

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

Fieldcrest® MILL WHISTLE

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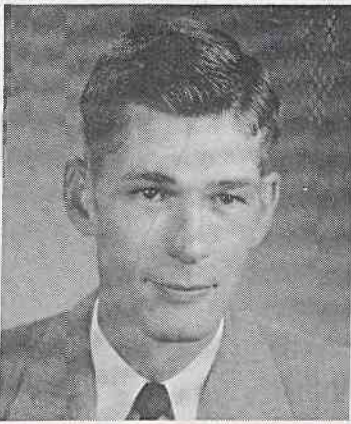
Number 3



F. J. EGLIES



D. A. PURCELL



W. R. KISER



C. A. DAVIS

Six Men Are Given Promotions In Fieldcrest Organization Changes

Organization changes at Fieldcrest Mills, resulting in promotions for several men, have been announced.

F. J. Eglies was appointed department sales manager for the Bedspread Mill, effective August 1. Mr. Eglies has been sales promotion manager.

D. A. Purcell, formerly superintendent of the Blanket Mill, was appointed assistant manager of the Towel Mill, Fieldale, Virginia, effective August 15, and William R. Kiser, formerly supervisor of methods and standards, was appointed director of standards, effective August 8.

E. W. Medbery, vice president in charge of manufacturing, said the organization change at Fieldale was made necessary by the greatly increased operations of the Towel Mill, which now has the highest rate of activity in its history. Mr. Kiser replaces Wesley H. Suit, who is resigning, effective September 1 to accept a position in another company.

C. A. Davis, formerly foreman of weaving, was appointed superintendent of the Blanket Mill. Daily P. Gambill, formerly foreman of the Blanket Inspecting Department, was promoted to foreman of the Blanket Weave Room; John M. Harkey, was promoted from assistant foreman of the Blanket Carding Department, second shift, to foreman of the Inspecting Department.

Before joining Fieldcrest in April, 1954, Mr. Eglies was with N. W. Ayer & Sons, Philadelphia, Pa., where he was a member of the plans board and was a merchandise consultant on soft

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Mills Introduce Acrilan Blanket

A new blanket called "Chateau", made 100 per cent of Acrilan, one of the newest synthetic fibers, has just been introduced by Fieldcrest with first deliveries scheduled for September.

The all-Acrilan blanket will be available in 72 x 90 and 80 x 90 sizes. It is solid-colored and will be produced in shades of pink, gold, white, blue, light green, mocha, mosstone and hyacinth. The binding will be of seven-inch acetate in matching colors. The 72 x 90 size will retail at \$16.95 and the 80 x 90 at \$18.95.

A recent development in man-made fibers, Acrilan is used in various types of fabrics and has been especially well-received in sweaters because of its softness, resilience and shrink resistance.

The properties of Acrilan make it an excellent blanket fiber, since it provides greater insulation per unit of weight than wool, has an excellent hand and does not felt during repeated launderings. Its great resistance to abrasions means long wear. In addition, it is moth and mildew-proof, and virtually shrinkproof.

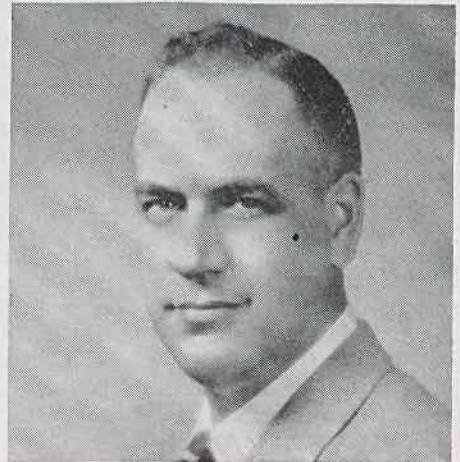
Hoechst To Head Ind. Relations

Edward J. Hoechst will assume his duties September 1 as director of industrial relations for Fieldcrest Mills. He will be responsible for the industrial relations program throughout the Company, reporting to President Harold W. Whitcomb.

Mr. Hoechst has been actively engaged in industrial relations work since his graduation from New York University in 1943. He was formerly vice president and director of industrial relations for the Selby Shoe Company in Portsmouth, Ohio, and since his resignation from Selby in March 1955 has been executive secretary of the Portsmouth Chamber of Commerce.

A native of Buffalo, New York, he worked his way through New York University.

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Edward J. Hoechst