

Fieldcrest MILL WHISTLE

Volume 12

Monday, March 8, 1954

Number 16

Red Cross Fund Drive In Full Swing

Community-Wide Goal Is \$6,424; Over Half Of Amount Raised To Remain In Tri-Cities

Fieldcrest men and women will play an important part in the 1954 Red Cross fund campaign which seeks to raise \$6,424 as the Leaksville-Spray-Draper chapter's quota in the nation-wide drive. The local canvass began March 1 and continues through March 15.

John Smith, Jr., general chairman of the campaign, is being assisted by area captains in the various sections of the Tri-Cities. J. G. Commins heads the industrial division comprised of Fieldcrest Mills and other textile plants in the Tri-Cities.

Mr. Commins reported that the industrial drive actually began Friday, February 26, among salaried workers at Fieldcrest. Solicitations in the mills were carried on during last week and will continue through next week in some plants. Efforts are being made to give every employee on all shifts an equal opportunity to contribute to the campaign.

Chairman Smith said the volunteer workers reported good response in their contacts thus far and that it was hoped that the drive would be far enough along for a preliminary financial report.

(Continued on Page Five)

Mill Products To Be Seen On NBC-TV Show

"Home," a new NBC-TV day-time television series will feature Fieldcrest "Trousseau Luxury" products between 11 a. m. and 12 o'clock noon, Wednesday, March 10. Although the program is scheduled to be seen over a 35-station network, it was not known definitely whether "Home" would be carried by any of the television stations nearer the Tri-Cities than Norfolk, Va.

The new program for homemakers features home fashions, food and wearing apparel. Fieldcrest merchandise was selected to demonstrate the basic requirements in household linens for a bride beginning housekeeping.

Safety Record Is Good For First Two Months

Only one lost-time injury at the mills has been recorded thus far in 1954, H.E. Williams, safety director, has announced. "There was no lost time because of injury at any of the mills during February. Our good experience for the first two months gives us an excellent start on our safety record for this year and we hope that we will continue to have favorable experience," Mr. Williams said.

New Hosiery Package Well Received In Trade

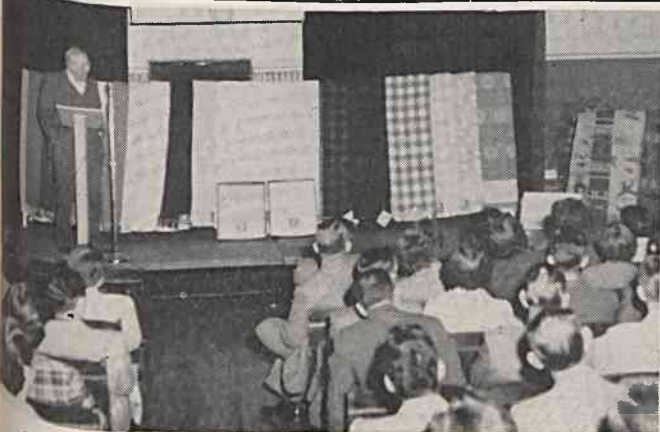
The new package for Fieldcrest La France hosiery, recently introduced, has been described as one of the prettiest in the industry and has attracted unusual attention in the trade. The former box, in use for several years, has been replaced by a beautiful box, entirely new, which it is believed will have greater sales appeal.

The new package resulted from the coordinated efforts and ideas of many people. Alan Berni, noted style and color consultant of New York, chose the colors and was responsible for the over-all design. The box is in "La France Red", a new color, with harmonizing pale pink. The loose wrap gives the box a mellow tone, adding greatly to its beauty. The inner wrapper is a black glazed paper on which is a distinctive seal. Each of the three pairs of hosiery is wrapped separately in tissue paper, and one pair may be removed without disturbing the remaining pairs.

Helps Promotion

Having strong appeal from the style standpoint and containing a degree of femininity and softness, usually associated with fine things, it is believed the new package will help to promote the luxury features of Fieldcrest La France

(Continued on Page Five)



AT COUNCIL MEETING—Speakers at the joint meeting of the Carolina Cooperative Council and the Junior Council at Central Y.M.C.A. Thursday evening, February 18, are shown above. Left, J. H. Ripple, manager of the Blanket and Sheeting Mills, is shown as he described operations at the Blanket Mill and presented a display of blankets manufactured there. Right, Arthur S. Thompson, domestics sales manager, is shown as he addressed the councils. Mr. Thompson showed some of the new lines and discussed the Fieldcrest Mills sales and merchandising program.