

Fieldcrest

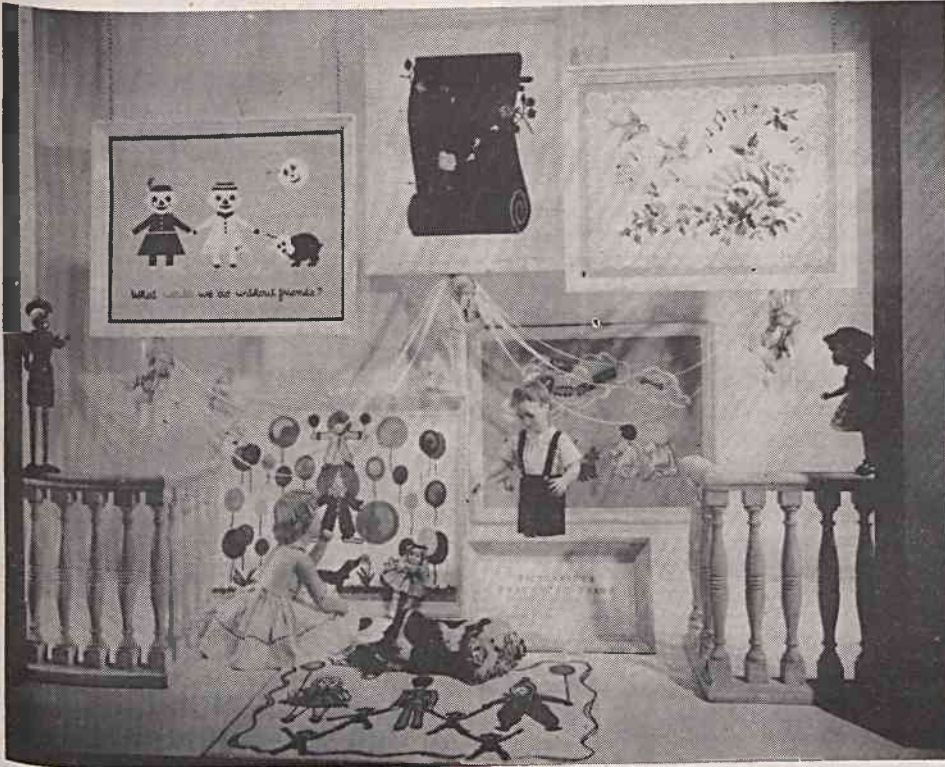
FASHIONS FOR BED AND BATH

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Field's Window Shows 'Happiness' Rugs

"Picturesque enough to frame" is how the caption described Karastan's "Happiness" rugs in this mid-summer window at Marshall Field & Company, Chicago. Colorful, all-cotton rugs were framed and hung, and window was

propped with child mannequins, dolls, a realistic toy dog, and balustrades at either side. Window was very successful, according to Field's, with complete stock and re-order of the rugs sold out as a result (See page four)

Products Given Wide Promotion

Fieldcrest hit the high road in mid-summer with our products being shown in editorial features in a large number of leading magazines.

The August Good Housekeeping, with a circulation of about 3,000,000 copies, has a double-page spread of a college girl's room, featuring our "Princess" bedspread and draperies in full color. The July issue of Woman's Home Companion, circulation about 4,000,000, carried Carnation Fantasy sheets and cases in its beauty section.

Our April blanket was shown in a full-page black and white photo in the June issue of Mademoiselle. Vogue for July had the Rosegay cotton blanket in black and white with copy pointing out the matching sheets and cases.

The picture was a hope chest article in a wedding issue.

Living For Young Homemakers in its August issue shows a Field Flowers blanket with sheets and cases in a full-page room setting.

All of the bridal books in their fall issues carry additional publicity for our products. Modern Bride has Golden Strand, Fontainebleau towels, Chateau blankets, Field Flowers sheets, cases, and blankets. Bride's Magazine shows Elegance, Royal Velvet, and Madrid towels, and Rosegay sheets and cases, all in color.

Guide For The Bride shows Elegance towels and Rosegay sheets in color.

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Emery And Frank Join Company On Sept. 1

Appointment of Paul D. Emery as assistant to Robert A. Harris, vice president in charge of manufacturing, and of Clinton J. Frank, Jr., as director of industrial relations, has been announced. Both men will assume their duties with Fieldcrest September 1.

Mr. Emery has a broad background at experience in textile manufacturing and recently completed his 25th year with Bates Manufacturing Company. He has been plant manager of the Bates Hill Division, Lewiston, Maine, for the past eight years. He previously was plant superintendent, worked on production and design assignments, and was in charge of fabric development for a 10-year period.

Before joining Bates, he was associated with the Boston Manufacturing Company, Waltham, Mass., and with the Peperrell Manufacturing Company, Biddeford, Maine, in various capacities.

Mr. Emery is married and has three sons, ages 15, 8, and 3, and a daughter, 11. He plans to move his family here after he assumes his new position.

A native of Michigan and the son of a Presbyterian minister, Mr. Frank received his B. S. degree at Parsons college, Fairfield, Iowa, in 1940. He joined Procter and Gamble Company in Cincinnati, Ohio, immediately after graduation and during the next four years ad-

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Date Set For Annual 25-Year Club Picnic

Company officials announced this week that the annual picnic for members of the Fieldcrest 25-Year club will be held at Morehead Stadium Saturday afternoon, September 15. Invitations and tickets will be mailed to all present members and to the large group of new members coming into the club this year.

Committees are at work making plans for the event which is expected to be the largest and most enjoyable in the history of the club. The picnic supper will be served by the members of the Matrimony Grange at Stoneville, under the direction of Mrs. Fred Davis. This is the same group that prepared the food for the past two or three picnics.