

# THE MILL WHISTLE

*Fieldcrest.*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER-LOOMED RUG

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## Fashion Show Makes Hit With Clubwomen

Fashions made from Fieldcrest products were a tremendous hit with the approximately 180 Junior club women from the seventh district, North Carolina Federation of Women's Clubs, who met at the Meadow Greens Country Club at Eden February 21.

Andrea Beerman, a fashion coordinator from the Fieldcrest Marketing Division headquarters in New York, presented the fashion show following the luncheon.

Members of the Eden Junior Woman's Club modeled the fashions created from Fieldcrest bedspreads, sheets, towels, blankets and shower curtains.

Shown were daytime dresses, evening gowns, bridal outfits, leisure attire and "fun clothes".

The Eden Junior Woman's Club was host for the Junior Day program for District 7.

Mrs. James A. Parker, president of the Eden Junior Woman's Club, welcomed those attending the meeting and Mrs. Fulliam H. Cashion of Greensboro, district president, presided during the program.

Mrs. Tommy Flynt, of the Eden Junior Woman's Club, presented music for the fashion show.



Malcolm D. Coe, president of Bassett Printing Corp., at left, and William O. Stone, Jr., manager of the Fieldale Towel Mill, discuss manuscript telling the history of the Fieldale Towel Mill and the community of Fieldale.

## Book Will Tell History Of Fieldale Mill

The history of the Fieldale Towel Mill and the community of Fieldale will be included in a hard cover book being prepared for publication this summer.

The volume describing the growth and development of industry in Martinsville and Henry County, Va., will present histories of approximately 20 major industries in the city and county.

It will be the first authentic, professionally written story of the industries and is expected to attract attention in the Martinsville and Henry County schools as the students study state and local history. It is believed that it will attract state and regional interest.

The story on the Fieldale Towel Mill will cover 50 years—describing major events from the selection of a site for the mill and the town of Fieldale in 1916 on up through the \$5 million-plus expansion program completed at the mill during 1969.

Most of the stories will be written

by Mrs. Dorothy D. Cleal, of the editorial department of the Bassett Printing Corp. at Bassett, Va. Mrs. Cleal formerly was a staff writer and columnist for the Martinsville Daily Bulletin.

Her "beat" on the Martinsville Bulletin for many years included news about industry. She is a native of Buffalo, N. Y., and is married to O. W.

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## 1969 Sales Up; Earnings Are Less Than In 1968

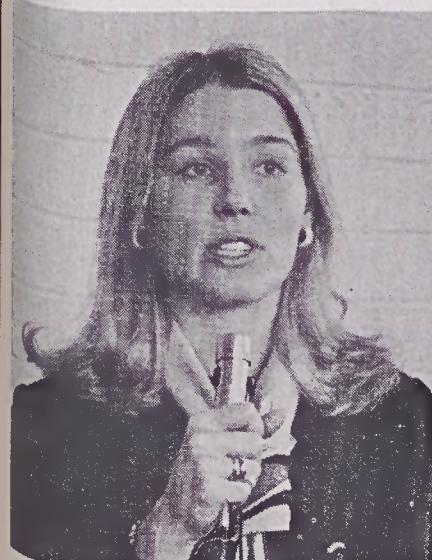
Record sales were reported by Fieldcrest Mills, Inc., for the year 1969. Sales rose to \$209,510,000, up 3% from \$203,732,000 in 1968. Earnings, which are still subject to final audit, were \$7,488,000 in 1969 against \$9,579,000 in 1968 and amounted to \$2.12 per share vs. \$2.70 per share in 1968.

A change in depreciation policy retroactive to January 1, 1969, added \$.16 per share, bringing final earnings in 1969 to \$8,062,000 (\$2.28 per share).

"We are pleased with the operating results in 1969," President G. W. Moore said, "but higher interest costs and the general economic slowdown affected profits, particularly in the second half."

## Agreement Not Reached

Fieldcrest Mills, Inc., and Ward Foods, Inc., announced February 24 that they have failed to reach a definitive agreement for the sale of John P. Maguire & Company, Inc., by Fieldcrest to Ward.



Andrea Beerman was commentator for Fieldcrest Fashion Show at district club meeting at Eden. See pictures on pages four and five.