

## New Fieldcrest Ads Appear In Magazines

Two full-page colored advertisements promoting Fieldcrest fashions for bed and bath appear in current issues of national magazines.

The Muses towels, with related motifs in sheets and pillow cases, are featured in an ad in the October House Beautiful, now on sale. The same ad will be carried in The New Yorker magazine for October 15.

Crown Jewel automatic blankets are promoted in an ad in the September 24 New Yorker and will appear in the December House and Garden, on sale November 20. The copy points out that, "... Fieldcrest makes a wide range of automatics, from the merely luxurious to the unbelievable. . ."

Reprints of both of the advertisements are currently posted in the mills.



The Muses towels are featured in House Beautiful and New Yorker.



Appealing ad in House and Garden and in New Yorker promotes our Crown Jewel automatic blankets.



At their attractive home on the Stoneville Road, Mr. and Mrs. Fletcher Joy enjoy breakfast containing most of the essential nutrients. Fletcher is a winder server at Karastan and Elizabeth is an inspector-folder at Bleachery.

## Good Breakfast Provides Energy

Are you a breakfast skipper?

Skipping breakfast entirely or skimping on this most important meal of the day causes a mid-morning sag in energy and brings on that tired feeling.

Scientific studies show that when breakfast is skipped work output is less, mental reactions are slower and muscular fatigue is increased. Also, the lack of an adequate breakfast may make you irritable and less able to tolerate minor annoyances.

That is because the lack of an adequate breakfast makes the blood sugar drop in the middle of the morning, resulting in a let-down in energy. It then takes more than a coffee break to make you feel really perky again.

Medical and nutrition authorities have formulated a basic breakfast pattern consisting of fruit, cereal, milk, bread and butter. This basic breakfast may be supplemented with eggs or breakfast meats for persons whose energy needs are higher.

### Provides About 600 Calories

A breakfast of average servings of each of the foods in the basic breakfast pattern provides about 600 calories and makes an excellent contribution of almost every essential nutrient.

For those interested in a modern low-fat breakfast, the same pattern and quantity may be used except that non-fat milk is used as the beverage.

If you have been eating "on the run" or otherwise skimping on breakfast, you may want to adjust your schedule to allow for a more adequate meal. It makes good sense to start the day with a powerful store of the foods you need every day. A breakfast that meets the nutritional requirements of active people not only aids your performance on the job but improves your own health and well being.

## Mutual Aid Booklet

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the week ending October 9.

The new booklet carries information concerning payments for hospitalization, in-hospital medical care, and a detailed schedule of the amounts the association pays for various surgical operations. Also included are a general explanation of the Mutual Aid plan and the constitution and by-laws.

Mutual Aid provides benefits for both the employee and his dependents. The benefits include allowances for surgical charges, room, board, general nursing, laboratory fees and medicine. The benefit period extends for a maximum of 70 consecutive days for any confinement.

### Benefits Increased Many Times

Benefits paid by the Association have been increased a number of times in recent years in order to keep Mutual Aid up-to-date where it can provide adequate protection.

The latest increases in benefits enable the Association to continue for its member and their dependents the best hospital and surgical plan to be found anywhere, considering the low cost.

Mutual Aid is an all-employee activity operated by the employees themselves. Although the plan is voluntary, 98% of the employees are members.

The Association is governed through unit committees in each mill, and a board of directors made up of the chairman of the unit committees.

The directors urge members to read the new booklet carefully to obtain detailed information on the new benefits. Questions or suggestions should be discussed with your Mutual Aid committeeman.