

FIELDCREST TOWEL PACKAGING HONORED



DESIGNED FOR FIELDCREST TOWELS—
a graceful parade of elegant packages,
created to attract women and
stimulate sales. High-fastidious colors,
precise printing and feminine designs
all contribute to tell Fieldcrest's
story of good taste and high quality
in the language women understand.
Let us help you translate your
quality message into textile packages
with feminine sales appeal.

CONTAINER
CORPORATION
OF AMERICA

Textile Packaging Laboratory, Philadelphia
Offices in 30 principal cities

The gift packages of Fieldcrest towels have been receiving a lot of orchids the past few years. One of the latest honors was this advertisement by the Container Corporation of America—and the entire advertisement is devoted to Fieldcrest towel boxes. This large coast-to-coast box-maker produced the boxes for us, and was so pleased with the result, the concern wanted to tell the world about it.

This full-page advertisement in four colors will have appeared in the American Wool and Cotton Reporter and in Linens and Domestics six times each by the end of 1951.

For these honors bestowed upon our towels we extend our appreciation.

Jones Norman Elected President of Council

Jones W. Norman, personnel director, was elected president of the Carolina Cooperative Council at the Council meeting May 17. Otis Marlowe, editor of the Mill Whistle, was named vice-president. J. K. McConnell, industrial chaplain, was re-elected secretary and H. E. Williams, safety director, was chosen for assistant secretary. Cecil J. Squires, of the Bedspread Mill, was elected a member of the program committee.

Committee chairmen were named as follows: Attendance — Sam R. Thomas, Towel Mill; Refreshment — Rufus Ray, Electric Blanket; Constitution — Taylor Ingram, Hosiery Mill.

Folks You Know



The picture above shows two well-known employees of Karastan Finishing. Claude Tucker, (left) shearer operator, will complete 27 years of service in August. He has worked in the Finishing Department during all of his years with the Company, and has operated a shearer for 26 years. He has a brother, Paul Tucker, who operates a shearer in the weave room. Mr. Tucker owns his home on West avenue in Leaksville. He is a baseball and softball fan and sees nearly all of the games played on the Leaksville Y.M. C.A. field located near his home. He is married to the former Miss Gladys Capps, who at one time worked at the Bedspread Mill.

At right is Thurman Hall, an inspector at Karastan. He has been with the rug mill for approximately five years and formerly was employed for several years in the Sheeting card room at Draper. He is married to the former Miss Mattie Hodgson who works in Bedspread Spinning. They own their home on Fieldcrest Road in Draper. Mr. Hall's brother, Curtis Hall, is a weaver at the Blanket Mill.

Carpet Institute Group Visits Karastan



Members of the Carpet Institute's style and color sub-committee are shown above with Fieldcrest Mills' officials during the rug experts' visit to Karastan Wednesday, May 9.

Left to right are: Harold V. Dayton, James Lees & Sons, Inc.; Walter Guinan, Bigelow-Sanford Carpet Company; Allen Wildgust, Hardwick & McGee; G. T. McGimsey, A & M Karagheusian, Inc.; Adolph Klein, James Lees & Sons, Inc.; George Marshall, Roxbury Carpet Company; Frank Groat (Sub-committee chairman), Magee Carpet Company;

J. M. Norman, Jr., manager, Karastan Rug Mill; Felix Staedeli, Alexander Smith Carpet Company; King Hoagland, Carpet Institute; Charles Gentsch, Eigelow-Sanford Carpet Company; J. B. Reynolds, staff assistant to Karastan Mill manager; R. H. Tuttle, director of research and quality control, Fieldcrest Mills; David Colville, Roxbury Carpet Company; Hamilton Haig, colorist-designer, Karastan, New York; Elwood Sedell, head designer, Karastan Mill; and Elliott Johnston, Artloom Corporation.