

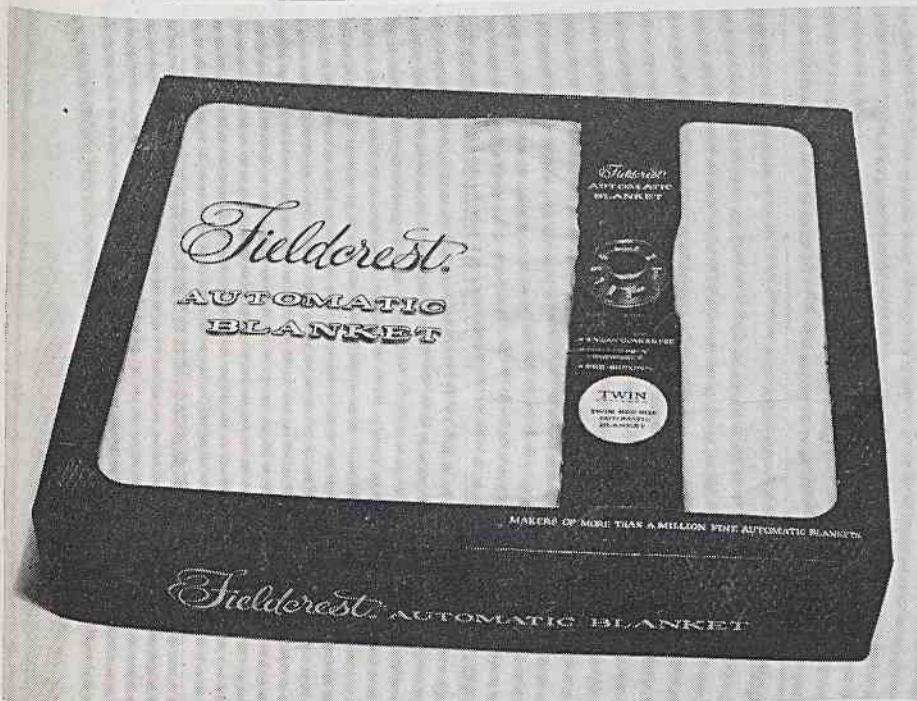
# Fieldcrest® MILL WHISTLE

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**FIELDCREST'S CONTROLLED-SHRINKAGE AUTOMATIC BLANKET**

## New Blanket Gets Good Reception

Fieldcrest Mills' new automatic blanket—the first controlled-shrinkage blanket in the industry—has just been introduced and is being well received in the trade. It has been added to our Fieldcrest line and the Company also will make controlled-shrinkage blankets for outside appliance companies.

The salesmen have samples of the Fieldcrest blanket and first deliveries will be made during August. National advertising is scheduled for the late fall.

D. L. Alfred, departmental sales manager, said, "We are very proud of this fine blanket and are happy with its excellent reception in the industry. This outstanding new product is the result of the coordinated efforts of the mills involved, the Sales department, Research and Development, Quality Control, and Packaging personnel."

The new blanket was over a year in development. Fieldcrest engineered a special process which holds shrinkage to less than 2%. The mothproof, nylon-blend construction also serves to increase washability.

The combination of the new finishing process and the fiber construction gives a beautiful suede finish and an

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## Fifield Elected Vice President

Election of Stiles R. Fifield as vice president of Fieldcrest Mills, Inc., in charge of raw materials purchasing, is announced by Harold W. Whitcomb, president of Fieldcrest.

Mr. Fifield has been director of raw materials purchasing since April 1952. His promotion to vice president came at the monthly meeting of the company's board of directors in New York July 26. His headquarters remain at Spray.

Mr. Fifield has a wide background of experience in the cotton trade and is chairman of the cotton buyers division, North Carolina Textile Manufacturers association. He recently completed the course in advanced management sponsored by the School of Business Administration at the University of North Carolina, designed for persons already carrying major executive responsibilities.

A native of Adams, Massachusetts, Mr. Fifield was branch manager of Volkhart Brothers, Inc., in Memphis, Tennessee, immediately before joining Fieldcrest. He earlier was with Woods Manufacturing company at Welland, Ontario, for three and one-half years. He joined George H. McFadden and Brother in Memphis in 1937, and he was associated with J. A. Baker and Company, Inc., Memphis, from 1943 until he went with Volkhart Brothers.

## No-Accident Goal Set For August

The Central Safety Committee at its quarterly meeting July 27 adopted a program designed to make August an accident-free month at Fieldcrest Mills. Mill managers, superintendents and department heads will be urged to give special attention to accident prevention during the month. Special slogans will be posted in the mills and other means of promotion will be used to remind employees and to encourage their best efforts in behalf of safe work.

August is usually a hot month and the records of industry generally show that accidents frequently reach a peak during this month. The present campaign is designed to off-set this trend by asking employees to be extra careful during the month of August.



**Stiles R. Fifield**