

# THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER LOOMED RUG

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

VOL. XVII

Spray, N. C., Monday, August 11, 1958

NUMBER 3

## Sheeting Mill Getting New, Flattened Roof

The large 2½-acre roof of the Sheeting Mill is being flattened and insulated as part of the extensive modernization program under way at the mill for the past two or three years.

The old saw-tooth style roof deck has been lowered and a new, flat, tar and gravel roof is being installed. The modern, insulated roof will help prevent excessive condensation, preserving the roof deck and the inside floors and permitting more uniform control of humidity and temperature.

John Smith & Sons, of Leaksville, did the flattening operation and Gate City Roofing Company, of Greensboro, is installing the new roof and insulation. Work was started about May 1 and will be completed in August.

Members of our Engineering Department say that all over the South mills are getting rid of saw-tooth roofs and practically no new mills are being built with the saw-tooth construction. Fieldcrest last year lowered a section of the Bedsread Mill roof over the Carding Department.

## MILLS SET NEW RECORD FOR SAFETY

### Praises Fieldcrest For Close Relationship With Retailers

TIDE, an authoritative national magazine in the fields of sales and advertising, in a recent issue, carries a transcript of a recorded interview with seven National Retail Merchants Association officers. This was a group which represented a cross section of twenty billion dollars worth of department store selling power.

During the interview, William Spoor, publicity director of Loveman, Joseph, and Loeb, large department store in Birmingham, Alabama, in speaking of Fieldcrest, points out that a close manufacturer-retailer relationship can result in added business.

He explains "Fieldcrest has planned better in designing, displays, advertising, mail pieces, stock, personnel training, and in every other way. Fieldcrest will be importantly included in several of our biggest store promotions for fall."

### Safety Council Chairman Urges Continued Effort To Maintain Record

Fieldcrest Mills' safety experience so far in 1958 is the best it has been in recent years. To date only seven lost-time injuries have occurred, as compared with 22 disabling injuries in the first seven months of 1957.

Employees of the following mills have worked thus far this year without an injury that caused lost time: Automatic Blanket, Central Warehouse, Finishing, Sheeting and Towel mills. The Automatic Blanket Mill and the Central Warehouse are continuing their accident-free records established in 1957.

In commenting on the mills' 1958 safety experience, A. G. Singleton, director of engineering and chairman of the Central Safety Committee, said:

"All of us are proud of the safety record that has been achieved so far this year. If we can continue to have this fine experience for the remainder of the year, we can establish a most outstanding record for our mills.

"A good statistical record is of little importance when compared with the savings in the cost of accidents to the individual, to say nothing of his suffering and the inconvenience to the employee and his family when he is disabled.

"The most significant fact about our  
(Continued on page four)

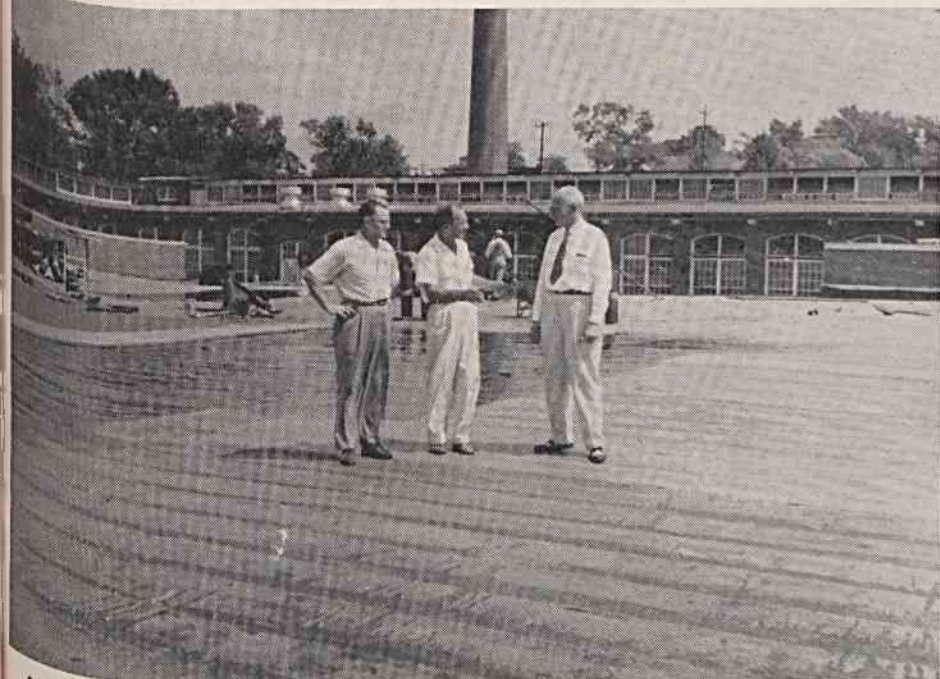
### Towel Mill Employees Named Legion Officers

Three Fieldcrest men have been installed as officers of Claude Wells Post 168, the American Legion, at Fieldale.

J. Hobert Gusler, of the Towel Mill Plant Service Department is the new post commander. Joe Shelton, of the Towel Mill weave room, is the sergeant-at-arms and C. D. Looney, retired Fieldcrest employee, is the service officer.

Mr. Looney, past department vice-commander, was the installing officer. Other post officers are: Billy J. Webster, first vice-commander; James C. Luther, second vice-commander; John D. Johnston, adjutant; Ben Shelton, finance officer; Benny Arnold, chaplain; and Jack Harrison, historian.

The post is currently conducting a membership campaign.



Atop the Sheeting Mill, officials discuss the new, flattened roof now being put on. Left to right are T. B. Hamrick, weaving foreman; R. C. Going, mill superintendent; and J. G. Farrell, Jr., of the Engineering Department.