

## Editors Meet Namath, See Playmaker Styles

St. Mary's played host to Joe Namath and more than 300 guests at the penthouse apartment of New York's Plaza Hotel on Monday, February 4, for the introduction of St. Mary's new Playmaker Collection of Joe Namath superstyles.

Guests included editors of many leading consumer magazines and newspapers, and members of the trade and retailing communities.

The elegant penthouse apartment served as an effective showcase for the dainty, feminine Playmaker designs. The two Playmaker styles, Playmaker floral and Playmaker stripe, were used to transform the four penthouse bedrooms into lovely showcase interiors.

Throughout the apartment, dozens of fresh tulips, hyacinths and other cut flowers created an aura of springtime which mirrored the country-fresh coloring of the Playmaker

designs. The hostesses were dressed in caftans made of Playmaker fabrics.

D. M. Tracy, president of the Fieldcrest Marketing Division, welcomed the guests. In his remarks, he cited the innovative nature of the event.

"Having a strong masculine personality endorse such traditionally feminine products is a very exciting turning point in our market. We're delighted to have Joe join us on the St. Mary's team," Tracy said.

Joe Namath greeted the guests and talked with them about the collection. Joining him were friends Dave Herman and Emerson Broozer of the New York Jets, and John Dockery of the Pittsburgh Steelers.

A five-minute film featuring Namath and explaining the collection, and two 30-second television commercials were broadcast throughout the apartment via a special closed circuit video hookup during the party.



Joe Namath with new Playmaker design bed fashions.

## Credit Union Total Assets Approaching \$6 Million

The Fieldcrest Mills Credit Union achieved substantial growth in 1973 with an increase of approximately \$800,000 in assets. Total assets at the end of the year were \$5,778,159, as compared with \$4,980,050 at the close of 1972.

The Credit Union had 9,149 members as of December 31, 1973, representing 76 percent of all of those eligible to join. In the Eden mills and offices, a whopping 92 percent of the employees are members of the Credit Union.

Dividends on savings paid by the Credit Union in 1973 totaled \$249,961, compared to \$211,019 in the preceding year. The 1973 payments made a total of \$1,242,016 the Credit Union has

paid in dividends since its organization in 1958.

The current dividend rate is 6 percent per annum, having advanced steadily over the years. The Credit Union has paid a dividend of at least 4 percent per annum each six months since it was organized. The 6 percent rate has been in effect since July 1, 1970.

In addition to steadily raising the dividend rate, the Credit Union early in 1968 reduced the interest rate charged on loans from 1 percent to nine-tenths of 1 percent per month on the unpaid balance.

The figures above are from the report on the financial statement given at the annual meeting of the Credit Union January 25 in

the conference room at the General Offices, Eden. The financial statement is printed elsewhere in this issue of The Mill Whistle.

L. E. Chewning, president of the Credit Union, presided and reviewed the financial statement. In presenting some of the more significant operating statistics, he pointed out that since its organization, the Credit Union has processed 112,182 loans for a total of \$22,378,647. "The Credit Union continues to be a strong, sound, well-run organization which performs a genuine service for employees," Mr. Chewning said.

"It provides a place where employees can invest money and receive a fair return and where they can conveniently obtain low-cost loans. Both savings and loan repayments may be handled through payroll deductions," he said.

Mr. Chewning invited employees who are not already members to join the Credit Union and make use of its services.

He expressed appreciation to

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## Company Products Featured In S&H Green Stamp Book

In February, Fieldcrest Mills products are again featured in one of America's most unusual and widely distributed publications — the S&H Green Stamps Ideabook. Some 22 million of the catalogs will be given away to consumers this year.

For nearly 30 years, Fieldcrest Mills and, prior to that, Marshall Field & Company, have supplied blankets, automatic blankets, bedspreads and towels to The Sperry and Hutchinson Company's stamp division for distribution to the millions of people who save the little green rectangles.

A. R. Thorp, vice president of purchasing for the division, told The Mill Whistle, "We are proud of our long, pleasant relationship with Fieldcrest. Our stamp savers recognize Fieldcrest's quality design, style and workmanship."

Evidence seems to bear this out: An estimated 2,142,000 Fieldcrest items were chosen by S&H stamp savers in the last 10 years. One of the most popular Fieldcrest items continues to be the Acrilan Acrylic "Apollo" blanket.

The 78-year-old Sperry and Hutchinson Company is proud of its ability to select merchandise that has a track record in the marketplace. Mr. Thorp emphasizes that "it just wouldn't make sense to give stamp savers anything but the best possible value at redemption centers. That's why we offer such fine products as Fieldcrest blankets and bedspreads."

Mr. Thorp, who began his career with The Sperry and

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## Car Pool Data Being Collected

Car pool information from the various plants and office locations is continuing to come in. Preliminary figures show that response in most locations is good.

The completed material has been sent to the Data Processing Department for computer matching. Employees who have filled out the information should receive the lists within the next two weeks.

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## Scholarship Deadline Is March 1

The deadline for applying for a Fieldcrest Scholarship or Muscogee Scholarship is March 1. Applications must be postmarked not later than March 1 to be considered by the Scholarship Committee.

In recent years the application

forms were made available earlier and the deadline for returning them advanced in order to help the students in their planning. Awards of the scholarships will be announced in May.

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