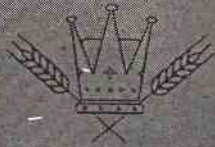


# THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER LOOMED RUG

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## Dr. Neal Bowman To Address Council Meet



DR. NEAL BOWMAN

Members of the Carolina Cooperative Council will hold their final meeting of the program year at 7:30 o'clock Thursday evening, April 30, at the Consolidated Central YMCA. New officers will be elected at the meeting.

The speaker will be Dr. Neal Bowman, nationally-known educator, author, lecturer and sales psychologist. Dr. Bowman's early experience as shipping foreman, retail store manager, trade paper editor, and advertising and publicity director has increased his appreciation of the importance of human relations.

After service in World War I, he obtained a bachelor's degree from Temple University. He later obtained a master's degree from the University of Pennsylvania, a doctor's degree from Rutgers University.

For 17 years before joining the staff of the National Association of Manufacturers he was Professor of Marketing in the School of Business and Public Administration at Temple University. He has written three books on advertising, selling and public speaking.

He has traveled from coast to coast many times, speaking to hundreds of audiences including radio and television appearances.

## Bedsread Mill Tops List In Housekeeping

### No Lost-Time Injuries At Fieldcrest During First Quarter of 1959

The quarterly safety report which has just been issued shows that no lost-time accident occurred in any of the mills during the first three months of the year. However, one operative case (a hernia) was carried over from 1958.

H. E. Williams, safety director, in commenting on the report, said: "While there were no disabling injuries in the first quarter, there were some injuries which required medical attention. This means that we have not yet eliminated the causes of accidents.

"If numerous minor injuries continue to occur, it can be expected that we will experience more serious ones. It is a good time to look over our work areas to see if there are any accident-producing conditions that should be eliminated. We also should review our work habits and correct any unsafe practices."

### LaRoche Will Handle Karastan Advertising

Karastan Rug Mills, a division of Fieldcrest Mills, Inc., has appointed C. J. LaRoche & Co., Inc., to handle its advertising, according to an announcement by Walter B. Guinan, president of our Karastan sales division.

Mr. Guinan said Karastan selected LaRoche after interviewing a long list of agencies. The majority of the rug mill's national advertising budget goes into consumer magazines, and feature trend-setting room scenes.

### Hoit Re-Elected Head Of Worth St. Group

Frederic W. Hoit, president of the Fieldcrest division of Fieldcrest Mills, Inc., has been re-elected president of the Worth Street Area Association, Inc., in New York.

The association, formerly known as Worth Street, Inc., a textile organization, has been broadened to represent the whole business community in the Worth Street area, where our Fieldcrest sales offices are located.

The Bedsread Mill took top honors among the cotton mills in the 23rd housekeeping grading inspection. Based on its standard of 88%, the Bedsread Mill had a rating of 92.7%. The Towel Mill was in second place with 91.3%.

The combined rating for all mills was 92% against the weighted average standard of 91.5%.

In the finishing and warehousing group, the Central Warehouse held the top position with a score of 96.7% as compared to the standard of 93%. The Towel Mill finishing department was next with a rating of 96.4%.

The Karastan Rug Mill had a rating of 93.4% against its standard of 90%.

Results of the inspection were announced by Howard Barton, of the Engineering Department, secretary of the housekeeping committee. He expressed appreciation for the cooperation in the housekeeping program shown by supervisors and employees.

"We have made a great improvement in our thinking on housekeeping and in housekeeping," Mr. Barton said. "I would like to see us attain an average score of 93%. This can be done by improving just a few of our departments."

### 'Y' Campaign Leaders



C. C. Campbell (left) and James Marlowe, both of Fieldcrest, are chairmen of membership campaigns at Consolidated Central and Draper YMCAs respectively. The drives will continue through April.

The campaigns this year are given extra impetus by Consolidated Central's 50th anniversary celebration, set for April 23, and the ultra-modern swimming pool now under construction at the Draper YMCA Recreation Park.