



D. E. Simons, superintendent, distributes silver dollars to top winners in the "Name the Safety Man" contest at the Towel Mill. Left to right, front row, Mr. Simons, Shirley Rogers,

Cora Parcell, Lura Dove, Nell Washburn, Kathleen Baker, Euna Arnold; back row, Harold Arrington, Jack Hill, Robert Carmichael, Henry Ballard. Leonard Baker and Archie Ross.



MRS. CALLIE WARREN

### Finishing Employee Enjoys School Reunion

Mrs. Callie Warren, a blanket folder at the Finishing Mill, had an unusual and enjoyable experience on a recent Sunday when she attended the reunion of the Thomas School in Patrick County, Virginia, where she attended 45 years ago.

Among the approximately 100 persons attending the reunion at Fairystone Park was one of Mrs. Warren's former teachers, Mrs. Gertrude Salmons, of Danville, Virginia.

Mrs. Warren said there were a number of others attending whom she had not seen in 45 years.

Others attending from the Tri-Cities were Mrs. Charles Aheron, Eck Steagall, and Mrs. J. L. Robertson, a sister of Mrs. Warren. Luther Craddock, of the Finishing Mill, was a classmate of Mrs. Warren's but did not attend the reunion.

### Safety Winners

A large number of Towel Mill employees took part in the contest to name the life-size, plywood "safety man" being used to promote on-the-job safety.

The judges chose as the top winner the name, "Mr. B. A. Lotsafer", which was suggested by Lura Dove, an employee of the Sewing Department. Mrs. Dove received the first prize of \$10.00.

Other top winners were: Nell Washburn, \$7.50; Kathleen Baker, \$5.00; Leonard Baker, \$3.00; Archie Ross, \$2.00. Euna Arnold, Benton Spencer, Joseph Arrington, Henry Ballard, Shirley Rogers, Robert Carmichael, Cora Parcell and Jack Hill received \$1.00 prizes.

Entries in the contest were judged by A. G. Singleton, director of engineering, and J. H. Gunnells, employee relations manager.

### Fieldcrest Featured In 'Sidewalk Promotion'

Fieldcrest products were featured in a novel display of bed and bath fashions recently in two different parts of the country. It was a "Sidewalk Promotion," which created a lot of interest and excitement from Illinois to Georgia.

In two cities, bed and bath ensembles were shown in a carnival atmosphere of gay and colorful bazaars along the main street. Our Country Flair collection was a major feature along with many other Fieldcrest items.

"Conversation Piece" chemise dresses, worn by the salespeople, were made from Country Flair, Field Flowers, and Rose Border towels. These unique fashions, identified as "modified chemise, draped sack-look, or subdued trapeze," were real traffic-stoppers, and stimulated many impulse sales.

In Rome, Georgia, the Belk-Rhodes Company put on the show, while Klinefelter's made headlines in the local newspaper in Pittsfield, Illinois. The Richmond Dry Goods Company and Hibben-Hollweg, two of our fine Distributor accounts, worked with these promoters, respectively.

### New Manager Named At Community Center

James W. Lyttleton is the new manager of the Fieldale Community Center. He succeeds Curtis Martin, who resigned to join the staff of the Roanoke Y.M.C.A.

Mr. Lyttleton came to Fieldale from the 7,000-member Fort Wayne, Ind., Y.M.C.A., where he managed the adult program for two and one-half years.

A native of Millboro, Va., Mr. Lyttleton also has been a director and general secretary at Y.M.C.A.'s in Grand Rapids, Mich., and in Adrian, Mich.

He is a graduate of West Virginia University, Morgantown, W. Va.

At Fieldale now Lyttleton is lining up the fall and winter programs. A meeting of Community Center board of directors was held August 25 to make plans for a membership drive.



James W. Lyttleton (left), new manager of the Fieldale Community Center, is welcomed to Fieldale by W. H. Richardson, Jr., of the Towel Mill, president of the Community Center.