



Fieldcrest  
Mills, Inc.

# THE MILL WHISTLE

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## UF Campaign At Fieldcrest Set To Begin Next Week

The United Fund campaign in the Eden mills and offices will begin October 11, and will continue throughout that week. Each employee is to be contacted and invited to pledge a contribution.

The campaign in the community outside of Fieldcrest will begin Wednesday, October 6, and is to continue until November 3.

The community-wide goal is \$189,000 to meet the needs of the 12 health, welfare, recreational and character-building youth services that receive support from the fund.

The gifts by Fieldcrest employees are expected to be an important factor in the success of the overall campaign. The company through the Fieldcrest Foundation is expected to make a substantial contribution in addition to the employees' gifts.

Fieldcresters, along with employees of other companies in the community, will be invited to pledge on the Fair Share basis. Contributions also will be requested from business firms and professional groups.

At Fieldcrest, special efforts will be made to enroll employees for continuing deductions. In

order to reduce the work involved in the campaigns, employees for several years have been asked to make pledges on a continuing basis and many have signed up under this arrangement.

Jim Stutts, manager of bed fashions information services, is chairman of the Fieldcrest campaign. Steve Robinson, general superintendent of the Bedsread Finishing Mill, is the vice chairman.

The company's division vice presidents are chairmen for their respective divisions. Plant managers and major staff department heads are co-chairmen.

Payroll deductions will be made for the convenience of employees and upon their authorization to collect the pledges over a 12-month period.

Deductions authorized by employees will not begin until the first pay period in January, 1977. If an employee has no work during a particular week, he or

(Continued To Page Six)

## Deductions Aid UF Campaign

Fieldcrest employees are being invited to sign up for continuing deductions in the Eden United Fund campaign to be conducted in the mills and offices October 11-15. A majority of those who contribute are already using this plan.

"By having continuing deductions, not only is the work in the campaign expedited but its chances of success are considerably improved," according to Jim Stutts, chairman of the campaign at Fieldcrest.

"We want to emphasize the value of continuing deductions and at the same time point out that the deductions may be stopped at any time the employee feels it is necessary.

"A goal in this campaign is to increase substantially the number of Fieldcresters who are contributing on a permanent basis. We urge you to pledge a continuing deduction in this year's campaign," Mr. Stutts said.

In the 1976 Eden United Fund campaign, the following departments had 100 percent Fair Share participation on the continuing basis:

Wool Spinning Department and Warping Department at the Blanket Greige Mill; Film Bag Department at the Blanket Warehouse; management and clerical at the Non-Woven Mill; Fringing Department at the Bedsread Mill; management and clerical and the Picking Department at the Draper Sheeting Mill; and the Pilot Plant at the Karastan Rug Mill. Also, Plant Engineering, Yard Maintenance, Product Development



WILLIAM C. BATTLE

## Reelected To Board

William C. Battle, president of Fieldcrest Mills, Inc. has been reelected a member of the Conference Board for a two-year term. Also reelected was W. J. Kennedy III, president, North Carolina Mutual Life Insurance Company, Durham; and J. Paul Sticht, president, R. J. Reynolds Industries, Inc., Winston-Salem.

Other North Carolina business executives elected members of the Board were: John M. Belk, president, Belk Stores Services, Inc., Charlotte; and W. Roger Soles, president, Jefferson-Pilot Corporation, Greensboro.

The Conference Board is an independent, nonprofit business and economic research organization. Founded in 1916, its work is supported by more than 4,000 Associates, including business organizations, colleges and universities, labor unions, trade associations and government agencies.

## Fair Share Givers To Be Eligible For Many Prizes

Employees who pledge a Fair Share in the Eden United Fund campaign will be eligible for a number of valuable prizes to be awarded in drawings in the various divisions.

Instead of a grand prize this year, a larger number of gift certificates good for purchases at the Fieldcrest Store will be given in each division. Also, the value of the gift certificates will be raised from \$15 to \$20 each.

Those who pledge a Fair Share will be eligible for prizes as follows: 10 in the Blanket Division; seven in the Sheeting Division; seven in the Bedsread Division; eight in the Karastan Division; and five in the staff departments.

"It will provide all Fair Share contributors with a much better chance of winning if we give more prizes in each division instead of the usual grand prize," said Jim Stutts, chairman of the campaign at Fieldcrest.

"We hope that large numbers of employees will pledge a Fair Share and be eligible for the drawings for prizes and also that they will pledge on the continuing basis."



THE UNITED FUND NEEDS YOU — Fieldcrest employees this year are being urged to sign up for continuing deductions for their United Fund pledges. Temple Land, Purchasing Department, holds continuing deduction cards and urges everyone to use them.

## St. Marys, Aberdeen Agreement

St. Marys and Aberdeen Manufacturing Corporation have announced a joint effort to merchandise and market a fully coordinated home fashion collection for bed and bath.

St. Marys, a brand of quality bed and bath products for the home, is distributed primarily through fine mass retailers and is marketed by the Fieldcrest Marketing Division. The Aberdeen items will be distributed through that company's Savoy Drapery Corporation and Louis Hand Curtains, Inc.

The announcement was made by David M. Tracy, president of the Fieldcrest Marketing Division, and Jud Lober, president of Aberdeen. It is the first joint marketing venture for both St. Marys and Aberdeen.

The Aberdeen portion of the collection is to be called "Rosewood" and will include

draperies, tier curtains, and a quilted bedsread. St. Marys will feature the same pattern on a printed percale sheet and sheared printed towel bearing the name "Rose Coordinate." A handsome classical floral bouquet on muted champagne ground is the key collection motif.

Both St. Marys and Aberdeen distribute their merchandise in a similar manner through major mass retailers across the country. Aberdeen's "Rosewood" was introduced to major accounts in August; St. Marys' "Rose Coordinate" will premiere October 25.

The marketing of the individual product lines will be conducted through each company's sales organization. Showfloor displays will be featured in both the St. Marys and Aberdeen showrooms.

(Continued on Page Six)