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Geoffrey Beene Will Design Collection for Fieldcrest

Geoffrey Beene, America's Great Fashion Independent, will create a collection for Fieldcrest.

David M. Tracy, president of the Fieldcrest Marketing Division, has announced that an agreement has been signed and that the first Beene collection is slated to be introduced in November, 1976.

Mr. Beene is the winner of three Coty Awards and Hall of Fame citations, two National Cotton Awards, the Neiman-Marcus Award, and has the great honor of having some of his clothes already hanging in the Metropolitan Museum of Art.

His couture women's apparel has greatly influenced American fashion and he is already receiving raves from abroad.

Beginning his 13th year as head of his own firm, Geoffrey

Beene, Inc., Mr. Beene's design expertise has spread to a number of related areas: women's sportswear (via his successful Beene Bag division), scarves, furs, men's apparel, a men's cologne "Grey Flannel" which won the Fragrance Award for Best Fragrance and Best Packaging of 1976.

The licensing agreement is Mr. Beene's first entry into the home fashion field. In signing the agreement, Mr. Tracy said "Geoffrey Beene has long been a leading fashion influence for the American woman."

"He understands today's woman and the demands of her pace of living, and so it is a natural extension of his talent to create fashions for this woman's home environment. It is an honor to be associated with Geoffrey Beene."



Geoffrey Beene, renowned fashion designer, New York with David M. Tracy, president of the Fieldcrest Marketing Division, is shown at contract signing in Fieldcrest Marketing Division.

Extra Prizes For Best UF Division

Solicitations in the Eden United Fund campaign in the mills and offices were still in progress when The Mill Whistle went to press Thursday. Jim Stutts, chairman of the Fieldcrest campaign, said it was too early to make even a preliminary report.

He said the main part of the drive was to be completed by the end of the day Friday, October 15, with all cards being turned in by noon Tuesday, October 19. A report on the results is to be made after the final tabulations have been completed.

Mr. Stutts reminded employees that, under a new set-up this year, extra prizes will be awarded in the manufacturing division which has the highest percentage of employees pledging a Fair Share. Five additional gift certificates will be awarded in the outstanding division.

Also for the first time, instead of a grand prize a larger number of gift certificates will be given in each division. The value of the certificates, good for purchases at the Fieldcrest Store, has been raised from \$15 to \$20 each.

In the regular drawings, 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 Bedspread Division; eight in the Karastan Division; and five in the staff departments.

Mr. Stutts said that instead of being held at the General Offices, as customary, the drawings will be held at a central location in each manufacturing division. All drawings are scheduled to be completed by October 28. Dates for the individual drawings will be announced later.

In addition to the prizes to be awarded among the Fair Share contributors, the Eden United Fund will present a Certificate of Merit to each mill and staff unit in which 100 percent of the employees contribute a Fair Share.

Special Rug Sale Planned For Employees, Retirees

Fieldcrest employees and retired employees will be able to purchase carpet and rugs at special sale prices in a "warehouse sale."

This special sale will be held at the Karastan Service Center at Eden, Saturday, November 13, from 9 a.m. until 6 p.m.

During the sale only, carpet and rugs will be offered to employees and retired employees on a cash-and-carry basis at unusually attractive prices.

Admission will be for employees with permanent

Fieldcrest identification passes. Employees' wives and husbands may accompany them, but children under 16 will not be admitted.

The Security Department will check all identification cards before employees or retirees are admitted to the warehouse. Merchandise purchased must be for personal use only.

"The merchandise being offered will be in limited quantities and styles, but will be very attractively priced," said

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A. L. Jackson Is Named To Board of NCTMA

Arthur L. Jackson, Fieldcrest senior vice president-manufacturing, has been elected a director of the North Carolina Textile Manufacturers Association (NCTMA) for a three-year term.

His election came at the annual meeting of the organization at Pinehurst October 6-8. The NCTMA is the state trade association for textile producers in North Carolina.

Mr. Jackson previously served as a director of the Georgia Textile Manufacturers Association while living in Columbus, Ga.

At the annual meeting attended by about 400 textile executives and their wives, E. B. Borden, Jr., president of Borden Manufacturing Co. of Goldsboro, was named chairman. He succeeds G. J. Vincent of Dover Mills, Shelby.

Other officers are H. C. Woodall, Jr., president of Carolina Narrow Fabric Co.,



ARTHUR JACKSON

Winston-Salem, vice chairman; Charles L. Little of Little Cotton Manufacturing Co., Wadesboro, vice chairman; Thomas N. Ingram of Charlotte, president; and Jerry T. Roberts of Charlotte, secretary-treasurer.

Early Reports Made

The first production employees to report in the Eden United Fund campaign were those of the Needled Blanket Department at the Non-Woven where 100 percent are signed up on the Fair Share basis. The report was made shortly after 8 a.m. Wednesday, October 6.

Also reporting early were the employees of the Land Conservation and Maintenance Department (including Yard Crew).

Among the staff units, Internal Audit reported in the afternoon of Tuesday,

October 5, that 100 percent of the employees were signed up for continuing deductions on the Fair Share basis.

Also reporting early were General Accounting, 100 percent Fair Share, continuing; Accounts Payable, 100 percent Fair Share; Budgets, 100 percent Fair Share, continuing; Payrolls and Banking, 100 percent Fair Share; Insurance, 100 percent Fair Share; and central Mill Accounting, 100 percent Fair Share contributions on a continuing basis.