

Sanforized Bedspread

(Continued from Page One)

that matching draperies will no longer suffer a loss of five to ten inches. Complaints at the consumer level will be practically eliminated, he feels.

After considerable experimentation with shrinkage control methods, such as the use of resins and loop-drying Fieldcrest decided to adopt the Sanforized process which eliminated guesswork and held shrinkage to a negligible one per cent.

"We at Fieldcrest have also realized," said Mr. Ivie, "that one of the most important selling words in the textile business today is the trade name, 'Sanforized'—a word completely understood by consumers to mean shrinkage-controlled, and accepted coast to coast as a quality description of any cotton product."

New Spread Welcome News To Homemakers

By ARDELLE COLEMAN

Every mother who has ever faced with dismay the tell-tale marks of Junior's shoes on the bedspread, or every wife who has deplored the muddy footprints of exuberant pets leaping on the bed will welcome news of the first Sanforized woven bedspreads, introduced by Fieldcrest Mills.

The emancipation of the homemaker gets a big step forward with the new line of woven bedspreads Sanforized so they will not shrink more than one per cent. The new Fieldcrest line which will include matching draperies that are also Sanforized, is an entirely new adaptation of the shrink-resisting process.

Care of the new bedspreads is at a minimum. The Sanforized finish is smoother than ordinary and therefore more dirt resistant. When they do need laundering, wash them in lukewarm water with rich suds of mild neutral soap or flakes, in either conventional or automatic washer. Rinse thoroughly in lukewarm water, making sure all traces of soap are removed. A spread may be put through the wringer if it is loosely adjusted. If possible do not dry in direct sunlight.

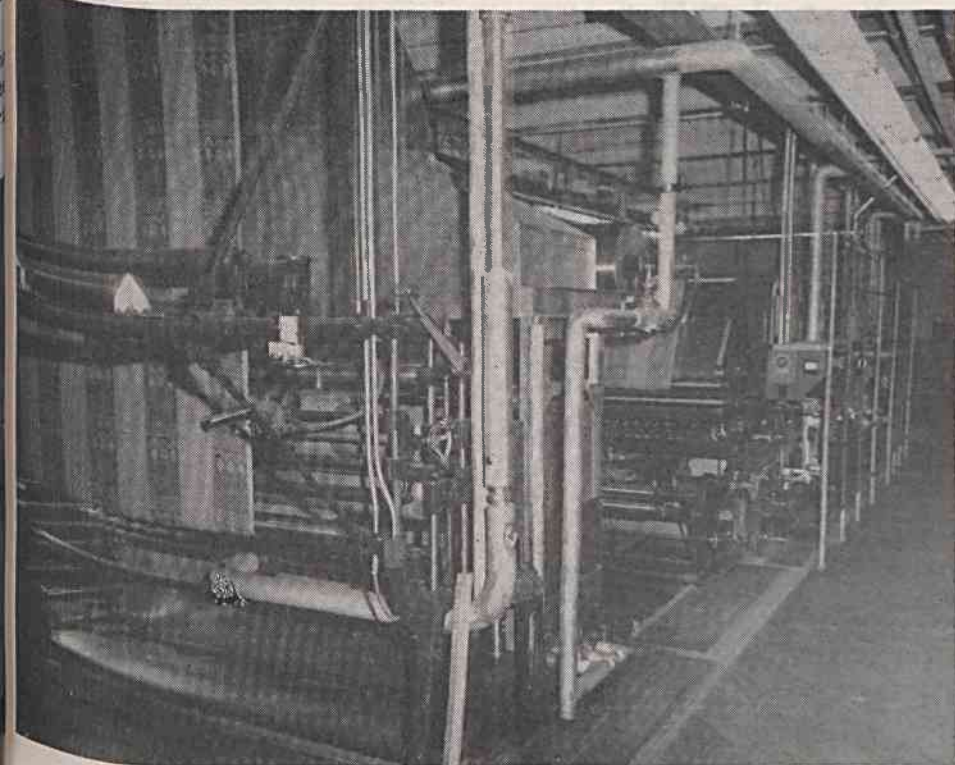
Some homemakers take the spreads directly from the line when dry and return them to the beds. Others prefer to press them, but even so, a minimum of ironing is required.

Good news for the homemaker, too, is the fact that the new Sanforized spreads and draperies will be in the same moderate price range as ordinary bed coverings. A few popular patterns that have been carried over into the new line will retail at the same prices as spreads without the Sanforized labels.



New Sanforized bedspreads just introduced by Fieldcrest Mills mark the first time the moderately-priced, attractive bed covers have been completely shrink-proof. Draperies as well and bedspreads sometimes lost as much as 12 per cent after the first laundering.

The group of spreads includes a number of attractive patterns Sanforized to hold shrinkage to a maximum of one per cent. Prices for the new patterns will be comparable to those for spreads without the Sanforized application.



This picture shows a side view of the 120-inch Sanforizer installed at the Finishing Mill several months ago. It is one of the largest such machines ever built. The Sanforizer not only maintains size standards but, as a result of experimenting with the process, ways have been found to give the merchandise new texture and "hand" and somewhat brighter colors.

MONDAY, SEPTEMBER 14, 1953