

New Fieldcrest Towel Ready For Market

Fieldcrest's first blended sheared towel is ready for the market, the result of five years of scientific investigation by the Company's domestics research and development team.

The newly-invented towel, for which patents are now pending, with its marvelous construction and fiber content absorbs better than cotton while looking silkier than velvet. The name of the sumptuous new item is "Temptation".

Weaving a polyester-cotton warp and filling base construction for the 100% rayon face and the 100% cotton back, is as complex as it sounds.

The 50% cotton, 35% rayon and the 15% polyester blend creates a sheared towel that is more durable and more resistant to shrinkage than the traditional cotton towel, plus the great absorbency.

In addition to its practicality, "Temptation" is a look, a brilliance, a feel, a new way to dry; and it comes in 11 colors. "Allure", the jacquard pattern, comes in five color combinations.

After a highly successful spring of best marketing efforts in Chicago, Detroit, Florida and Dallas, "Temptation" and "Allure" are soon to appear at all major Fieldcrest accounts.

Reaction and demand for this exciting new product have been vigorous, causing sales predictions of a sellout year.

In the orientally inspired dressing room pictured at the right, "Temptation" towels in Cerulean Blue, Champagne and Cognac are colorfully stacked on a Lucite towel stand. The jacquard patterned "Allure" in Marine and-Cerulean Blue is luxuriously draped to dramatize the decorative effect of this exciting new product.

The floor covering is Fieldcrest's "Royal Velvet" wall-to-wall bathroom carpeting. Rich in look and feel, "Royal Velvet" carpeting comes in 20 shades. Cognac was chosen for this dressing room to enhance its furnishings.

Training Department Gave 100% Fair Share

The Training Department at Eden was inadvertently omitted from the list of units and sub-units in which 100% of the employees contributed a Fair Share in the Eden United Fund Campaign. The list appeared in the last issue of The Mill Whistle.

Actually, all 18 members of the Training Department, including 10 pre-supervisory trainees, gave or pledged on the Fair Share basis. For this achievement, the Training Department is to receive a Certificate of Merit from the Eden United Fund.

If there are other units or sub-units that should have been included in the listing of 100% departments, the supervisors should telephone The Mill Whistle office, extension 53356.



Oscar Simmons Gets Promotion At Karastan

Oscar J. Simmons, formerly superintendent, has been promoted to plant manager of cut order and warehousing for Karastan at Eden. He reports to John R. Mauney, division vice president and general manager of Karastan rug manufacturing, Eden.

Mr. Simmons is a native of Eden and has been associated with the Karastan operation for approximately 25 years. He earlier worked at the Blanket Greige Mill and at the old General Office.

He had been superintendent of cut order and warehousing since 1970 and before that was superintendent of rug finishing and warehousing for three years. He previously served as a shift foreman in the Setting Department, foreman of the Cut Order Department and general foreman of the Karastan Mill.

Mr. Simmons first worked on production jobs in the Blanket Weave Room. He resigned in 1943 to serve three years in the Navy during World War II. Upon returning, he served in various jobs before receiving his first



OSCAR J. SIMMONS

supervisory appointment at the Karastan Rug Mill in 1952.