

SHEETS • TOWELS • BEDSPREADS • BLANKETS • ELECTRIC BLANKETS • KARASTAN RUGS • SYNTHETIC FABRICS

# Fieldcrest® MILL WHISTLE

Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.

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## Plants Recognized For Outstanding Safety Records



**PRESENTATION**—Vice President E. W. Medbery presents safety awards to T. R. Ray, Electric Blanket; A. L. Jackson, Synthetic Fabrics; C. P. Wilson, Warehouse.

## Fieldcrest Prominent In 'Sellerama'

Fieldcrest had a prominent part in the Segal 1955 spring Sellerama conducted by Meyer Segal & Sons, wholesale dry goods distributor, at the Dyckman Hotel in Minneapolis. A total of 600 merchants from an eight-state area served by Meyer Segal & Sons attended.

## Olive Will Serve On Bar Assn. Committee

Billy B. Olive, patent engineer for Fieldcrest, has been appointed a member of the American Bar Association committee on employer-employee relations in the section of patent, trademark and copyright law.

Harold S. Silver, of Allis-Chalmers Manufacturing Co., Milwaukee, Wisc., is committee chairman.

Purpose of the committee is to investigate the practices of leading industries in inventions, patents, assignments etc., where employees are involved. A report of its findings and the committee's recommendations will be given the bar association at its meeting in Philadelphia in August and will



**B. B. Olive**

According to F. J. Eglies, sales promotion manager for Fieldcrest Mills, Inc., the event was an outstanding example of aggressive merchandising in dry goods wholesaling in small towns.

Merchants were given envelopes containing information on merchandising domestics, piece goods, various fabrics, and new fibers and had the opportunity to visit various model booths set up by manufacturers where they could obtain specialized information on selling individual lines. Fall promotions and tie-ins were stressed.

A complete "model store department" showing how to display and sell soft goods was erected for visiting merchants. The first day's session included the showing of a movie, "How to Sell Quality," by representatives of Fieldcrest Mills.

"Make Yours a Well Dressed Home" was the title of the fall Successful Farming promotion being planned in cooperation with Meyer Segal. Betty Grayson of that magazine presented four-color film strips on making the

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For significant achievement in industrial safety, three Fieldcrest plants have been given the Award of Merit by the National Safety Council. The Central Warehouse, Electric Blanket Mill and Synthetic Fabrics Mills received the certificates for having operated the entire year of 1954 without a lost-time accident.

Presentation of the awards here was made by Vice President E. W. Medbery. Officials of the mills involved accepted the certificates on behalf of employees in their respective plants.

Central Warehouse has not had an injury causing lost of time since October 1951 and through May, 1955 had accumulated 1,154,467 man-hours of safe work. With a perfect safety record since its establishment as a separate unit in 1950, the Electric Blanket Mill through May, 1955, has built up 1,172,253 man-hours of accident free operation. The last injury causing lost time at the Synthetic Fabrics Mill was in January, 1950, giving that mill 2,872,750 safe man-hours through May of 1955.

H. E. Williams, safety director, said the three Fieldcrest plants were among

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## Vacation Checks Total \$363,000

Vacation pay for Fieldcrest employees will total more than \$363,000 with approximately \$275,000 being paid in the Tri-Cities and around \$88,000 in Fieldale, Va. Checks have been written for over 3,000 employees in the North Carolina mills and for more than 900 Fieldale workers.

The total amount being paid is higher than last year, reflecting greater employee earnings due to increased activity of the mills.

Vacation pay checks will be distributed on the regular paydays during this week. A high percentage of the employees now working will draw vacation pay. In addition, employees out sick and those laid off within the past 12 months will, in most cases, be eligible for some vacation pay.

All employees with continuous ser-

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