

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUGS

Vol. 29

Eden, N. C., November 2, 1970

No. 9

Canvass Is Completed In Fund Campaign

Solicitations in the Eden plants and offices in the Eden United Fund campaign had been completed when The Mill Whistle went to press Friday, October 30. Tabulations were under way with the final results to be announced shortly.

E. Raven Ellis, an area personnel manager who is chairman of the drive at Fieldcrest, said he was "very optimistic" about the results. "The preliminary figures, which are unofficial, point to another successful year," he said.

Mr. Ellis announced that the drawings for prizes among those who pledged on the Fair Share basis will be conducted

at the Fieldcrest Store Wednesday, November 4, at 1:30 p.m. Employees representing all mill divisions and the staff departments are to attend.

A 23-inch screen color television set will be given as the grand prize in a drawing among the names of all employees, mill and staff, who pledged a "Fair Share."

A number of \$15 gift certificates good for any purchase at the Fieldcrest Store will be awarded in drawings among the names of the Fair Share contributors in each mill division and in the staff departments.

Also, plaques, certificates and other

honors are to be awarded to departments in which 100 per cent of the employees pledged a "Fair Share."

The President's Plaque will be given by G. William Moore, president and chairman of Fieldcrest Mills, Inc., to the mill which has the highest percentage of employees giving a "Fair Share." The plaque will be held for a year by that mill and will rotate to next year's winner. The staff department having the highest per cent of "Fair Share givers" will receive a similar plaque.

Certificates of Merit will be presented by the Eden United Fund to each mill department and staff unit in which all employees gave a "Fair Share."

All pledges or cash contributions which were reported by noon Tuesday, October 27, will be counted in determining winners of the prizes, plaques and certificates. Recipients are to be announced in the next issue of The Mill Whistle.

The campaign in the community outside of Fieldcrest Mills is still in progress.
(Continued On Page Five)



Arlene Francis, star of "Decorating Made Easy", St. Marys-sponsored radio show, chats with sales promotion manager J. E. Larkin.

St. Marys Radio Program Proves Successful

The St. Marys-sponsored radio show, "Decorating Made Easy", hosted by nationally known television and radio personality, Arlene Francis, which began on August 15, will conclude its successful run this November.

"Decorating Made Easy", heard over more than 270 radio stations throughout the country five minutes a day, five days a week, has been part of a comprehensive campaign to promote the distinguished St. Marys brand name as a leading line of fashion domestics for the mass merchandising field. The effort is being accomplished through the

combined media of television, radio and national advertising.

Some of the well known interior designers who participated in an exchange of ideas on home decorating with Miss Francis were Everett Brown, F.A.I.D., Melaine Kahane, F.A.I.D., William Phalman, F.A.I.D., and Ellen McClusky, F.A.I.D. as well as the design editor of House Beautiful, Susan Grant, and Glamour Magazine's At-Home editor, Joanna Brown.

Plans are being made to continue the "Decorating Made Easy" series in the fall of 1971.

Sales Up, Earnings Dip During Third Quarter

Fieldcrest Mills' sales for the third quarter reached \$58,432,000, up 3% from \$56,728,000 in 1969. Sales for the first nine months were \$148,613,000, up 1% from \$147,776,000 in the same period last year.

Net earnings for the third quarter were \$2,569,000 (\$.73 per share) in 1970 and \$2,696,000 (\$.76 per share) in 1969, a decrease of 5%. For the nine months ended September 30, earnings were \$4,811,000 (\$1.36 per share) compared with \$5,374,000 (\$1.52 per share) in the previous year.

The operating results were announced October 22 by G. William Moore, president and chairman of Fieldcrest Mills, Inc.

"Sales of bed and bath fashion products continued to improve relative to last year's performance, reflecting the introduction of our muslin sheet line, the Scottsboro rug mill and strong merchandising of our existing product lines.

"Rug and carpet sales also improved in the third quarter and were only
(Continued On Page Four)