



Safety sign outside mill welcomes "open house" visitors.



Visitors are shown during tour of Bedsread Greige Mill.

## Open House In Eden Mills Attracts 4,200 Visitors

Crowds of visitors totaling approximately 4,200 toured Fieldcrest's Eden mills during "open house" November 13, 14 and 16.

The plant visitation program was held as part of the observance of the 20th anniversary under the ownership of Fieldcrest Mills, Inc. and in honor of the Company's long-service employees.

The "open house" began at the Bedsread, Blanket and Sheet Finishing Mills where approximately 750 visitors toured the plants on Tuesday, November 13.

A similar number toured the Blanket and Sheeting Greige Mills the following day. Then, on Friday, November 16, approximately 1,000 persons toured the Bedsread Greige Mill and more than 1,700 thronged through the Karastan

Rug Mill and the Karastan Service Center.

A large number of employee family members were among the visitors who were greeted by mill officials and given guided tours of the plants.

In some instances, the visitors followed a marked route with supervisors stationed along the way to give information and answer specific questions.

During their tours, the visitors were able to observe the numerous improvements in machinery and equipment and in working conditions that have been made since the last "open house" was held several years ago.

Each visitor was presented a brochure which contained a welcome from President William C. Battle, information about the present-day Fieldcrest

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## Fieldcrest Taking Action To Conserve Fuel Supplies

The situation concerning fuel shortages for the coming winter remains unclear.

According to Robert A. Harris, executive vice president,

operations at Fieldcrest Mills, Inc., have not yet been affected and all mills are operating on schedule.

The company has established

an energy conservation committee headed by J. G. Farrell, Jr., manager of plant engineering, and an energy conservation program is in effect at all mills and offices.

At this point, the program involves using coal where possible instead of oil or gas, minimum heating of non-critical areas, decreased heating of offices, minimum heating of idle plants during weekends, decreased lighting where possible, and the elimination of

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## Fieldcrest Sales Meetings Are Held During November

In early November, the Fieldcrest Marketing Division held combined regional sales meetings in three locations: Southbury, Connecticut (North-east Region) Phoenix, Arizona (combined Southwest and West Coast), and Hot Springs, Va. (combined Southeast and North Central regions).

The 2½ day meetings, held twice a year prior to the introduction of the Spring and Fall collections, are not only information sessions for the presentation of the new lines and marketing philosophy behind them, but also provide valuable opportunities for an exchange of ideas between New York management, product people, and the sales force in the field.

The meetings opened with a video tape presentation by W. C. Battle, President of Fieldcrest Mills, Inc., who gave a business recap and forecast for Fieldcrest Mills, Inc. David M. Tracy, president of the Fieldcrest Marketing Division, attended

each of the meetings, hosting a dinner meeting at which he gave

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## Employees Urged To Save Energy

Fieldcrest employees in all locations are being urged by J. G. Farrell, Jr., energy con-

servation coordinator at Fieldcrest, to conserve on fuel and electricity consumption wherever and whenever possible.

Heading the list of things employees should do immediately is the formation of car pools. With the impending mandatory allocation of gasoline which will cut delivery to wholesale and retail dealers by 15 percent, car pooling is going to be a necessity, Mr. Farrell said.

Other measures which employees should take as part of the nation-wide energy conservation program include: putting thermostats back to 68 degrees or lower; decreased use of lighting in the home; decreased use of large energy users such as dryers; hot water heaters and stoves; elimination

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### Save On Gas — Use A Carpool

The need to change the one-man, one-car habit of going to work is now critical, according to J. G. Farrell, energy conservation coordinator at Fieldcrest.

"With the President's announcement of the cessation of Sunday gasoline sales and with many gas stations already imposing a limit on how

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## Gas Sales Banned On Sundays

The severity of the energy shortage was further emphasized by President Nixon when he addressed the nation Sunday, November 25, and announced the rationing of home heating oil beginning January 1, and asked for a voluntary halt to Sunday sales of gasoline beginning December 1, pending authorization of a mandatory ban.

The President said that gasoline will be brought under a mandatory allocation program cutting delivery to wholesale and retail dealers by 15 percent.

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A resident of Winston-Salem, where he is employed by the R. J. Reynolds Tobacco Company, Mr. Spainhour has been doing magic for a number of years and has won several trophies. He is a member of the Fellowship of Christian Magicians, the International Brotherhood of Magicians and the Society of American Magicians. He appeared at Fieldcrest children's

organizations.

Entertainment will be by Richard Spainhour, a magician who has appeared on the "Old Rebel" show and other television programs. Mr. Spainhour has performed, in addition to television, at schools, clubs, theaters and at children's parties for various business organizations.

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