

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. XVII

Spray, N. C., Monday, March 23, 1959

NO. 18



IN COTTON CLASSING DEPARTMENT, left to right, George Brandon, cotton classer; Berry B. Brooks, Mrs. Brooks, Stiles R. Fifield, vice president, purchasing; and A. C. Daniel, Jr., assistant purchasing agent for raw materials.

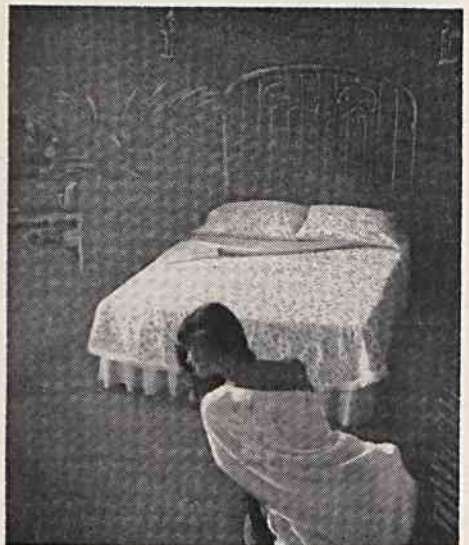
Spring Advertising Program Under Way

Posted in the mills for employees to see them are reprints of Fieldcrest's newest national advertisement featuring "Breath of Spring" which inaugurates the new spring advertising program by our Fieldcrest sales division.

The ad appears in the April issue of House Beautiful which went on sale March 20 and will be carried in the April 4 New Yorker which goes on sale April 2. A second ad, featuring "Forsythia," one of a collection of Fieldcrest summer blankets, will appear in House Beautiful's May issue and in the New Yorker for May 2. These ads will be seen by millions of Americans.

These ads are unusual in technique, with the feeling of fine oil paintings. They are expected to attract much attention to Fieldcrest and at the same time establish for our domestic products an impression of fine quality and top fashion.

Future ads in this distinctive series will highlight, in addition to summer blankets, Royal Velvet towels, shower curtains and bath rugs; Crown Jewel automatic blankets; Chateau Acrilan and St. Marys wool blankets, as well as other "One Look" coordinated fashions for bed and bath.



New ads have feeling of fine oil paintings. This one is on "Breath of Spring" promotion.

Councils Enjoy Program By Berry Brooks

Members of the Carolina Cooperative Council and the Junior Carolina Council, with members of their families, turned out in force to attend the showing of the color motion picture, "Passport to Safariland," in the Leaksville Spray Junior High School auditorium Thursday evening, March 12.

The capacity audience heard Berry Brooks, noted explorer and big game hunter, narrate the factual color film story of natives, animals, flowers and scenery which Mr. Brooks photographed in equatorial Africa.

The audience gave Mr. Brooks rapt attention and kept him for forty-five minutes after the program was over to answer questions and describe more fully some of his experiences. Mrs. Brooks, who accompanied him on his expedition, was introduced.

Mr. Brooks is the only man in history who has headed two great, private expeditions into equatorial Africa for the adventure and thrill of making close-up motion pictures of big game animals.

The Councils greatly enjoyed Mr. Brooks and "Passport to Safariland,"

Vote On Consolidation Scheduled For March 31

Citizens of Leaksville and Spray will vote Tuesday, March 31, on whether they want to combine into one city or remain separate. Voting places will be the Armory for Leaksville and the Municipal Building for Spray.

Fieldcresters living in Leaksville and Spray are reminded that they must be registered on the town books to be eligible to vote. Registering in the recent county-wide re-registration or the fact that you voted in the last general election does not qualify you to vote in a town election.

The town books will be open for registering voters as follows:

Leaksville, at the Armory, all this week, from 9 a. m. to 5 p. m. Monday through Friday, and from 9 a. m. to 9 p. m. on Saturday. Ernest M. Hodges is the registrar.

Spray, at the Municipal Building from 9 a. m. to 9 p. m. Saturday, March 28. Those who wish to register during the week may go to the home of the registrar, E. B. Hodges, 314 Dameron street, Spray.

(Continued on page four)