

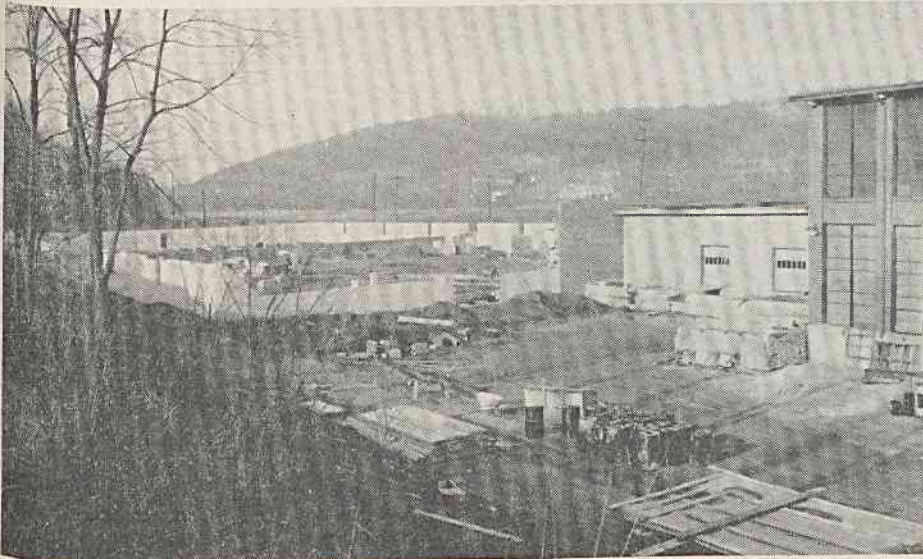
Fieldcrest® MILL WHISTLE

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TOWEL WAREHOUSE—This picture shows progress on the new finished goods warehouse at the north end of the Towel Mill finishing building. The warehouse will have 55,000 square feet of space with an additional 6,500 square feet in the shipping area. The new building will give the mill additional warehouse space which is badly needed and will facilitate handling and storage.

Fieldcrest Products Get Wide Recognition

If you were watching television the evening of December 28 and thought you recognized some Fieldcrest products in a room setting, you were right. Towels and blankets made by Fieldcrest were used on NBC-TV's "Screen Director's Playhouse".

The "HOME" show, NBC-TV, pictured our Wellesley bedspread (on Sanforized commercial) and a Fieldcrest electric blanket during December. A Karastan Desert Collection rug was used on January 11.

Marshall Field & Company's January catalog has a color presentation of Fieldcrest merchandise on its back cover and on the inside back cover. Additional Fieldcrest items appear on several pages in the catalog.

Other current national publicity for our products includes:

1. An important bed and bath editorial feature in BETTER HOMES AND GARDENS showing many Fieldcrest items in full color.

2. A beauty feature in BETTER LIVING, showing a beauty wrapped in a No. 4811 blue and green beach towel.

3. A double-page spread in the January HOUSE BEAUTIFUL on Acrilan blankets, crediting Fieldcrest and two other manufacturers.

4. Towels in an important bathroom

story in the January McCALL'S.

5. Vogue and Royal Velvet towels in the February LIVING FOR YOUNG HOMEMAKERS.

6. Treasure and Chateau blankets, Vogue and Spanish Tile towels in the February HOUSE AND GARDEN.

7. Towels in the beauty section of HOUSE BEAUTIFUL'S GUIDE FOR THE BRIDE.

8. Towels and blankets in BRIDE'S.

9. Blankets and towels in BRIDE-TO-BE.

10. Sheets, towel and blanket in MODERN BRIDE.

Mid-State AIEE Section To Hold Meeting Here

Fieldcrest will be host to approximately 40 members of the mid-state section of the American Institute of Electrical Engineers Tuesday evening, March 20. The group will arrive at 7:30 p.m. and will be given a guided tour of the Karastan Rug Mill before holding its regular monthly meeting which will be in the Karastan showroom.

The following are serving on a committee which is making arrangements for the engineers' visit here: E. R. Mills, B. B. Olive, E. J. Hoechst, and

Fieldale Plans Swimming Pool

A swimming pool to cost nearly \$30,000 will be constructed at the Community Center in Fieldale, Va., according to plans announced last week. The Community Center's board of directors gave final approval to the project at a meeting Tuesday evening, February 14. Work will be started right away and it is expected that the pool will be ready for use by May 15.

The Rotary Club and the Fieldale Service Club have adopted the swimming pool as their projects and it is hoped that several of the ladies' clubs will do the same. A number of fund-raising projects are already under consideration.

The swimming pool will be located adjacent to the Community Center building on what is now a playground. The pool will be 35 feet by 85 feet including a 10 by 35 wading section. Construction will be of concrete with a Silicite finish, a lifetime white requiring no painting. Diving boards and ladders will be of chrome-plated copper also expected to last a lifetime and retain its good appearance.

Green tile will extend from the water to the top of the pool. Underwater lighting and an underwater vacuum cleaning system are included in the plans. A 10-foot concrete strip will surround the pool and grass will be sown in the adjoining areas.

Curtis J. Martin, manager of the Community Center, said, "The swimming pool represents a long-time dream which is about to be realized and comes as the result of much planning by our board of directors and other interested persons in the community.

"It is a part of our long-range program to make the Community Center one of the finest and best equipped in the State. We completed an addition to the building and installed new bowling alleys in the summer of 1953. Now comes the swimming pool. After it is finished we hope to continue with some additional forward steps for the Community Center," Mr. Martin added.

John Mauney, Messrs. Mills and Olive are members of the AIEE and of the mid-state section comprised of graduate electrical engineers from central North Carolina.