

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LANE RUG

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No. 23

St. Marys Launches New Ad Campaign

Extensive Program For Fall Of 1970 Spotlights St. Marys In National Ads, Radio, Television

St. Marys, a domestics brand name respected by consumers for over 125 years, will reach a large number of prospective new St. Marys customers this fall with the most complete advertising campaign ever undertaken to publicize the entire line. This effort will combine the three media of television, magazines and radio.

The campaign is intended to build the identity of the brand name, and to establish St. Marys as a leading line of fashion domestics for the mass mer-

chandising field, thereby increasing sales to new St. Marys customers.

"Serenity," St. Marys newest coordinated one look will be seen nationwide for the first time in colorful, full-page ads in September Woman's Day magazine and the October issues of Redbook and Better Homes and Gardens. The three magazines have a combined total circulation of 12 million copies, and will be seen by approximately 35 million consumers.

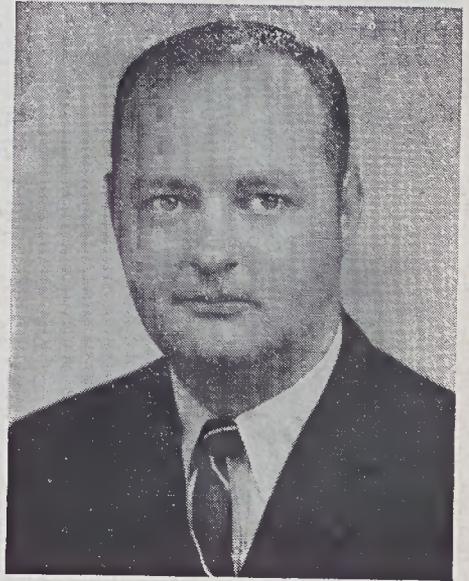
Serenity's blue-green, floral print coordinates, photographed in a delightful abstract bed-bath setting have a fresh 'younger than springtime' charm. Serenity is also available to customers

in both a pink and a gold combination.

The Serenity ad also will appear in the August issue of Discount Store News. Known as a fine trade publication in the field, Discount Store News will inform buyers in stores throughout the country of the tremendous expos-

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Kitchens Heads July 4 Celebration For Eden



J. Paul Kitchens, manager of the Karastan Mill, is serving as general chairman of the "old-fashioned July 4" celebration being planned for Eden this year under sponsorship of the Jaycees.

The 1970 event will be "bigger, better and more spectacular" than last year's which attracted an estimated 12,000 people. The Jaycees plan to make this the biggest and most outstanding event ever staged in the community.

The festivities will be centered in Morehead Stadium and there will be no charge for admission. The program will begin at 4 p.m. and will conclude with a spectacular fireworks display at the stadium at 9 p.m.

Other highlights of the celebration will be an air show, stunt pilots and a jet airplane display, rides for the

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Sears Award Presented

Employees of the Bedspread and Bedspread Finishing Mills for the fourth consecutive year have been awarded the "Symbol of Excellence" by Sears, Roebuck and Co. The award is given for superior quality and service in the manufacturing of products for Sears.

Joins Fieldcrest



Patricia Donovan has joined the company as a sales promotion staff assistant and copy writer in the Fieldcrest Marketing Division in New York. (See story on page eight)

The award is based primarily upon the excellence of the merchandise produced but takes into account such factors as the general excellence of the mills' performance in shipping goods on time, providing products free from service or replacement problems and a minimum of customer returns.

E. C. Steffy, Jr., bedspread buyer for Sears, presented the plaque in ceremonies at the two mills May 14 with representatives from the various shifts accepting the award on behalf of their fellow employees.

In congratulating the employees, Mr. Steffy pointed out that Sears buys goods from 20,000 manufacturers, of whom 13,000 are major suppliers. Of the latter, only 319 received the "Symbol of Excellence" and only 48 received it for the fourth consecutive year.

Frank E. Barron, manager of the Bedspread Operation, presided and expressed appreciation to the employees. Robert A. Harris, senior vice president—manufacturing, and Arthur L. Jackson, vice president—domestics manufacturing, spoke briefly at the meetings to express the pride of general management in the achievement by the Bedspread employees and to stress the excellent relationship that exists between Fieldcrest and Sears.

Accepting the plaques for the various shifts were: first and second shifts, Bedspread Mill, Norma Brooks, Edna Hopper and Otis Hall; all shifts, Bed-

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