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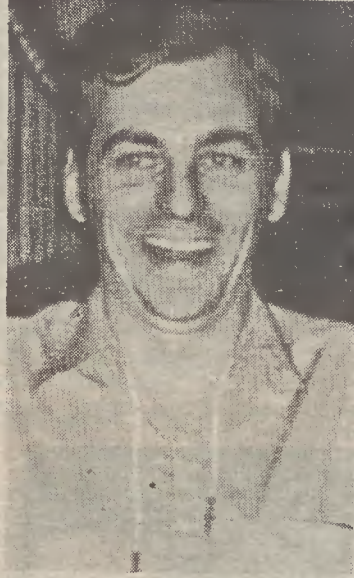
No. 21

Fieldcrest Superdoffers To Be Honored By Company

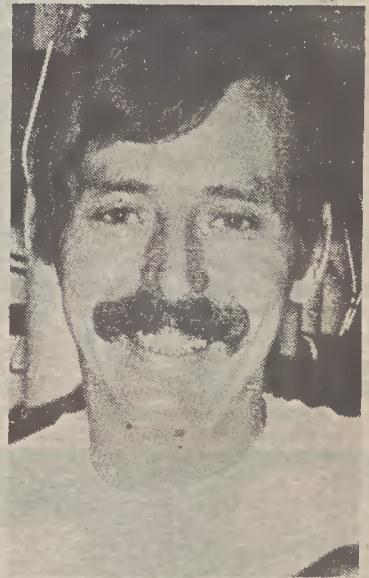
Ray Pruitt and Phillip Dickerson, Fieldcrest's two Superdoffers, have returned from competing in the National Superdoffer Tournament held in Greenville, S.C. Both won their first rounds of competition, but were defeated in the second round.

Ray Pruitt of the Draper Sheeting Mill, Fieldcrest's champion filling doffer, was victorious in the first round on April 15, defeating Sandra Ervin of Riegels-Milliken. In the second round, however, he was defeated by Sammy Williams of Riegel Textiles who went on to win the national tournament in the filling division, by defeating Chris Hilliard of Reeves Brothers, Inc. Phillip Dickerson of the Bedsread Mill, the company's champion warp doffer, won his first round, also on April 15, by defeating Tracy Tarlton of Cheraw Yarn Mills, but was defeated in the second round by Gary Dixon of Riegel. Dixon was later defeated by Bob Lawrence of Dixie Yarns

who went on to win the national warp doffing championship by defeating Carl Kinney of Cone Mills. The fastest time recorded at the tournament filling division was made by Sammy Williams of Riegel, who doffed 104,348 bobbins per minute during one of the rounds. The fastest time in the warp division was made by Bob Lawrence of Dixie Yarns who doffed 88,276 per minute. An awards banquet will be held in Charlotte sometime (Continued To Page Six)



RAY PRUITT



PHILLIP DICKERSON

Larkin Is Named Director Of Crossley Karastan

Francis X. Larkin, president of the Karastan Marketing Division, has been named a member of the board of directors of Crossley Karastan Carpet Mills Ltd. Crossley Karastan is jointly owned by Carpets International of Great Britain and by Fieldcrest Mills, Inc. The announcement was made at Crossley Karastan's headquarters in Toronto, Canada. The firm's manufacturing facilities are located in Truro, Nova Scotia. Mr. Larkin has been president of the Karastan Marketing Division since April, 1975. He is also a corporate vice president of Fieldcrest Mills, Inc. He joined Karastan in 1974 as executive vice president. Before that he had been a regional vice president and merchandise manager of towels and bath fashions for the



FRANCIS X. LARKIN

Fieldcrest division of Fieldcrest Mills, Inc. As an officer and member of the board of directors of Crossley Karastan, Mr. Larkin will be able to advise the firm's marketing and manufacturing divisions on programs and policies. Crossley Karastan produces tufted and woven carpets and rugs at its Truro mill, including products made on the Kara-loom developed by Karastan in the United States.

