

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOOMED RUG

Vol. 31

Eden, N. C., July 31, 1972

No. 2

Fall '72 Collections Previewed By Press

With flags made from Marimekko sheets and bedspreads waving from flagpoles atop Fieldcrest's New York showroom entrance, the Fieldcrest Marketing Division introduced the Fall '72 collections to the press at a special preview.

Executives from the Eden area along with the advertising, marketing and sales departments greeted over 200 editors from major publications.

Three new major collections were presented to the editors: the Marimekko design group from the internationally famous design house in Finland, a dis-

tinctively new Yves Saint Laurent collection, and a charming lion cub print inspired by and named for the film "Living Free".

Following the Fieldcrest tradition of special dress for hostessing, Mrs. June Mohler, publicity and sales training manager, wore a blue and white gown made from the new Marimekko "Brook" sheets.

Also acting as hostesses in dress from Marimekko sheets were Mrs. Maria Kearns and Miss Wes Greene, of the advertising department.

Speaking informally, D. M. Tracy,

president of the Fieldcrest Marketing Division and a senior vice president of Fieldcrest Mills, Inc., described the exciting new fashion concepts that distinguish our outstanding fall collections.

He then introduced William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., who welcomed the press and expressed the Company's appreciation for their editorial support.

Mrs. Mohler outlined the advertising and promotional efforts for fall and was followed by W. M. Stark, vice president in charge of design, who spoke of the development of Fieldcrest's new designs. Mr. Stark introduced Fieldcrest's distinguished guest, Armi Ratia, head of the Finnish design house of Marimekko.

Mrs. Ratia greeted the press, friends in attendance from the Finnish Consulate and assembled Fieldcrest executives, and expressed her enthusiasm for the new Fieldcrest Marimekko collection.

Following this, guests were shown a specially prepared film about the Marimekko collection, and a brief featurette describing Living Free.

As the preview drew to a close, departing guests received press kits showing our new line in color photographs and a gift of a Marimekko wall hanging from the 'Morning' design.

New Outlet Store

Have you visited the new Employee Outlet Store yet?

The store was established for the benefit of employees and retired employees only.

The store is located in the former Younger's store building at the corner of North Fieldcrest Road and Mill Avenue in the Draper business section.

For identification when making purchases, employees may use their identification card for the retail store (form FCR-36) or their new employee identification cards carrying the recently-made color photographs.

See page 2 for pictures made on opening day at the Employee Outlet Store.



At press preview of Fieldcrest's fall collections, Armi Ratia, head of the Finnish design house of Marimekko, is interviewed by Paul Hannenberg, of Women's Wear Daily. See other pictures of press showing on pages four and five.

Sales And Earnings Increase In 2nd Quarter

Fieldcrest Mills' sales for the second quarter reached \$57,373,000, an increase of 4% over the 1971 period. Quarterly earnings advanced at a faster pace to \$1,872,000 (\$.52 per share), up 12% from the year earlier level of \$1,674,000 (\$.47 per share).

The operating results were announced by William C. Battle, president and chief executive officer, Fieldcrest Mills, Inc.

"The Karastan-Laurelcrest Carpet Division has continued to achieve record sales levels with a second quarter increase exceeding industry performance. Sales of the Fieldcrest Division were constant in the second quarter, reflecting a policy of reduced promotional offerings and stringent control of retail inventories. North Carolina Finishing Company sales were strong (Continued on Page Eight)