, the bathroom floor. This season a collection of 11 contemporary scatter rugs in bold new shapes and striking new designs is being introduced. The elegant new rugs come in a large variety of styles, colors and sizes.

Because of the growing popularity of quilted bedspreads and sheared kitchen towels, Fieldcrest is also offering colorful new additions to the bedspread line and the "Gourmates" collection.

—PICTURES ON PAGES 2 and 3—

Laurelcrest Carpets Has New Showroom

Laurelcrest Carpets opened its first showroom and sales office in the Southeast at the Atlanta Merchandise Mart January 12. The announcement was made by Robert W. Ker, Jr., vice president of sales for Laurelcrest, a division of Fieldcrest Mills, Inc.

The Laurelcrest office is in space 12C7 on the 12th floor of the Merchandise Mart where many of the carpet mill showrooms in the building are located.

"Our expanded sales effort in the Southeast necessitated our opening a showroom and office in this very important market," Mr. Ker stated. "Our retail accounts in the area have been growing at such a pace that a centrally-located sales office was needed to provide proper service."

Rudy Growsick, Southeast territory manager for Laurelcrest, heads up the Atlanta office.

The Laurelcrest space covers an area of 1200 square feet, with display facilities to present the expanded line of the company in total.

Mr. Ker noted, "The opening of the new Laurelcrest office was naturally scheduled to coincide with the start of the Atlanta Market, an event which continues to mount in importance to the carpet industry every season."

NC Textile Industry Advanced In '60s

"During the decade now coming to a close, the textile industry in North Carolina has seen a steady rise in employment, a dramatic increase in wage payments and well over \$1 billion invested in capital improvements."

This observation was made by Robert W. Twitty, president of the North Carolina Textile Manufacturers Association. Since 1961, when the figure stood at 222,158, textile employment enjoyed an increase each year and at the close of 1968, the textile industry was employing 281,455 Tar Heels, an increase of 26.7 percent, Mr. Twitty noted.

While the final figure for 1969 is not yet available, he said a rise of 2 percent over 1968 is expected, based on North Carolina Employment Security Commission reports for the first two quarters of this year. However, there are indications there has been some decline in recent months.

He said this increase in employment is not only an important economic factor, but has social implications since the number of Negroes employed in the textile industry has increased greatly, especially in the last several years.

While employment increase was steady, textile wage payments snow-

balled during the decade, Mr. Twitty said. In 1961, gross textile wage payments totaled \$749 million; by 1963 they had climbed to \$839 million; in 1965 they passed the \$1 billion mark, and in 1968 they reached \$1,382,000,000. This is an increase of 84.5 per cent.

The 1969 wage payments should be substantially greater than in the previous year for two reasons, Mr. Twitty said. First, the number of workers will be greater, and second, there was a general industry-wide wage increase of about 5 per cent.

From 1961 through 1968, the state's economy was boosted by \$1,142,000,000 when textile companies erected 262 new plants and completed 847 expansion or modernization programs.

For the first nine months of this year, he said, records show that 13 new plants—with a \$48,179,000 price tag—have been authorized or are under construction, while capital spending for expansion programs stands at \$90,013,000. This is a total of \$138,192,000.

Mr. Twitty noted that 1966 was the biggest year for capital spending with 22 new plants and 127 expansion programs costing a total of \$216,252,000.

(Continued on Page Eight)