

POINT-CREST



“Bur-Mill” Ad Program Will Be Expanded

An advertising program which will promote quality products from all divisions of the Company is being undertaken.

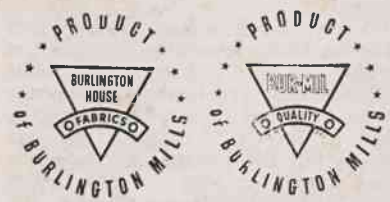
In carrying out the program use will be made of six or more different designs built around the triangle formerly used exclusively to advertise “Bur-Mil” quality products. The triangular design carrying various trade names will be encircled by the words “A Product of Burlington Mills”. Two of these designs are pictured on this page.

The familiar “Bur-Mil” quality trademark which has identified certain of Burlington’s products since 1941 will continue to identify women’s and men’s wear fabrics such as men’s suiting, blouses, lingerie, and shirting. This quality mark will also identify Burlington hosiery to be trademarked in the spring.

A new program known as Burlington House has been developed to identify products of the Decorative Fabrics Division. Full-page, full-color Burlington House ads will soon appear in such household magazines as *Ladies Home Journal*, *Good Housekeeping*, *American Home*, *House and Garden*, *House Beautiful* and *Better Homes and Gardens*. Bedspreads, formerly merchandized as Sun Spun, will be tied in with the Burlington House advertising program.

The ribbon plants will tie in their Royal Swan seal with the new advertising emblems and ginghams and other goods produced by the Cramerton Division will also be identified with the program.

New Designs



Shown here are two of the several designs to be used in carrying out an expanded program of company product advertising.

Uptown, Downtown Titles Changed

A new name plate went up recently for the jacquard fabrics division of the Company formerly known as the “Downtown Division”. To be known now as the “Decorative Fabrics Division,” the new name will better describe the products woven by the division.

Only recently the “Uptown Division” name was changed to the “Filament Throwing and Weaving Division”, and this division name also is now descriptive of the plant products, several plants having been shifted from the old Uptown Division to another division. The two divisions were originally given the names Uptown and Downtown because of the location of the New York sales office in uptown and downtown New York.

The other eight divisions of the Company are now known as the Spinning, Knitting and Woolen Division; the Spun Weaving Division; the Hosiery Division; the Cramerton Division; the Tricot Division; the Dyeing and Finishing Division; the Ribbon Division; and the Foreign Division.

Winter? Spring? . . .



WITH SHOVEL in hand, George Towery, Hillcrest shop employee, is shown cleaning away the snow which recently covered the office steps at Hillcrest. Let's hope March 21st lives up to its tradition and brings the First Day of Spring.

Y. M. C. A. Extends Dance Invitation

The Industrial Department of the Y. W. C. A. has recently announced a program of sponsoring dances every other Saturday night in the month for the purpose of providing local recreation for working people.

The dances will be held at the Y. M. C. A. Building at 1106 North Main St. from 8:00 to 12:00 p. m. Miss Millie Hunt, Program Director has announced the following “Dance Nights” for April and May as follows: April 19, May 3, and May 15.

Everyone is invited to bring his wife or her husband, date, or to come alone for an evening of dancing. A small admission charge will be made of 25c a person or 40c a couple. Cokes and snacks will be sold in the canteen for those who need a “pick-up” after an evening of “strutting” or “jitterbugging.”

To date, the attendance has averaged around 70 people with couples from different industrial plants serving as hostesses. Not only will you find a friendly bunch of people, but an evening of fun in store for you at the Y. W. C. A. Industrial Dances.

Triplett Assumes Personnel Duties At High Point

John Triplett has recently been appointed Personnel Supervisor of High Point Weaving.

John was transferred from Greensboro Weaving where he held a similar position for the past two years. He graduated from Appalachian State College in 1936 and went into school work as principal of a rural high school in Randolph County. In 1943, John entered the Navy, and saw service in the Pacific area as Petty Officer, stationed at Pearl Harbor about a year.

