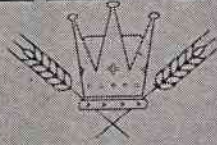


# THE MILL WHISTLE

*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. XVI

Spray, N. C., Monday, March 17, 1958

NUMBER 18

## Hospital Building Fund Gets Fieldcrest Check



A check for \$100,000, as payment in full of the Company's pledge to the Tri-City Hospital Building Fund, is presented to Douglas Booth, treasurer of Tri-City Hospital, Inc., who served as general chairman of the highly-successful fund campaign. Presenting the check is President Harold W. Whitcomb while Company treasurer Rich-

mond R. Roberts is shown at left in the picture.

Fieldcrest employees gave or pledged \$223,000 to the hospital fund. This amount with the Company's contribution of \$100,000, totalled \$323,000 given by employees and the Company of the approximately \$550,000 raised in the community-wide campaign.

## National Ads Promote Products

Millions of people will be seeing Fieldcrest and Karastan products in advertisements in leading homemaker magazines during the next few months. Reprints of the full-page colored advertisements are being posted in the mills over a period of several weeks.

A custom design from Karastan's hand-carved Desert Collection is featured in an ad in the April House and Garden, on sale March 20, and the May House Beautiful on sale April 20. Seren-eau broadloom is promoted in the April House Beautiful and the May Better Homes and Gardens.

Country Flair, complete ensemble of sheets, towels, blankets, bedspreads and automatic blankets will appear in Charm and Mademoiselle for April; Better Homes and Gardens, Living for Young Homemakers, for May; and in the fall issue of Modern Bride, on sale July 15.

Royal Velvet towels will be advertised in the April House and Garden and in

June House Beautiful. Fieldcrest's newest summerweight blanket will be promoted in Better Homes and Gardens for April and in the summer Bride's magazine on sale April 10.

### 'Open House' Planned At New Office Bldg.

Employees, members of their families and the general public will be invited to visit and tour the new Fieldcrest Mills general office on Stadium Drive Saturday, March 29. "Open House" will be held from 9 a.m. to 12 o'clock noon and from 1 p.m. to 4 p.m.

Notices are being posted on the mill bulletin boards inviting employees and members of their families. Because of the large crowds expected, parents are requested not to bring children who are under 12 years old.

## Jackson Takes St. Marys Post

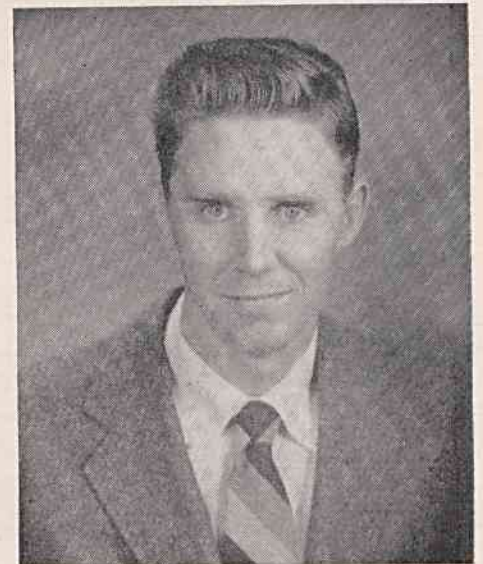
Arthur L. Jackson, newly-named plant manager of St. Marys Woolen Manufacturing Company, has assumed his duties at St. Marys, Ohio, and will move his residence there within the next few weeks.

The appointment, effective March 1, was announced by Harold W. Whitcomb, president of Fieldcrest Mills and chairman of St. Marys. Fieldcrest Mills, Inc. purchased the St. Marys mill October 1, 1957 and has since operated it as a Fieldcrest subsidiary.

Mr. Jackson graduated at North Carolina State College in June, 1948 with a B.S. degree in textiles. He joined Fieldcrest Mills immediately upon his graduation and worked for a time in our Research and Quality Control Department. He has served successively as superintendent and later as manager of the Synthetic Fabrics Mill, assistant manager of the Towel Mill and most recently as technical assistant to J. H. Ripple, manager of the Blanket and Sheeting mills.

Mr. Jackson studied industrial administration at Yale University and Westminster College under the Navy's V-12 program. He graduated in April, 1954, in the Business Executive Program conducted by the School of Business

(Continued on page eight)



ARTHUR L. JACKSON  
... Transferred To St. Marys ...