

THE MILL WHISTLE

Fieldcrest
FABRICS 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.

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Employees Store Gets Last St. Marys Goods

Employees Store Here Closing Out Last Material At \$2.75 A Yard

The Employees Store at Spray has received the last shipment of woolen piece goods that will be available from the St. Marys mill.

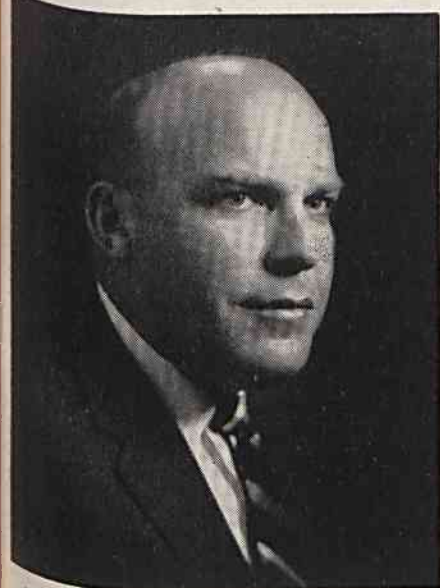
The material is being closed out to employees and members of their families at \$2.75 a yard.

It is understood that when the present supply is exhausted there will be no more of the St. Marys piece goods for sale at the Employees Store.

The wide variety of patterns and color combinations include plaids, stripes and tweeds. Some of the goods regularly sells for over \$6.00 a yard.

Towel Mill employees may see swatches and place orders at the Fieldale Employees Store.

Western Sales Manager



Pictured here is **W. I. Krohn** who was recently appointed Western sales manager of the newly created Western sales division of Fieldcrest, a division of Fieldcrest Mills, Inc., as previously announced. The Western sales division includes 11 western states. Mr. Krohn was formerly district manager of the Southern California area.



ST. MARYS PIECE GOODS—Admiring beautiful St. Marys woolen piece goods, on special sale at the Employees Store, are Nancy Powell of the Central Warehouse and Betty Hankins, of the General Offices. New shipments received include a wide variety of patterns and color combinations. The material, some of which sells regularly for over \$6.00 a yard, is available to employees at \$2.75 per yard.

Eve's Tree Ensemble Sets Pace In Chicago

Eve's Tree, Fieldcrest's latest pattern in coordinated sheets, towels, blankets and bath accessories, is setting the pace in high fashion domestics at Marshall Field & Company in Chicago.

Chicago area consumers' first glimpse of the new group was late in September when the various items were illustrated in color in Field's fall 1958 Homemaker book—a book with a distribution of 400,000.

Shown in the book in blue and highlighted in the same color in subsequent floor displays, the new group has been selling best in that color, it was reported.

To follow up the initial impact of the book, Field's ran a half-page ad early in October showing the three basic sections—sheets, towels, blankets—complementing the ad with a window display and individual in-store displays.

Part of the success of the pattern is considered to be due to the fact that

consumers have been educated to the fact that at various times of the year, new fashion patterns are brought out and that consumers look forward to them eagerly.

Housekeeping Report Shows Much Progress

The recently completed 21st housekeeping rating inspection report shows an average grade of 92 per cent for all mills. This is slightly above the weighted standard and is the highest grade that has been achieved to date.

In making his report to the Central Safety Committee, Howard Barton, secretary of the management housekeeping committee stated: "We have made a lot of progress and now have our housekeeping in good shape. I hope we can continue our good housekeeping practices with particular attention to storage areas and the following up of machinery and building cleaning."