

Fieldcrest MILL WHISTLE

Vol. XIII

Spray, N. C., October 25, 1954

Number 8

Community Fund Drive Opens Oct. 28

Products Promoted In National Advertising

National advertising of the new Nylomar deluxe blanket will appear in the November HOUSE & GARDEN (on sale November 18) and the December LIVING FOR YOUNG HOMEMAKERS (on sale November 20). Copy points out: "Here's a new \$8.95 blanket looking for people who think they must pay much more for such fleecy warmth, such enticing colors. The secret is in the special blend of nylon, rayon, and cotton and the deep, thick nap."

Nylomar is available in seven lovely decorator colors: pink, gold, blue, dark green, light green, turquoise, Pompey red, or spice. The illustrations from the national ad are incorporated in advertisements in various trade publications.

A full-page color advertisement on Accent rugs will appear in the November HOUSE BEAUTIFUL (on sale October 20) and the November HOUSE & GARDEN (on sale October 18). The

following patterns are shown in the illustrations: Provincial (No. 624), Azalea (No. 632), and Early American (No. 614). Copy points out that Accent rugs present "exciting color notes that bring a room to life." Karastan promotion also appears in trade magazines during October.

Other Promotions

Nylon and nylon tricot sheets are promoted in an attractive brochure which was released by E. I. duPont de Nemours and Company. The Fieldcrest Crosspoint bedspread is featured in the winter issue of BRIDES under "Fundamental Linens" on page 114. The October GOOD HOUSEKEEPING featured Crosspoint on page 75 using a full page in four colors. The winter issue of GUIDE FOR THE BRIDE features Fieldcrest sheets, pillow cases, and blankets, picturing them in the second bedroom of their "Bride's House."

Fieldcrest Develops Automatic Cloth Straightening Apparatus

Development of a patented apparatus for automatically straightening cloth as it passes through the finishing process has been announced by Fieldcrest Mills, Inc. The company has signed an exclusive license agreement with Cook, P & N Machine Company, Inc., Boston, Massachusetts, who will manufacture and sell the new equipment.

Following its invention, development work began nearly four years ago and perfection of the weft-straightening apparatus came through the cooperative efforts of the Sheeting, Bleachery and Finishing mills, the department of Research and Development and the Mechanical Development department.

Used Two Years

In daily production at the Finishing mill for the past two years, the new system operates by means of photo-electric cells responding to aligned fluorescent marks imbedded in the cloth. Any misalignment of the marks, which normally are invisible, actuates weft straightening apparatus.

Biased or bowed cloth has always handicapped the textile industry and

it is felt that the new system offers many advantages to the textile manufacturer as well as to the manufacturer of textile products. Cloth of any color or construction may be straightened provided only that the fluorescent marks are properly imbedded in the cloth.

Community Fund Give The United Way

Fieldcrest people this week will have a big part in the first Tri-City Community Fund campaign which provides the public an opportunity to give for 11 worthwhile community charities through a single contribution. E. W. Medbery is chairman of the over-all campaign scheduled for Thursday and Friday, October 28 and 29. The community-wide goal is \$33,294.92.

Macon P. Miller is chairman of the campaign at Fieldcrest. The following men will head the campaign in their respective mills, S. T. Anderson, Bedspread; D. A. Purcell, Blanket; Frank Sutfenfield, Bleachery and Finishing Mill; C. P. Wilson, Central Warehouse; T. R. Ray, Electric Blanket; Virgil Hall, Karastan; R. C. Going, Sheeting and A. L. Jackson, Synthetic Fabrics.

James E. Williams, Jr. will head the campaign in the General Office and R. H. Tuttle will be in charge of the drive in Nantucket Offices.

Chairman Medbery last week announced the appointment of commercial, professional and public employee divisional chairmen. These men and women who are leading the campaign

(Continued on Page Four)

Worth St. Displays Feature Gift-Giving

Newly-changed displays in our Worth Street Showroom in New York, feature gift-giving. This theme will continue through the first of the year although there will be minor merchandise changes from time to time and property changes to recognize various seasonal holidays as they come up.

Employing two slogans: "It's always time for gift-giving" and "Gift-giving is an extra business merchandise theme for all occasions", displays illustrate the festive air that can be created in departments through the simple device of a few gift wrappings and ribbons tied around stacks of merchandise.

A special display advances the potential of multiple sales by emphasizing our matched color range of products. It shows a sample of each of our products in the same color—a winter blanket, summer blanket in binding and screen-prints.