

# Fieldcrest MILL WHISTLE

Volume XIII

Spray, N. C., Monday, August 16, 1954

Number 3



Left to right, President Whitcomb, Mrs. Betty Ratliff, E. L. Brown

## Betty Ratliff Honored Upon Completion Of 40 Years' Unbroken Service

Mrs. Betty H. Ratliff was honored upon her completion of 40 years of continuous service August 1. She joined the Company as a young girl in 1914 and literally grew up in the mill. She has never been off of the payroll for any reason since she first came to work.

Mrs. Ratliff was paid a surprise visit on the job by President Harold W. Whitcomb and Comptroller E. L. Brown the afternoon of July 30. Mr. Whitcomb presented her with the Company's 40-year service emblem and other remembrances.

### Employed by Cowan

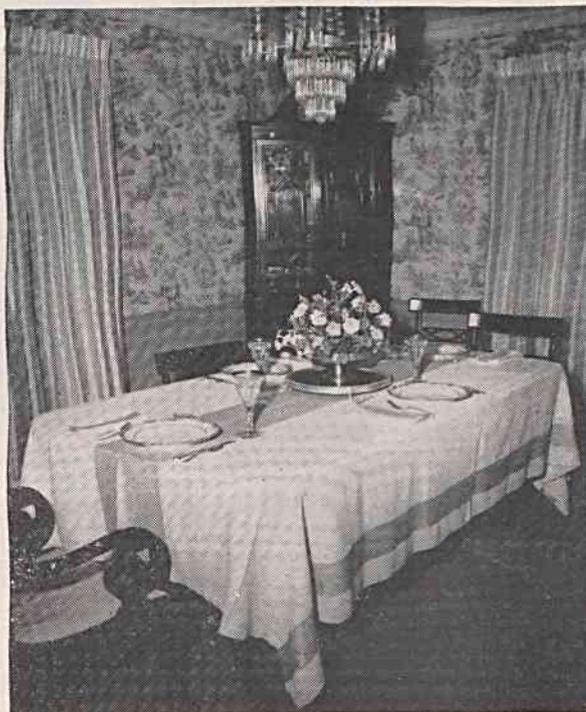
Born in Morgan county, Tenn., Mrs. Ratliff was given her job by F. C. Cowan, now retired. Mr. Cowan was foreman of the blanket sewing room and sample department and the late J. W. Krantz was mill superintendent. Mrs. Ratliff sewed and folded blankets

(Continued on page three)

## NEW PRODUCT

Shown at right is one of the new "Mountain Spun" metallic tablecloths being manufactured by Fieldcrest Mills, Inc. The tablecloths are made at the Bedspread Mill and the napkins and place mats at the Towel Mill in Fieldale. A wide range of sizes are made in the four patterns, gold, silver, blue and green.

The new product with ticket showing "Loomed by Fieldcrest", is marketed by Felix Tausend & Sons, who markets the Cel-O-Sheen tablecloths made at the Synthetic Fabrics Mill. (More pictures on page five)



## Fieldcrest Merchandise Shown In Ads Appearing In National Magazines

Fieldcrest Sanforized bedspreads are featured in a full-page advertisement in the August issue of House Beautiful. The large illustration in the full-color advertisement shows the Keynote spread; Trellis, Daybreak and Band-box patterns are shown in a smaller sketch, captioned "At home or at school, forget shrinkage worries with Fieldcrest Sanforized bedspreads"

The copy points out that, "Fieldcrest's handsome new heavy cottons positively won't shrink more than a tiny one percent whether you dunk them in a washing machine or send them to the school laundry."

Emphasizing that our bedspreads are now Sanforized, the copy continues: "Only Fieldcrest spreads are guaranteed not to shrink more than one percent. This 110" spread (in illustration) still measures 109" after washing. Similar spreads, not Sanforized, may lose up to 14½ inches."

"Deauville" towels and Karastan  
(Continued on page two)