



# Fieldcrest

## MILL WHISTLE



# Sanforized Bedspreads Introduced

Fieldcrest Mills, effective September 1, introduced its line of jacquard bedspreads fully Sanforized, marking the first time for jacquard bedspreads to be offered pre-shrunk.

New patterns and textures are available, each guaranteed against shrinkage of more than one per cent. Fieldcrest salesmen are now on the road with a large collection of new Sanforized bedspreads and matching draperies in Fieldcrest's established price lines.

Sanforized bedspreads as a Fieldcrest "first" already have received notices in trade papers, and the general press. Colored advertisements in leading national magazines will appear early this fall. The advertising slogan is "Completely New... Completely Washable."

### New Line Shown

The new line was unveiled at sales meetings in New York, Chicago and San Francisco. Following our own sales meetings, a press party introducing the new Sanforized bedspreads was held in the Terrace Room of the Hotel Plaza, in New York, August 27. Approximately 90 editors were present representing trade magazines, consumer publications and New York newspapers and feature syndicates.

At the press party, 11 beds were set up in the ballroom displaying nine of the new spreads and the "before and after" bedspreads which will be featured in our advertising.

### Wider Market

Announcement of the new line was made by G. L. Ivie, sales and merchandise manager of Fieldcrest Mills, who said this new development will mean a wider market for woven type bedspreads.

"Up to now all manufacturers have found that many customers who prefer them have passed up spreads of this construction because of the chance of shrinkage. Not only consumers but the broad institutional market has sometimes by-passed attractive looking woven spreads for this reason," Mr. Ivie said.

The new spreads will eliminate shrinkage of from 5 per cent to 10 per cent in bedspreads and also highly important, Mr. Ivie stressed, is the fact

# Mills Rank At Top In Safety

Accident rates for industry for 1952 have just been received from the National Safety Council. The reports show the standing of Fieldcrest Mills in relation to other textile plants reporting to the Council.

A comparison of the frequency and severity rates for Fieldcrest Mills and for the textile industry generally is shown below:

	1952 Frequency	Severity
Textile industry ..	6.41	.51
Fieldcrest Mills ...	1.43	.14

The Synthetic Fabrics Mill, which operated the entire year without a lost-time accident is listed in first place in its size group for silk and synthetic textile mills. The Hosiery Mill at Fieldcrest, with a single lost-time injury, likewise placed first in its size group for knitting mills.

The Bleachery with no lost-time injuries and the Finishing Mill with only one lost-time accident were in first

and second places, respectively, for their size group in the dyeing and finishing classification.

The Karastan Rug Mill, which for several years has been at the top in safety for the carpet and rug industry, had only one lost-time accident in 1952 and ranked first in its size group. The Karastan Rug Mill has continued its good record with no lost-time injuries thus far in 1953.

The Electric Blanket Mill was in first place in its classification and size group, a position it has maintained for three years. The Electric Blanket Mill has not experienced a lost-time injury since it became a mill unit in 1950.

Central Warehouse had no lost-time accidents during 1952 and was among those at the top in its size group of the warehousing classification. Central Warehouse has been a leader in safety for a number of years. It has received the Governor's Award and other recognition for outstanding safety achievement.

# Laseter Is Named Chief Accountant

Appointment of J. F. Laseter as chief accountant for Fieldcrest Mills, succeeding the late Carl Hoehl, has been announced by the Company. It was announced at the same time that W. C. Spough, head of the Accounting Methods Dept., will temporarily act as head of the Tabulating Dept.

A native of Clayton, Ala., Mr. Laseter attended Alabama Polytechnic Institute, where he received a B.S. in Commerce. He was with the Tennessee Coal, Iron & Railroad Company, in Birmingham, for a number of years assigned to cost accounting and office methods and procedures. He served overseas with 935th Field Artillery Battalion in World War II. On active duty for 4½ years, he entered as a reserve

# 724 Are Members Of 25-Year Club

As the MILL WHISTLE went to press Friday, final preparations were under way for the 11th annual meeting of the Fieldcrest Mills 25-Year Club to be held in the form of a picnic at 4 o'clock Saturday afternoon September 12 at Morehead Stadium.

Membership in the club now stands at 724, including 62 new members who will complete 25 years of continuous service by September 30. In addition to 25-year pins for this group, Harold W. Whitcomb, assistant general manager, was scheduled to present diamond emblems denoting continuous service of 5, 10, 15, 20, 25, 30, 35, 40, 45 years and up. Three employees of Fieldcrest already have received diamond pins for 50 years of service:

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