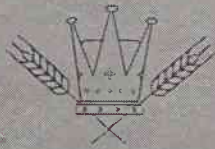


THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

Published by Fieldcrest Mills, Inc. · Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.

VOL. XV

Spray, N. C., Monday, March 18, 1957

NUMBER 18



Year's Best Quality Weavers At Towel Mill

Quality champions at the Towel Mill for the past year are shown with mill officials. **Second from left**, Charlie Ramsey, in the dobbie terry group, has been the top quality weaver for nine weeks out of the year; **center**, Moir Padgett, jacquard terry, 10 weeks; and **second from right**, John Haynes, Draper and cam terry, 10 weeks. **At extreme left** is D. E. Simons, mill superintendent, and **at extreme right** is R. H. Turner, weaving foreman.

Karastan Rugs Get Nation-wide Publicity

Millions of people all over America will be seeing Karastan advertisements and editorial features showing our rugs and carpets during the next few months.

A full-page colored ad on Karastan will appear in the April issues of House & Garden and House Beautiful. Another full-page ad featuring a hand carved rug from the Desert Collection will be in the May issues of Better Homes & Gardens and House Beautiful.

McCall's magazine (circulation 4,680,000) in its February issue, featured Karaleau carpet in the "Togetherness House" built last summer in Miami, Florida. This is the first house treated by McCall's since they introduced their effective "Togetherness" theme. The house and our carpet have received a lot of publicity outside of the magazine.

Karaleau carpet again was used on the second page of the February House & Garden in a pink, lavender and orange bedroom. The bedroom employs

a daring color scheme that manages to be utterly serene and "decorated for repose". Both of these photographs prove the validity of Karastan's color line and its acceptance by decorating authorities.

In an industry article in the April Living For Young Homemakers, our Edwardian Blue Chateau is shown to good advantage.

Other Karastan publicity in spring issues of national magazines is expected to appear as follows: "Circus Time", Happiness rug, in black and white, in the spring issue of Bride and Home (formerly Guide for the Bride); Sunburst on Sunset, in color, and "Night Flower", in black and white, in a rug article, in the March House & Garden and "Shell on White Sand", in color, in the April issue of House & Garden.

Esquire will show "Imperial Butterfly" in its June issue. Good Housekeeping has photographed a Desert Collection rug for a carpet story in

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Fieldcrest Men Have Parts In STA Meeting

Several Fieldcrest men will take part on the program at the Spring meeting of the Northern North Carolina-Virginia division of the Southern Textile Association.

Approximately 250 textile operating men from a wide section of North Carolina and Virginia are expected to attend the meeting in Hilton Hall at Danville, Va., Saturday, April 13, beginning at 10:00 a.m. The group will be guests of Dan River Mills at a luncheon at 12:30 p.m.

D. E. Simons, superintendent of the Towel Mill, and R. A. Turner, weaving foreman at the Towel Mill, will have charge of the session on box weaving. R. C. Going, superintendent of the Sheeting Mill, and William B. Chambley, foreman of carding and spinning at the Towel Mill, will lead the discussion on spooling and quilling.

Basil Browder To Speak

The meeting will open with a welcome given by William J. Ervin, president of Dan River Mills. Basil D. Browder, executive vice-president of Dan River Mills, will speak on "The Outlook For Textiles". Following the main address, a number of technical discussions will be held, led by men who are well experienced in their respective fields.

In addition to the subjects covered by the Fieldcrest men, there will be discussions on opening and picking, carding, spinning, slashing, plain weaving.

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Fabrics Made At Mills Exhibited In Trade Show At N. C. State College

Thousands of visitors saw textiles made by Fieldcrest Mills at the Trade Show sponsored by the Student Union at North Carolina State College last week. Reports indicated that approximately 8,000 persons saw the exhibits, held in the Student Union building.

Fabrics displayed by the Company were selected by our Domestic Designing Dept. and Karastan Designing Dept. Included were Starglo and Townhouse bedspreads, Acrilan blanket, Field Flowers blanket of orlon, rayon and cotton, Duracale printed sheet, and five rugs from Karastan's Desert Collection.