

# THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
AMERICAN LATEST POWER LOOMED RUG

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

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NO. 1

## LOCAL SCOUTS TO ATTEND JAMBOREE



Jamboree Boy Scouts shown with B. F. Dunton, scoutmaster (extreme right), are, left to right, John MacIsaac, Stuart Archer, Charles MacIsaac and Barron Archer.

Barron and Stuart Archer, sons of Mr. and Mrs. D. S. Archer, and Charles and John MacIsaac, sons of Mr. and Mrs. J. T. MacIsaac, left July 10 for the Philmont Scout Ranch in New Mexico to spend a week before going to the National Boy Scout Jamboree

which is to held at Colorado Springs, Colo., July 22-28.

Three more local Scouts left July 14 for the Jamboree. They were: Bill and Roy Mitchell, sons of Mr. and Mrs. H. L. Mitchell, and Bill Pace, son of Mr. and Mrs. H. C. Pace, Jr.

## New Fieldcrest Ad Series Begins

The America coverlet is featured in the first of a series of beautiful color-illustrated advertisements in leading magazines promoting Fieldcrest fall fashions.

The lead-off ad appears in the autumn issue of *Bride and Home*, which went on sale July 14. The ad will be carried also in *Town and Country* for October, *House and Garden* for October, and *The New Yorker* for November 12.

Other ads in the series will feature Leopard Spots bed and bath coordinate... screen-printed pillow cases, bedspreads and terry towels and harmonizing solid-color sheets and blankets. The Muses coordinated bath fashions with related motifs on sheets and cases, and the Crown Jewel automatic blanket.

A colorful double page ad in the September 10 *New Yorker* will show

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Ad Promotes America Coverlet

## Foundation Will Aid Betterment Causes

### Company Establishes Non-Profit Organization For Promotion Of Various Improvement Programs

The incorporation of the Fieldcrest Foundation, a non-profit organization dedicated to the promotion of religious, charitable, scientific, literary and educational causes, was announced by President Harold W. Whitcomb.

In announcing the establishment of the Foundation, Mr. Whitcomb pointed out that all future contributions by Fieldcrest Mills, Inc., to charitable causes would be handled through the Foundation.

Income for the Fieldcrest Foundation will be from gifts from Fieldcrest Mills, Inc. and from profits from the operation of the Employees' Store and the Canteen. Allocation of funds from the Foundation will be handled by a board

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## Fall Program Set Up At Rug Sales Meet

Karastan's rapid growth in the past six months was pointed out by Walter B. Guinan, president of our Karastan sales division, as he discussed Karastan's position in the carpet industry at the recent semi-annual rug sales meeting.

The meeting was held in our Karastan showroom at 295 Fifth Avenue in New York City. A last-minute change in scheduling became necessary when the Eastern Airlines strike made it almost impossible for the sales staff to travel to Leaksville in time for the meeting June 15 and 16.

In outlining the Karastan sales program for fall, Mr. Guinan reviewed the competitive situation in regard to fibers and fabrics and discussed the entire Karastan line. He introduced the new Lanveau and Bienteau fabrics, the new Kirman pattern in the Karastan quality, and the new Patrique line by Nye-Wait.

Lanveau is a lavishly piled Karastan broadloom which introduces a delicately swirling texture. Lanveau is not only

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