

GIVE BLOOD
SO THAT
A MAN
MAY LIVE

THE ERWIN CHATTER

BLOODMOBILE
AT ERWIN
AUDITORIUM
MAY 20 & 21

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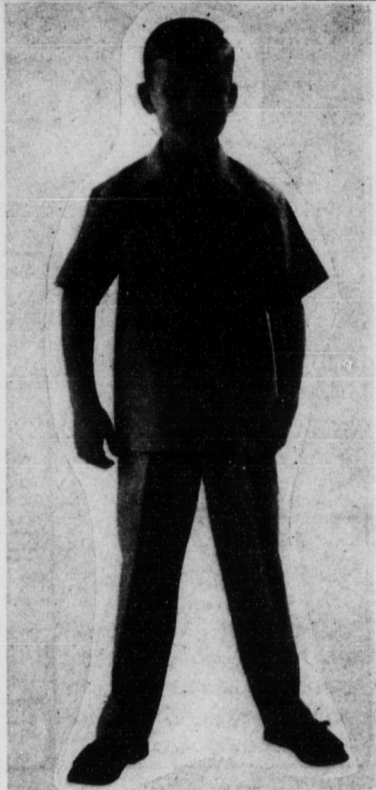
To the Employees of Erwin Mills:

I have often been asked by people both within and without the Company as to the relation between Erwin Mills and Joshua L. Baily & Company, our selling agents in New York, and I am glad to have this opportunity to tell you a little something about both the history and our present relations with them.

Shortly after the building of our No. 1 Mill here in Durham, Mr. W. A. Erwin formed a relation with a cotton textile merchant in Philadelphia, Mr. Joshua L. Baily. Much of the production of the mill was then used to make tobacco bags for the cigarette industry in Durham, and these gentlemen agreed that Mr. Baily should sell all of the remaining production of Erwin Cotton Mills Company on a commission basis. At that time there was, of course, only a very small amount of goods available for sale to the general public, but as the mill grew and expanded, the function of selling the production became more and more important, and this relation between Erwin and Baily continued on an expanded basis through the years, and has come right on down to our present day.

Under the present arrangement with our selling agents—now Joshua L. Baily & Company, Inc.—Messrs. Baily sell on a commission basis the entire production of all of the Erwin Mills group. Baily's main office is located at 40 Worth Street, New York City, which is the heart of the textile district, and they have branch sales offices in many of the large cities throughout the country. They have an office in Boston, Philadelphia, Atlanta, Chicago, St. Paul, Minn.; St. Louis, Mo.; Dallas, Texas; Seattle, Washington; and San Francisco and Los Angeles, as well as agents in a great many foreign countries. From these offices they contact and represent us in the sale of our goods to the thousands of our customers all over the United States and in foreign countries from the Philippines to South Africa.

Our line of products, as you know, has vastly increased from the original unbleached sheeting to our



Both shirt and slacks are made of "BluSurf" by McGregor & Company. "BluSurf" is a practical, inexpensive fabric for children's wear.

present four grades of muslin and percale sheets and pillow cases; denim in a great many styles and weights for the making of overalls and other work garments; drills, twills and jeans for the work clothing industry; outing and lining flannels; luggage cloth for covering airplane luggage; as well as synthetic fabrics of nylon and rayon. At present one of our most popular lines is the Sportdenim which are used for everything from slip-covers and bedspreads to sport clothes, slacks, beach wear and evening clothes.

We can all be justly proud of the position that Erwin has attained through the sixty years of progressive development of fabrics in style and quality, but with the very keen competition today throughout the entire industry it is necessary for us all to ever strive to continue to improve this quality.

Sincerely yours,
N. A. Gregory
Asst. Secretary &
Sales for Erwin & Stonewall

ERWIN DENIMS GO TO TOWN

Denim is literally "going to town" this year! Yes, denim, the 100% American fabric of strong, sturdy, tough, long-wearing characteristics, has left the farm to seek fame and fashion in the city.

We don't like to brag too much, but we can all be very proud of the way Erwin denims are leading fashion parades and decorating homes all over the country. Magazines and newspapers advertise "sophisticated denim" dresses, suits and playclothes; denim bedspreads, drapes and slipcovers are a "beauty treatment" for any home. With a little looking, you'll often see the words "Erwin Sanforized denim," "exclusive denim by Erwin Mills" or "denim (Erwin)."

Living for Young Homemakers is currently showing how denims can be used effectively in interior decoration as material for drapes, slip covers and bedspreads. Striped denims are used in combination with solid colors, as well as the combination of two contrasting solid shades for large drapes to cover picture windows.

