

# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER LOOMED RUG

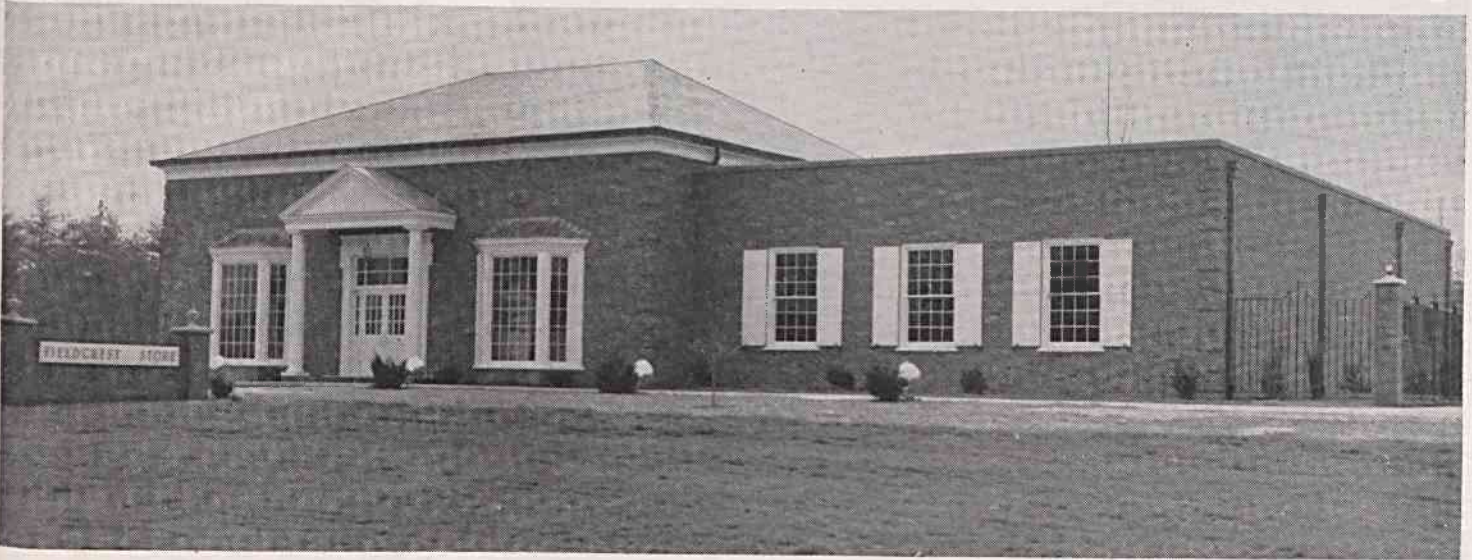
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NO. 18

## Fieldcrest Store Starts Sales Today



Fieldcrest Store On New Highway 14 Is Expected To Become Showplace In Tri-Cities

### Door Prize Drawing

Pictures on pages four and five

The drawing for the 50 door prizes to be awarded among those attending open house at the Fieldcrest Store and the persons visiting the store during its first week of operation will be held after the close of business Saturday, March 24.

W. P. Groseclose, store manager, said winners will be notified by mail.

Included are five grand prizes of "Sweetheart Rose" complete 'one look' ensembles for bedroom and bathroom.

As first prizes, the store will give 10 full-size "Corsair" automatic blankets. Second prizes will be 10 "Concord" colonial type bedspreads, full size. Third prizes are 10 "Royal Velvet" towel ensembles and fourth prizes are 15 scalloped sheet sets.

Hundreds of visitors toured the store at open house which began Tuesday evening, March 13, for the management group at Fieldcrest. Local business and professional groups and executives and staff members of department stores in nearby cities which are Fieldcrest customers visited the store Wednesday.

On Thursday, Friday, Saturday and on Sunday afternoon, open house was held for employees and the public.

### Fieldcrest Shop To Sell To Public At Regular Retail Prices And To Employees At Substantial Discount; Thrift Shop Offers Same Low Prices To Everyone

Fieldcrest Mills' new retail store which will display and sell all lines of domestics products manufactured by the company will officially open for business today, Monday, March 19, and hereafter will be open six days a week from 9 a. m. until 5:30 p. m.

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., said the store is the most beautiful and modern facility of its kind in the country and is expected to become a showplace that will attract visitors to the Tri-Cities from a wide area.

The store includes a complete Fieldcrest Shop similar to those found in major department stores in large cities. The Fieldcrest Shop will sell first quality blankets, sheets, bedspreads, automatic blankets, towels and other products as single items, boxed sets or complete ensembles in coordinated designs and colors.

In the Fieldcrest Shop, all merchandise will be sold to the public at regular retail prices as in retail stores across the nation. However, employees of Fieldcrest Mills will be able to buy at a substantial discount.

In addition, a genuine bargain depart-

ment called the Thrift Shop will sell seconds, thirds, discontinued styles, etc., at very attractive prices. Through the Thrift Shop the company will sell locally many such items formerly disposed of by other means. Merchandise in the Thrift Shop will be sold at the same low price to the general public and employees.

#### Profits Go To Foundation

Profits from the store will go to the Fieldcrest Foundation for continuing its work of supporting local institutions such as the YMCAs, Community Centers, Boys Club, and other organizations, which contribute to the welfare of Fieldcrest employees and the community, for providing scholarships for employees or children of employees, and for other worthwhile purposes.

Mr. Whitcomb said the Fieldcrest Store will not sell rugs larger than the

(Continued on page three)