

'Spring Song' Promoted By Lord And Taylor



Bed and bath scene features our coordinated products in beautiful New York apartment of Helena Rubinstein.

One of the major promotions at Lord and Taylor this spring will be our coordinated group of sheets, cases, blankets, and towels called "Spring Song." Here you see a bed and bath scene fea-

turing this merchandise in the beautiful New York apartment of Helena Rubinstein.

The bathroom is adjacent to the bedroom, so that this delightful birds-and-

blossoms wreath pattern flows from one room into the other. Fifth Avenue windows, interior displays, and a full-page ad will introduce Spring Song at Lord and Taylor early in March.

Receives Promotion

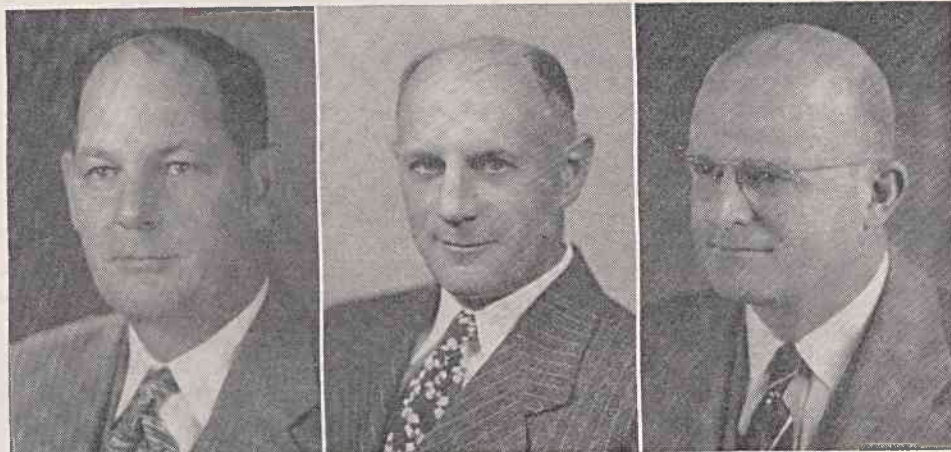


WILLIAM D. CROWSON

The promotion of William D. Crowson from assistant foreman to foreman of the Beck Dyeing Department at the Finishing Mill, effective January 1, has been announced by the Company.

Mr. Crowson has been with Fieldcrest since 1946 when he started as a technician in the chemical laboratory of the Research and Quality Control Department. He was transferred soon afterwards to the Blanket Mill as assistant

New Officers Of Central Safety Committee



New officers of Central Safety Committee who took office recently to serve for one year, left to right, are chairman, A. G. Singleton, director of engineering; vice chairman, F. T. Sutenfield, superintendent of the Bleachery and Finishing Mill; and secretary, H. E. Williams,

safety director.

The Central Safety Committee, composed of general management, mill managers, mill superintendents and staff department heads, formulates policies and directs the over-all safety program at Fieldcrest Mills.

foreman of stock dyeing.

He became assistant foreman of the piece dyeing department at the Bleachery in 1948 and in 1951 was transferred to the Zion Lace Curtain Mill at Zion, Ill., as foreman of the bleachery. He returned to Spray after about a year to become assistant foreman of the all-wool finishing department (now the

Beck Dyeing Department).

Mr. Crowson is a native of Taylorsville and attended Duke University where he majored in business administration. He married the former Mildred Hendren, of Stony Point. They have a married daughter and a son, eight years old. The Crowsons live at 327 Clark Way, in Spray.