Our familiar Erwin denims have been used by famous New York designers for such fabulous fashions as a coat dress trimmed in black velvet, selling for about \$70; and an evening gown sprinkled with jet, selling for about \$110. Both can be found in New York's more exclusive stores, in case you're interested! Incidentally, the coat dress of denim is one of the season's newest ideas, and the magazine *Glamour* selected a coat dress of Erwin Mills Sanforized denim as their "Best Buy" for the month of April.

Koret of California has designed some handsome fashions of Erwin denim, one of which has been selected by the 1952 Maid of Cotton, Patricia Ann Mullarkey, as part of her all-cotton wardrobe. Her outfit consists of a one-piece playsuit with cord trimming, a matching topper for sun or street wear—and for complete coverage, a matching skirt and shirt. All the pieces are coordinated in pretty shades of pink and brown.

One imaginative advertisement in a recent issue of *Glamour* reads "It's DeNiMiTe! To mix, to match, to love! The most 'Be-hue-tiful' separates in town and/or country! ART-MOR'S exclusive denim by Erwin Mills." You would really have to see them to believe it, but here's a list of the Erwin denim fashions which this company advertises: cap, covered-back halter, pedal



Korday Sportswear, Inc. uses Airborne Denim with Superset Finish to fashion a dress which typifies "sophisticated denim."

pushers, feed-bag (purse), cloche hat, sleeveless blouse, skirt, striped jacket, slacks, solid jacket, reversible bra, boy-shorts and sandals.

Don't be discouraged, men! Female fashions in denim haven't used up the supply. The latest news in men's wear is that denim is stylish

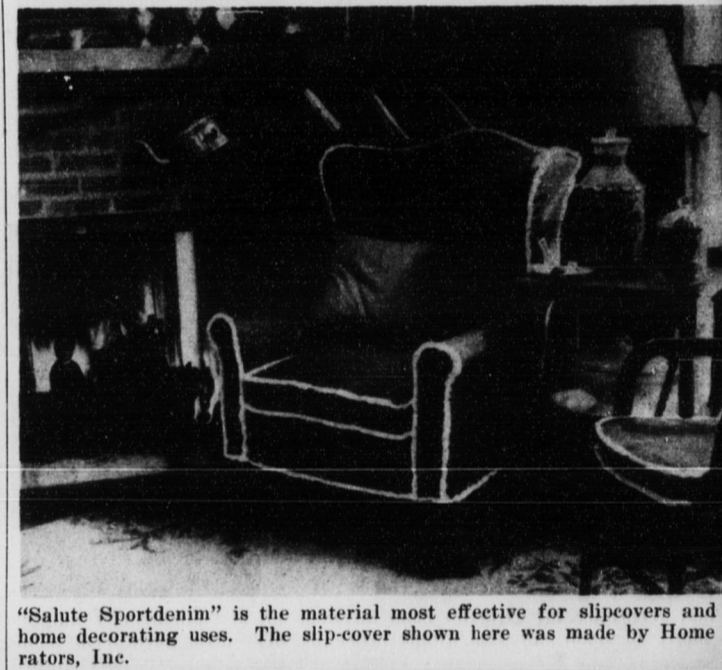
in all types of apparel from shoes, including the suit illustrated on this page. Erwin denims long been famous for overalls, gares, work aprons and covers. Now you'll find it in different weights used for men's business suits as well as sportswear.

If you've always considered denim as a material for work clothes, hope you'll take heed and consider the possibilities. Household magazines say it's the fabric for peries and slipcovers. Fashion magazines say it's the fabric for clothes of all types. That's why say "denim is literally going to this year"—Erwin denim, that

New Cloth at Cooleemee

The Erwin Mills, Inc. Plant No. 1 of Cooleemee is, for the first time in their history, making a new cloth with combed yarn. This is being made for the U. S. Government.

Will Erwin Mills and the W. Durham community meet the quota at the bloodmobile on May 20th and 21st? See Page 3 for complete details.



"Salute Sportdenim" is the material most effective for slipcovers and home decorating uses. The slip-cover shown here was made by Home Decorators, Inc.



For sewing at home, choose "Salute Sportdenim" for handsome, durable town or country wear. This is a McCall's pattern, Number 8870.



McGregor & Company makes this man's suit of Erwin "Salute Sportdenim."



These two little girls are all dressed up in Erwin "BluSurf Sportdenim" designed by Millbrook.