Fieldcrest, Missonis Get Award

Fieldcrest and the Missonis have captured the coveted 1976 "Tommy Award," of the American Printed Fabrics Council. The award was presented at the Council's 10th Anniversary celebration dinner at the Plaza Hotel in New York City, an event attended by leaders of both the fashion and home furnishing industries. The Tommy Award — the most prestigious in the home

furnishings industry, is bestowed in recognition of creativity in printed fabrics and related designs. Sophisticated Poppy and Sophisticated Stripe from the Missoni's Mixed Emotions Collection for Fieldcrest, were winners of the Home Furnishings and Domestic Design category, the only home furnishings category in 11 fashion awards given by the APFC. They were chosen from a

field of over 30 domestic contenders in a highly competitive contest. The 12-inch tall Tommy, fashioned of actual steel keys used by textile workers to adjust printing machinery, signifies the creativity and craftsmanship that are inherent in quality textile products. In a related award ceremony Melvin Jacobs, chairman of the board of Burdines in Miami, Florida, was named APFC retailer of the year. In his acceptance speech, Mr. Jacobs credited the burgeoning (Continued To Page Six)

1st Quarter Sales Set Record

Fieldcrest Mills, Inc. on April 27 announced record first quarter earnings of \$2,233,000 or 61 cents a primary share — the third consecutive three months period in which a new high for the company was recorded. The first quarter results were announced by President William C. Battle at Fieldcrest's annual shareowners meeting, who said also: "Barring any sudden reversal

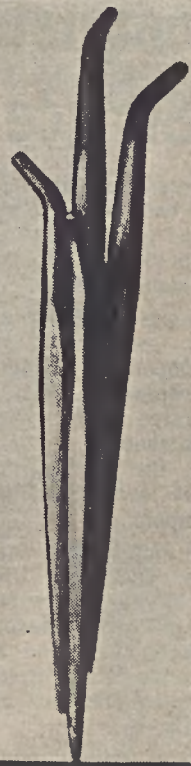
in the national economy, Fieldcrest's sales and earnings should set new records in 1976." The first quarter 1976 performance compares with earnings of \$104,000 or 3 cents a primary share for the first three months of 1975. Earnings for 1976 include a gain on the sale of fixed assets of \$200,000, net after taxes. First quarter sales this year were \$72,324,000, also a record, compared to \$54,239,000 in 1975. Mr. Battle said all operations contributed to the first quarter record results. Mill operating levels were high, he continued, which reflected strong order rates and tightly controlled inventories. He added that personnel levels and expenses continued under strict control and that substantially lower interest costs also contributed to the 1976 first quarter results. In discussing the outlook for the remainder of the year, Mr. Battle observed that incoming orders are strong which reflects an increasing retail demand for the Fieldcrest products.

House & Garden Features Collection

One of the most effective editorials ever to appear on a Fieldcrest collection is featured in the April issue of House and Garden magazine. The magazine pictures of Tai and Rosita Missoni with their Mixed Emotions Collection for Fieldcrest in an eye-catching, double page color spread. Set against stark white, the sophisticated Missonis and the Mixed Emotions Collection dominate the scene. The simplicity of the background sparks the impact of the Mixed Emotions colors and patterns. (On page eight are

Tranquility Poppy and Stripe in the rose colorway with the Sophisticated Comforter). Nine small inset pictures, each employing a different variation of the Missoni touch, graphically illustrate for the consumer the endless possibilities for mixing and matching a look that's at once individualistic and mood evoking. In the accompanying interview, Rosita Missoni urges her readers to be creative. "We designed our sheets for people to play with. Sometimes we use as many as twelve or fifteen colors at a time . . . we

experiment, we feel free to do whatever we like. "And we think that everyone should have the same freedom . . . The idea is to give people as many combinations as possible — a much larger freedom, a much larger choice — with the confidence that no matter how the patterns are combined, they'll look beautiful. Designers should give you the materials to design for yourself." During the week of April 26 Tai and Rosita Missoni visited major Fieldcrest accounts in (Continued To Page Six)



The Tommy Award