

# Fieldcrest To Introduce Color Coordinated Soaps

Fieldcrest, known for its fashion leadership and innovative towel colors, will introduce a line of beautiful bath soaps designed to coordinate with the Royal Velvet towels and rugs in November. The 3-ounce oval-shaped bars will be packaged four to the box in an elegant gift presentation designed to be displayed with the Royal Velvet bath fashions line. According to David M. Tracy, president of the Fieldcrest Marketing Division, the soaps will supply an added dimension in the total color coordination of the bathroom. "Until now, it's been hard to find soap in more than half-a-dozen colors — pink, blue, gold, yellow and green. . . that's been about it," he said. "As a start Fieldcrest soaps will be made in the colors (and white) that are the most popular hues for towels as shown by our sales records."

The Royal Velvet Soap will be hard-selled, meaning most of the moisture will have been removed. It will carry a design of the Fieldcrest "F" and, on the reverse surface, "Royal Velvet by Fieldcrest." The soap will contain an original fragrance developed especially for Fieldcrest. Tracy describes the fragrance as "fresh, original, and created to appeal to both men and women." Though this is the first time that any manufacturer of bed and bath fashions has introduced a soap into its line, the innovative move is just one more step in Fieldcrest's continuing effort to be first in color impact. Five years ago Fieldcrest introduced bath carpeting in the same fashion-right colors as Royal Velvet towels and rugs. "Now Fieldcrest bath soaps will add a finishing touch to decorating for the bath," Tracy said, adding that the product will also be color coordinated with the company's latest towel "Charisma," and with patterned towels in its designer collections.



## Safety Slogan Contest Winner

Mrs. Ruth Hall, twister tender in the Twist-Wind-Reel Department, is the safety slogan contest winner for September at the Karastan Spinning Mill.

Ruth and Charlie Davis, safety committee chairman at the Spinning Mill, are shown above with a display of the winning slogan, "To keep from having the blues from a terrible bruise, be sure to wear your safety shoes."

Ruth received a \$10 gift certificate for company merchandise for her contribution to the safety program.

The topic for the safety slogan contest at the Spinning Mill during the month of October is "Housekeeping."



## Phenix City Earns Safety Award

The Phenix City Finishing Plant was presented the "National Safety Council Award of Merit" for the operation of 1,802,460 man-hours without a disabling injury from January 1, 1975-December 31, 1976. Mack Johnson of the Safety Department in Eden presented this award to the Phenix City employees. Pictured above (left-right) are Johnson, Orthel Goode, Lula McNeal and Pharoah Holloway.

## Flu Shots To Be Offered

Current predictions are that 1977-1978 will not see severe influenza outbreaks in the U. S. Nevertheless, the Fieldcrest Medical Department will offer routine influenza vaccinations on a limited basis. The program will begin in the Eden area.

influenza vaccine in the outlying locations will be published in future issues of The Mill Whistle. Sales and Marketing employees should arrange to get protection through their private physicians if desired.

Eden employees may receive the vaccine at the corporate Medical Department, General Offices, between 1 p.m. and 4:30 p.m. Monday through Friday, October 3 through October 14.

Employees who have health disorders such as heart, lung or kidney disease, diabetes and arthritis are advised to take the vaccine. Those who should avoid it are;

- 1— Those who have known allergies to eggs.
- 2— Those who are acutely ill with colds or flu-like symptoms.

Information on the availability of

## Bedsread Mills Receive Sears Award

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Betty Bradley, Percy Gravely, Ruby Terry, E. Barron, division vice president and general manager, Bedsread Manufacturing, commended employees at both plants for their outstanding achievement. W. G. Hunnings, division vice president, Bedsread Manufacturing, thanked them on behalf of Fieldcrest's general management. Also attending from Sears were Phyllis Sanders, trainee, and M. J.

Shaffer, manager of Sears' Eden store. From the Fieldcrest Marketing Division, New York, were R. R. McGill, division vice president and merchandise manager, Bed Fashions; J. M. Foster, division vice president, Bedsread Department; and T. V. Lester, product manager, Bedsread Department. Following each presentation ceremony, drawings were held for employees, with bedsreads as prizes. Winners at the Bedsread Greige Mill were Inez Lee and Grader

Hamlin, first shift; Linda Carter and Howard Tilley, second shift; and Lewis Broadnax and James Strickland, third shift. Bedsread Finishing winners were Melissa Williams, Sharon Carter, Willie Chilton, Stella Pratt, Margaret Harvey and Gladys Hancock. It was an exciting day for everyone concerned, but particularly for the Bedsread employees, many of whom were predicting they might set an even greater record and win the award for the sixth time next year.



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