

# THE MILL WHISTLE

*Fieldcrest*

COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*

AMERICAN RUGS  
WHEEL-LOOMED RUGS

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No. 6

## Pledge Your 'Fair Share' To United Fund

**Solicitations To Be Conducted This Week In Annual Campaign;  
Color TV And Other Prizes To Be Awarded Among 'Fair Share Givers'**

Each employee in the Fieldcrest plants and offices in Eden is to be canvassed and invited to pledge a contribution to the Eden United Fund campaign. The drive opens today (Monday) and continues throughout the week.

The gifts by Fieldcrest employees and the company are again expected to be an important factor in insuring the success of the overall campaign. The budget-goal in the community-wide effort is \$150,000, the amount needed for the continuance of the 11 health, welfare and recreational services included in the campaign.

Paul Kitchens, division vice president-Karastan rug manufacturing, is chairman of the campaign at Fieldcrest. Raven Ellis, an area personnel manager, is vice chairman and W. D.

Hicks, of the rug division Technical Services Department, is first vice chairman.

Division vice presidents of Fieldcrest are chairmen for their respective divisions with the plant managers and the major staff department heads serving as co-chairmen.

Fieldcresters, along with the employees of other firms in Eden, will be asked to pledge on the "Fair Share" basis. For the convenience of employees and upon their authorization, the company will make payroll deductions over a 12-month period to collect the pledges.

Payroll deductions authorized by employees will not begin until the first pay period in January, 1972. 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.

The budget-goal of \$150,000 is an increase over last year's goal of \$125,000, due mainly to the increasing costs of operation of the participating organizations and in some instances to increased services and programs being offered.

The board of directors of the Eden United Fund approved the over-all budget recommended by the budget and ad-

missions committee. Included is a new agency, the Eden Child Development Center, a licensed and approved day care center with an enrollment of 60 children.

Its purpose is to provide the Eden community with the best example of professional day care for children from two to five years old in an educational environment where pre-schoolers can learn as they play.

The center is located in the First Christian church (Disciples of Christ)

### They Did It Again!

The first department at Fieldcrest to have 100% of its members pledge "Fair Share" contributions to the Eden United Fund was the Yard Maintenance crew. The same group was the first last year.

The men received their cards at 8:30 a.m. Friday and by 9 a.m. every man had pledged a "Fair Share" and on a continuing basis.

The Yard Maintenance crew will receive a certificate of merit from the Eden United Fund for having 100% "Fair Share" participation.

on Oakland avenue. A total of \$3,600 has been allotted for the center.

Other agencies which will benefit from the proceeds and their allotted sums are as follows: the Boys Club, \$24,000; Boy Scouts, \$14,840; Eden YMCA, \$55,000; Girl Scouts, \$5,000; Red Cross, \$11,368.34; Rescue Squad, \$5,655; Retarded Children, \$2,500; Sal-

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## Color TV To Be Prize In United Fund Drive

The Fieldcrest employee who wins the grand prize in the drawing among those who pledge a "Fair Share" to the Eden United Fund will have a choice of a 23-inch screen Zenith color television set or a Zenith stereo console of equal value.

Other valuable prizes will be awarded among the "Fair Share" contributors, including a large number of \$15 gift certificates good for any purchase at the Fieldcrest Store.

Drawings will be conducted among those who pledge a "Fair Share" in each mill division and in the staff departments. Several gift certificates will be awarded in each mill division.

In addition, the names of all employees, mill and staff, who pledge a "Fair Share" will be included in the drawing for the grand prize, the color television set or the stereo console.

Plaques, certificates and other honors are to be awarded to departments in which 100 per cent of the employees pledge a "Fair Share."

The President's Plaque is to be given by William C. Battle, president of Field-

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## 'Jimmy Stewart Show' To Include Products

"The Jimmy Stewart Show," starting this fall on NBC television, will include Fieldcrest's products in every bedroom and bathroom setting.

This exciting new comedy program revolves around the experiences of a college professor, portrayed by Jimmy Stewart, and his family at the rural university where he teaches.

So, when the show's producer, Warner Bros., needed products that depict the taste found in affluent homes, they found Fieldcrest most in tune with the

times. Some of the products to be featured on this show include "Racing Stripe" and "Spring Song" sheets, "Imperial Rose" bedspreads, "Royal Velvet" towels and many other items and designs.

The product exposure in "The Jimmy Stewart Show" is part of Fieldcrest's new effort to publicize our designs in selected motion pictures, television shows and theatre plays that depict the kind of tasteful home decor for which Fieldcrest is known.