

THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED DUG

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

OL. XIX

Spray, N. C., Monday, March 20, 1961

NO. 18



Registering before donating blood are Charles H. Lester (left) and James H. Chilton, both of the Beck Dye Department at the Finishing Mill. Volunteer workers, from left, are Mrs. J. G. Cunningham, Mrs. J. M. Geer and Mrs. J. S. Ragsdale.

Bloodmobile Given 117 Pints On Spray Visit

Large Number Of Fieldcresters Cooperate In New Program; Unit Considered Success

The Bloodmobile collected a total of 117 pints March 14 when it made its second visit to the Tri-Cities since the local area began its participation in the Piedmont Carolinas Blood program.

The unit was stationed at the Consolidated Central Y.M.C.A. for the convenience of Spray residents and the recruiting of donors was concentrated in the Spray area. A large percentage of the donors were employees of the Leachery, Finishing Mill, Central Warehouse, Bedspring Finishing Mill and General Offices.

The community-wide program was undertaken at the request of the medical staff at the Morehead Memorial Hospital so that there might be a ready supply of life-saving blood and its derivatives to enable the hospital to better serve its patients.

The year's quota is 850 pints, which is considered adequate for the needs at the Morehead Memorial Hospital. Under the plan, all residents of the Tri-City area receive their total blood needs at

the local hospital without any charge for the blood itself and without having to replace it.

The Bloodmobile is scheduled to come to the Tri-Cities every two months, rotating its visits from Leaksville to Spray to Draper. The next visit will be May 24 in the basement of the First Methodist Church at Draper.

The blood collected is processed at Charlotte and blood and its derivatives are supplied the local hospital from the Charlotte Center.

B. F. Dunton, assistant purchasing agent at Fieldcrest, is general chairman of the Bloodmobile program for the Leaksville - Spray - Draper Red Cross chapter. Raymond Martin, Leaksville insurance man, is the donor recruitment chairman.

In commenting on the Blood Program, Mr. Dunton said: "The response of local people indicates that they are solidly behind this program and that they want it continued. While we had hoped to get a few more donors than we actually had on this latest visit, we are highly pleased with the results of the first visit to Spray."

See pictures on page four.

National Ads Feature Fieldcrest Products

'Enchanted Garden' and 'Dream Garland' One-Look Ensembles Are Highlighted In Series

Fieldcrest's national advertising for spring 1961 features Enchanted Garden and Dream Garland, our newest 'one-look' fashions for bed and bath.

The Enchanted Garden ad, showing hand-screen printed oriental poppies on sheets, blanket, coverlet, towel, and shower curtain, appears in The New Yorker for March 18, and will be carried in the summer issue of Bride's Magazine, on sale April 15, and in the May issue of Living for Young Homemakers, on sale April 20.

The Dream Garland ad, showing spring flowers entwined on sheets, blanket, coverlet, towels, and shower curtain, will appear in the May issue of House and Garden, The New Yorker for May 20, and the mid-summer Modern Bride, on sale May 14.

These two ads have a two-fold purpose: (1) to advance Fieldcrest's reputation for beauty, quality, and fashion leadership, and (2) to give stores concrete ideas for coordinated window or departmental displays.

To demonstrate the feasibility of such displays, both of the ad settings have been duplicated in vignette form in Fieldcrest's New York Showroom.

Other ads to appear feature Royal Satin sheets in the April issue of House Beautiful, on sale March 20, and Imperial Brocade towels in the April 22 New Yorker. The Royal Satin ad is a repeat of last fall's ad.

Captioned "The Luxury that is Fieldcrest," the Royal Satin ad points out that "One touch will tell you Fieldcrest" (Continued on page five)

N. C. Tax Help

Employees who desire it may receive assistance in preparing their state income tax returns when representatives from the N. C. Department of Revenue visit the Tri-Cities this week.

Help will be available from 9 a. m. until 4:30 p. m. at the following places: Leaksville post office, March 20-21; Consolidated Central Y.M.C.A., March 22 and 23; and at the Draper town hall, March 24.