

THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

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Magazine Advertising Promotes Fieldcrest

"Approved on college campuses in 48 states."

That's the theme of double-page, full-color advertisements on Fieldcrest's new Campus Fashions, one of our promotions for fall selling. The attractive ads appear in the August issues of Glamour and Mademoiselle magazines. Reprints are posted in the mills.

Pictured are Campus Plaid and Sorority bedspreads, with matching cafe curtains, Duracale sheets and pillow cases, towels, the Crusader automatic blanket and all-wool blankets by the St. Marys division of Fieldcrest.

St. Marys woolens are shown in boys' and girls' fashions worn by the models. The Campus Fashions ad will be followed by the "Eve's Tree" promotion, another edition of Fieldcrest's "One Look" for bedroom and bath. This full-color ad will appear in the October Better Homes & Gardens, on sale September 20, and in the winter issue of Bride's Magazine, on sale October 15.

Reprints of the new ad will be posted in the mills next week.



Nancy Fulcher and Margie Winn model skirts of St. Marys woolens.

Employees' Daughters Get Red Cross Training



As Junior Red Cross girls boarded train at Reidsville, left to right, James Fair, Red Cross vice-chairman; Shirley Weadon, Mary Frances Hailey, W. T. Tinsley.

Skirts Of St. Marys Woolens Sold Locally

St. Marys woolens are making a hit in the Tri-Cities.

The long-famous brand name and the heightened interest in St. Marys as a division of Fieldcrest Mills, Inc. were reflected in a brisk demand for skirts by Chestnut Hill made of St. Marys woolens at Wright's in Leaksville.

Homer Wright, Sr., said his first shipment of apparel made of St. Marys material was sold quickly and re-orders have been necessary.

At left, employees of the Automatic Blanket Mill Office model fashions by St. Marys and Chestnut Hill.

Harvest colors of gold and rust are used in Nancy Fulcher's matching plaid straight skirt and longer line weskit. The window pane skirt worn by Margie Winn is of autumn red and green, deeply knife-pleated, and worn with a red fur blend sweater.

Mary Frances Hailey and Shirley Ann Weadon, daughters of Fieldcresters, left August 19 for the Junior Red Cross training center, Camp Green Cove at Tuxedo, North Carolina.

These girl representatives, who will be ten'h grade students at Morehead High School this fall, were recommended to the Leaksville-Spray-Draper chapter of the American Red Cross by Wendell Newlin, principal, for their ability for leadership in Junior Red Cross.

Mary Frances is the daughter of Mr. and Mrs. Joe Hailey. Her father works in Blanket Mill Supply Room and her mother (Bonnie) in the Sheeting Weave Room. Shirley is the daughter of Mr. and Mrs. J. W. Weadon. Mother (Sallie) works in Blanket Wool Spinning.

25-Year Club Picnic

The date has been set for the annual 25-Year Club picnic. The outing will be in Morehead Stadium Saturday afternoon, September 13.

President Harold W. Whitcomb will speak during the program. A more detailed announcement concerning the picnic will be made later.