

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWERLOOMED HUG

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NO. 5

PLANS ARE MADE FOR FUND CAMPAIGN

The budgets and admissions committee of the Tri-City Community Fund has concluded its meetings with representatives of the participating agencies at which the agencies' budget requests were submitted.

The committee, of which R. R. Roberts, treasurer of Fieldcrest Mills, Inc., is chairman, will meet Tuesday evening, September 12 to decide upon its recommended goal for the fund campaign and the allocation of the funds expected to be raised.

Approved agencies presenting their budget requests were the Girl Scouts, Boy Scouts, Red Cross, Rescue Squad, Boys Club, Salvation Army, Consolidated Central and Henry Street Y.M.C.A.'s, Draper Y.M.C.A., Association for Retarded Children and Carolinas United.

W. B. Lucas, Company attorney who is president of the Tri-City Community Fund, said the Fund's board of directors,

after reviewing the recommendations of the budgets and admissions committee, will very shortly announce the goal and dates of the fund campaign.

Robert Wall, Leaksville insurance man, will be chairman of the annual campaign to raise the money for the 1962 budgetary needs of the 10 health, welfare and recreational agencies participating in the fund.

In accepting the chairmanship, Mr. Wall expressed his willingness to accept this responsibility for guiding the Tri-Cities' most important civic project of the year. He called upon every citizen for all-out support of the campaign to be held soon.

Asks Support of Campaign

"I am glad to do whatever I can to insure the continuation of the essential health, welfare and character-building services for our citizens. I know that this is a once-a-year job which everyone will get behind and make a substantial success," Mr. Wall said.

Division chairmen and the organization of volunteers who will assist in the campaign are to be announced shortly by the campaign chairman.

Fieldcrest employees along with members of other firms in the Tri-Cities will be asked to pledge a donation to be paid through payroll deductions over a period of 12 months.

The suggested basis for giving will be
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Fieldcrest Ads Appear In Leading Magazines

Royal Satin sheets are featured in the first of a series of beautiful colored advertisements in leading magazines promoting Fieldcrest fashions for bed and bath for the fall season.

The Royal Satin ad appears in the fall *Bride and Home*, now on sale, and also will be carried in the October issue of *Vogue*, on sale October 15.

Next in the series will be an ad on *Rose Bouquet*, our newest coordinated 'one look' fashions for bed and bath. The *Rose Bouquet* ad will appear in the mid-autumn *Modern Bride's*, on sale September 15, in the October 15 *New Yorker*, and in the winter issue of *Bride's Magazine*, which goes on sale October 15.

Forecast Fashion Colors

A double page spread featuring *Forecast Fashion Colors* by Fieldcrest will appear in the September 23 *New Yorker* and in the October *House and Garden*, on sale September 20.

The 'America' coverlet is promoted in an ad to appear in the December issue of *Living for Young Homemakers*, on sale November 20, and Fieldcrest automatic blankets will be featured in an ad in the *New Yorker* for November 25.

Reprints of the beautiful colored advertisements will be posted on the bulletin boards throughout the mills, where employees may see them.

July And August Are Injury-Free Months

A review of the safety records shows that no lost-time injury occurred anywhere at Fieldcrest Mills during the month of August, a month in which there is historically a high accident frequency in industrial plants.

Actually there was no lost time due to injury at any of the Fieldcrest plants either in July or August, considered a very commendable record for hot weather months.

Only eight lost-time injuries were recorded at Fieldcrest during the first eight months of this year as compared with 11 such injuries for the same period in 1960.

C. J. Frank, director of industrial relations, extended congratulations to all employees for their outstanding safety performance in July and August and expressed the Company's appreciation for the cooperation of employees in its efforts to prevent accidents.

"The excellent safety record for July and August and our good record so far this year are not due to the work of any one person or group of persons," Mr. Frank said. "Such records result from the cooperation and interest of all the

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Forecast Fashion Colors will be shown in *New Yorker* and in *House and Garden*.



Rose Bouquet ad will appear in *New Yorker*, *Bride's*, and in *Modern Bride's*.