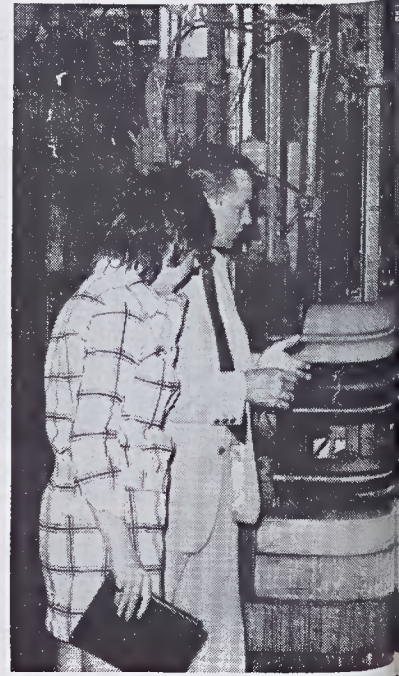




Armi Ratia, left, Turkan Hassan, center, her assistant, and Eeva Nordqvist, her secretary, admire Marimekko display at Fieldcrest Store.



W. O. Stone, division vice president of Brook towels to Turkan Hassan.

Marimekko Designer Visits Fieldcrest

Armi Ratia, of Finland, designer of Fieldcrest's new Marimekko collection, visited the Eden area on September 18 and 19. During her stay, she held a news conference at the Fieldcrest Store for fashion editors from area newspapers and radio and television stations, toured the General Offices, the Fieldale Towel Mill at Fieldale, Va., and the Foremost Screen Print plant at Stokesdale.

Accompanying Mrs. Ratia were Turkan Hassan, her chief assistant at the Marimekko enterprises in Finland; Eeva Nordqvist, her secretary; June F. Mohler, manager of publicity and sales training in the Fieldcrest Marketing

Division, New York; and William Stark, division vice president-design, Fieldcrest Marketing Division.

At the press conference held Monday, September 18, at 3 p.m., Mrs. Ratia, who survived a world war during which her country was occupied by Russian troops, spoke of her designs as "turning away from ugliness, the ugliness of war." Three of Mrs. Ratia's designs, Morning, Brook, and Flower, are being introduced in coordinates for bed and bath by Fieldcrest this year. They are bold, bright and mainly non-figurative. Mrs. Ratia herself describes them as "mostly for the young, young in heart."

Founder, president and principal own-

er of the 21-year-old Marimekko enterprises, Mrs. Ratia said she is interested in people, ideas, music and simplifying life. "The word design is just rubbish —by itself. What we care about is how it relates to the environment, to quality control," she said.

On Tuesday, September 19, the group toured the Fieldale Towel Mill and Foremost Screen Print before leaving North Carolina for Washington, D. C.

Mrs. Ratia, Mrs. Mohler and Mrs. Nordqvist are on the first leg of a nation-wide tour to promote the Marimekko designs. They will meet members of the press and appear in major department stores in Dallas, Texas, Miami, Fla.; Minneapolis, Minn.; Denver, Colo.; Los Angeles, San Francisco, Cincinnati, and Chicago.

Eden's United Fund Campaign Begins Today

(Continued from Page One)

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 board of directors of the Eden United Fund on August 21 approved the overall budget recommended by the budget and admissions committee. Included is one new agency, the 4-H Club County Council with an allocation of \$1,000.

Other United Fund agencies and the

amounts allotted to them are: Boys Club, \$23,705; Boy Scouts, \$15,465; YMCA, \$50,369; Girl Scouts, \$5,200; American Red Cross, \$12,008; Rescue Squad, \$5,760; Retarded Children, \$2,500; Salvation Army, \$7,369; Eden Child Development Center, \$2,750; and Carolinas United, \$7,528.

The budget includes a Contingency Fund of \$12,346. This money is used to fulfill pledges for those who, due to moving away, illness or other such circumstances, are unable to do so. The fund is also used to meet emergency needs which may arise during the year.

Lyman A. Collins, assistant vice president of Southern National Bank, is president of the Eden United Fund. Robert L. Moore, a regional personnel manager at Fieldcrest Mills, is general chairman of the finance campaign.

Top Weavers, Fixers

Weavers—W/E September 10

Dobby Terry Mattie Lackey
Jacquard Terry Harvie Lewis

Fixers—W/E September 10

Dobby Terry Jackie Hubbard
Jacquard Terry Jerry Dove

Weavers—W/E September 3

Dobby Terry George Haynes
Jacquard Terry James Carter

Fixers—W/E September 3

Dobby Terry Clay Merriman
Jacquard Terry Roney Ramsey

Weavers—W/E August 27

Dobby Terry Mattie Lackey
Jacquard Terry James E. Ingram

Fixers—W/E August 27

Dobby Terry Homer Hodges
Jacquard Terry Jerry Dove

THE MILL WHISTLE