

Fieldcrest MILL WHISTLE

Volume 12

Spray, N. C. Monday, May 3, 1954

Number 20

New Sales Dept. Men Visit The Mills



New members of the Fieldcrest Sales Dept. are interested observers as W. E. Tucker (right) demonstrates steps in our cotton classing procedure. Jon W. Wimer (left) was recently employed as assistant advertising manager; John H. Staak (center) is a new trainee in the Sales Dept. The new men spent several days here getting acquainted with members of the organization and observing mill operations.

Fieldcrest Employees Get Free X-Rays

(Pictures on page eight)

Employees of the Bedsread and Karastan mills received free chest X-rays last week as the industrial X-ray survey for tuberculosis control got underway in the county. The X-ray unit visited the Leaksville plants on Monday and Tuesday. A total of 620 employees received X-rays, 318 from Karastan and 302 from the Bedsread

The mobile X-ray unit will visit the Synthetic Fabrics Mill Monday, May 3; the Blanket Mill Tuesday, May 4; and the Sheeting Mill, Wednesday, May 5. The unit will visit community locations on Thursday and Friday and will be back at the mills Monday, May 10 when employees of the Electric Blanket Mill will get their X-rays.

The employees of the Bleachery, Finishing Mill and Central Warehouse will get their X-rays taken Tuesday May 11 and employees of the Nantucket and Gen-

eral Offices will get X-rays Wednesday, May 12.

Dr. George E. Waters, district health officer, said he was well pleased with the response given in the industrial survey. He urged that every employee take advantage of this opportunity to have a chest X-ray made free of charge. He pointed out that tuberculosis is curable if detected in its early stages and that frequent chest X-rays are the best means of discovering any possible cases.

The industrial survey is sponsored by the Rockingham-Caswell Tuberculosis Association and the State and District health departments with the cooperation of industrial firms in the county.

**GET YOUR
CHEST X-RAY**

National Magazines Carry Product Ads

National advertising of Fieldcrest products this spring features Sanforized bedspreads, summer-weight blankets and solid-color towels.

The "Candymint" and "Daybreak" patterns in Sanforized bedspreads are in the March issues of BETTER HOMES & GARDENS and LIVING FOR YOUNG HOMEMAKERS; in SUNSET magazine for April and in HOUSE BEAUTIFUL for May. The ads emphasize the practical Sanforized feature but are set up in our usual Trousseau Luxury format to insure identification of Sanforized with Fieldcrest.

Summer-weight blankets are advertised in the April issue of LADIES HOME JOURNAL and HOUSE & GARDEN. Illustrations show the "Rosebud" and "Rockingham" patterns. Copy mentions other summer-weight blankets.

13 Colors Shown

HOUSE BEAUTIFUL for April, BETTER HOMES & GARDENS for May
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Eglies Appointed To New Sales Position



F. J. EGLIES Ivie, general sales manager of the Company.

Mr. Eglies was formerly associated with N. W. Ayer and Son, Inc. in Philadelphia, Pa., where he was a member of the plans board and was a merchandise consultant on soft goods. Prior to joining Ayer, he was domestics, towel and blanket buyer for L. Bamberger and Company, Newark, N. J. During his five-year association with Bamberger's, he twice won the store's annual creative merchandising competition among buyers.

At Fieldcrest he reports to Arthur S. Thompson, domestics sales manager.