

# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER-LOOMED RUG

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DAVID M. TRACY

## Tracy To Head ATMI Consumer Committee

David M. Tracy, president of the Fieldcrest Marketing Division and a senior vice president of Fieldcrest Mills, Inc., has been selected chairman of ATMI's Consumer Affairs Committee.

Since its formation in March 1970, the importance of the committee and its work in all areas of consumer affairs, legislation, and liaison with government agencies has increased markedly with the rising tide of consumerism and its impact on textiles.

Mr. Tracy, who is also an active member of ATMI's Market Committee, succeeds William B. Allen, last year's chairman of the Consumer Affairs Committee.

## Proposal Made For 'National Textile Week'

A resolution calling for a Presidential proclamation of "National Textile Week" the first week in April of each year has been introduced by Congressman Nick Galifianakis.

The resolution notes that "The continued strength and growth of the textile industry in the United States is vital to the economic stability of this country."

## N. Y. Showroom Displays Fall '72 Lines

So spectacular are the Fall '72 Fieldcrest collections that an entirely new setting was created in the New York showroom to communicate the visual excitement of these new designs. The interior space was completely redesigned to play varied textures and materials in neutral, natural tones as a backdrop for the Marimekko, Yves Saint Laurent, Living Free and Temp-tation design groups.

Fieldcrest product colors form a striking contrast to the natural wood tones, white and copper walls, and the white ceramic tiles and Karastan shag carpet. Plants add an additional green hue as does an area of Karastan grass-green shag carpet.

The new Marimekko line is framed in polished white oak, with a Finnish sauna of oak floors angled to become

a fixture and window display. Simple rough plaster frames and columns swathed in gleaming copper provide a beautiful background for the Yves Saint Laurent collection, with the Living Free juvenile group treated as a wood, canvas and rope boutique with a safari feeling.

While the fixturing seems to be built in, it is actually a series of portable modules. These modules could be easily copied and adapted to fit retail domestics department.

The all-new look at Fieldcrest came off the drawing board of Robert Young Associates, Inc., Dallas-based retail planning and architectural firm. The whole mood is one of elegance and freshness that perfectly reflects the Fieldcrest image.

— PICTURES ON PAGES FOUR AND FIVE —

## Foundation Makes More Educational Grants

The Fieldcrest Foundation has made seven additional grants under the new educational grants program for the children of Fieldcrest employees.

The new program is designed to assist the children of employees primarily in line with their financial need rather than being on a scholastically competitive basis as well as a financial need basis as in the case of Fieldcrest Scholarships, also given by the Foundation.

The educational grants are open to the children of all employees for technical training, college work and other forms of education beyond high school.

The latest grants, ranging from \$500 to \$1,000 per year, went to: Gehrig Charles Ferguson, Bonnie Y. Gravely, Johnny Gray Greene, Danny G. Hig-

gins, Richard Glenn Nester, Ernest W. Pharis and Carol Jane Swicegood.

Gehrig Ferguson is a 1972 graduate of John D. Bassett High School and will enter Virginia Polytechnic Institute and State University to study forestry and wildlife. He is the son of Mr. and Mrs. Elba A. Ferguson, of Bassett, Va. His father is employed at the Fieldale Towel Mill.

Bonnie Gravely, a 1972 Morehead High School graduate, plans to attend the Danville School of Nursing. She is the daughter of Mr. and Mrs. Percy Gravely of Eden. Mr. Gravely is employed at the Bedspread Finishing Mill and Mrs. Gravely (Mae) works at the Sheet Finishing Mill.

Johnny Greene attends the University of North Carolina in Charlotte where he is majoring in chemistry. He plans to attend the School of Dentistry at the University of North Carolina at Chapel Hill after graduating at UNC-C. He is a 1969 graduate of West Davidson High School and attended Davidson Community College for two years. His parents are Mr. and Mrs. James Kenneth Greene of Spencer. His father is employed at the North Carolina Finishing Company division in Salisbury.

Danny Higgins first attended Wake

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