

Fieldcrest MILL WHISTLE

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Our Towels Will Be Featured On "Home" Television Program

Fieldcrest towels will be featured on NBC-TV's famous "Home" daytime television program from 11 a. m. until noon, Tuesday, August 3, and will be carried one week later for the West Coast.

"Deauville (style 5611) and "Roman Holiday" (style 5812) have been selected by the Home Editors for their fresh and appealing styling to be shown on the Shopping Column section.

"Home" goes to 43 stations on the NBC television network. Editor-in-chief is Arlene Francis, well known to local viewers as a panelist on "What's My Line."

It was learned that television stations serving the local area are not included in the 43 outlets for the program though it was understood the NBC station in Norfolk, Va. will carry the show.

Thomas Costello Joins Karastan Sales Dept.

Thomas P. Costello joined Karastan in a sales capacity effective August 1, according to an announcement by Walter B. Guinan, sales manager. Mr. Guinan has also announced that George Smith, formerly of Karastan's San Francisco office will return to the West Coast sales staff with headquarters in Los Angeles, effective September 1.

Mr. Costello will represent Karastan in most of Ohio and Michigan and in Western New York and Western Pennsylvania. He has been in the rug and carpet business in both retail and wholesale for 25 years. For 21 years he was with Bigelow-Sanford.

Karastan, which is a division of Fieldcrest Mills, Inc., produces Oriental design rugs and carpets, power-loomed in the United States, quality wool broadlooms, patterned cotton broadloom and cotton Accent rugs.

COMPETITION

Business competition is a wholesome feature of our free enterprise system. And how successfully this company competes with others is of vital importance to all of our jobs. (See pages four and five.)



HAD BEST IDEAS—Winners of the suggestion contest at the Sheeting Mill are shown above with Company officials. Left to right are Ralph Going, superintendent; E. W. Medbery, production manager; B. W. Cole, Joe E. Hollimon, Sr., both of the Carding Dept.; Nolen Powell, Guy Medford, Mrs. Pearl T. Farmer, E. W. Proffit, Mrs. Essie Stone Hubbard and Ernest McBride, all of the Weaving Dept.; H. T. Bundy, assistant manager, Blanket and Sheeting mills; and J. H. Ripple, manager of the two plants. Mrs. Bertha Horsley, a winner from the Inspecting Dept., is not shown.

Suggestion Award Winners Honored

Winners in the recent Suggestion Week Contest at the Sheeting Mill were honored at a dinner given by the management Thursday evening, July 13, at the Meadow Greens Country Club. T. B. Hamrick, foreman of the Sheeting weave room, gave the invocation, and M. P. Miller, director of industrial and public relations, presided over the informal program.

Mr. Miller congratulated the group and stated that on the whole the suggestions were good ones and showed that the people who turned them in took the contest seriously. Most of the suggestions dealt with improved methods and better utilization of machinery, he said.

E. W. Medbery, production manager, expressed the Company's appreciation for the employees' interest. He pointed out that suggestions are a significant part of what management is doing all of the time, that business runs on good ideas—better ways of doing things. He said the management is open-minded and makes the best of all suggestions received.

J. H. Ripple, manager of the Blanket and Sheeting mills, added his thanks

on behalf of management and pointed out the far-reaching effect of what he called "the little things in running a business". He said these so-called details have to be watched carefully and handled well for any business to operate successfully. Management cannot do this, he said, without the interest and loyalty of the employees.

"We cannot cure everything and what is done must be done by steps with all of us working together, which we try to do in the Sheeting Mill," he said.

"Production without quality is no good. We have to make merchandise people will buy", Mr. Ripple added.

H. T. Bundy, assistant manager of the two mills, introduced the men who judged the contest: D. A. Purcell, super-

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