Upon receiving his discharge in April, 1945, John came to work with Burlington Mills as personnel supervisor at the Greensboro Weaving plant.

He and Mrs. Triplett, Elizabeth, will make their home on Nathan Hunt Drive in Blair Park.

Bill Wells who served as personnel supervisor for High Point Weaving for the past six months moves to the Main Office where he becomes traveling staff man for Mr. W. I. Spencer's group of plants.

EMPLOYEES CONTRIBUTE \$500.00 TO RED CROSS

“Bur-Mill” Goods Used World-Wide

Burlington Mills products are known far and wide. Sold in New York and exported from several ports, the Company's products are distributed to just about every country in the world except Germany and Japan.

They go to Argentina, Australia, Belgian Congo, Bolivia, British Guinea, Chile, China, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Hawaii, India, Iran, Iceland, Lebanon, Mexico, New Zealand, Palestine, Panama, Philippines, Peru, Puerto Rico, South Africa, Sweden, Syria, Trinidad, Uruguay, and Venezuela.

Rayon and cotton piece goods, hosiery, bedspreads, lingerie, cotton yarns, tubular knit goods, cotton yarns, T-shirts, draperies, ribbons—all are among the Burlington Mills goods which are sold abroad.

Selling companies maintained by the Burlington organization are located in Havana, Cuba; Caracas, Venezuela; Durban, South Africa; and San Juan, Puerto Rico.

Something New In Newspapers

Whether their plant paper, “The Stark News”, tells them to “proprete avant tout” or to “keep it clean”, it's all the same to the employees of Stark Brothers Ribbon Corporation in Granby, Canada.

Employees at the ribbon plant, one of the 13 plants to make up the ribbon group of plants affiliated with Burlington Mills, have recently welcomed into their midst a new publication which would be quite a novel one to folks down this way.

Since employees at the Canadian ribbon plant speak both French and English, their new publication, “The Stark News”, is printed in both languages. One side of the eight-page bulletin carries the news printed in English—headlines, picture explanations and all. While by merely turning the booklet around and reading from the other side, you see identically the same news, yet written in French!

Hillcrest Quota of \$200 Reached

During the Annual Red Cross Roll Call held the week of March 10th, Hillcrest and High Point Weaving employees contributed a total of \$500 to the financial aid of this national service organization which serves as emergency aid to disaster-stricken people.

Hillcrest employees are to be particularly commended for making their individual plant quota of \$200 with an average contribution of \$1 per person. When the paper went to press, the average contribution at High Point was 50 cents per person giving a total of \$300 of their \$530 quota.

Locally, the Red Cross contributes to our community by both training and services rendered in nurses' aid work for hospitals, industrial first aid, disaster relief, and water safety. It is interesting to learn that since it was inaugurated in 1914, the Red Cross Water Safety Service has cut the nation's drowning rate in half. Still another service affecting each of us is that the Red Cross has trained volunteers operating 2,000 highway first aid stations, and 10,000 mobile first aid units throughout the nation.

Employees of High Point Weaving, and Hillcrest are to be commended for their support of such a worthy cause.

Spring and Summer Operating Schedule

1. EASTER MONDAY, APRIL 7: Plant will close down at the end of the second shift on Saturday night April 5 and start up at the beginning of the third shift on Monday night, April 7.
2. WEEK OF JULY 4: Plant will close at the end of the second shift Saturday night, June 28 and resume operations at the beginning of the third shift on Sunday night, July 6.
3. MONDAY, SEPTEMBER 1: Plant will close down at the end of the second shift on Saturday night, August 30 and start up at the beginning of the third shift on Monday night, September 1.



BILL WELLS, above, discusses the personnel program with John Triplett, new personnel supervisor at High Point Weaving. Triplett was recently transferred from Greensboro Weaving to replace Wells who joins the Industrial Relations Department at Main Office in Greensboro.