

THE MILL WHISTLE

Fieldcrest

FASHIONS FOR BED AND BATH

Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.



Karastan

AMERICAN FINEST POWER LOOMED RUG

VOL. XVIII

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NO. 17



NEW BROWNIE SCOUT — Seven-year-old Teresa Baker models Brownie uniform for proud parents, Mr. and Mrs. Jack C. Baker, both employed at Fieldcrest. Teresa is a new member of Troop 55, sponsored by the Draper Junior Woman's Club. Local Girl Scout units are observing Girl Scout Week March 6-12.

Fieldcrest People Active In YMCA Program

W. B. Weaver, retired Fieldcrest, and Robert L. Moore, industrial relations supervisor for the Spray mills, are among the 11 men and women elected to the board of directors of Consolidated Central Y. M. C. A.

Other men elected by the members to the board of directors are Hicks E. Anderson, Jr., James M. Fair, and Dr. Roy Turner.

Women elected include Mrs. John T. Burks, Mrs. Sallie Gray Dunn, Mrs. Robert A. Harris, Mrs. Joe J. Price, Miss Sarah J. Slate, and Mrs. C. F. Malloch, Jr.

This is the first time that women have served on the board following the revision of the Y. M. C. A.'s constitution at the annual meeting in 1959.

The women will serve staggered terms of one, two and three years. Two women-directors will be elected by the membership each year beginning in 1960.

Men directors whose terms have recently expired include Neil D. Shively, Robert T. Joyce, of the Fieldcrest Blanket Scheduling Department; Coy

L. Stack and Robert M. Wall. These men are to be honored at the annual meeting of the membership this month.

Other members of the board of directors are C. C. Campbell, Fieldcrest paymaster; Douglas L. Craddock, John K. Houston, Rev. H. Fletcher Lambert, J. F. Law, John T. MacIsaac, Jr., head

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Safety Barbecues

Employees of the Bleachery were given a barbecue by the Company in recognition of their 1959 safety record. Pictures taken at the barbecue are carried on pages four and five of this issue.

Other mills qualifying for State Labor Department safety awards and for barbecues for the employees are: Automatic Blanket Mill, Blanket Mill, Central Warehouse and Sheeting Mill.

Barbecues for the other mills are to be held later in the year.

National Ads Feature Karastan Products

New Bokhara Rug And Tourneau Broadloom Pattern Promoted In Spring Advertising

Karastan's new ivory Bokhara rug and the new Tourneau broadloom pattern in the Kara-loc construction are featured in beautiful colored advertisements in Karastan's Spring 1960 national advertising program.

The Bokhara rug ad appears in the latest issue of House & Garden, which went on sale February 20, and in The New Yorker, on sale March 3. The ad featuring Tourneau broadloom was carried in the same issue of The New Yorker.

Karastan's emphasis on the Bokhara design and Tourneau carpet is in line with a significant return of the influence of traditional styling. The Bokhara ad reflects the formal influence of traditionalism while the Tourneau ad is somewhat less formal.

The key to the spring advertising program is best expressed in a phrase used often at the January Market in Chicago, "Elegance—a returning way of life."

The Bokhara ad will appear in the April issue of Holiday, on sale March 15, and in the summer Bride's Magazine, which goes on sale April 15.

The Tourneau ad is scheduled for the April issue of Living for Young Homemakers, on sale March 20, the April issue of Town & Country, on sale April 5, and the May issue of House Beautiful, on sale April 19.

See pictures on page three.

Education Center Opens New Series Of Courses

Courses in Machine Shop, Drafting, and Electronics are being offered by the Industrial Education Center located on the Morehead High School campus, according to an announcement by John Hough, superintendent of Leaksville Township Schools.

Registration began at the Center February 26 and continues to March 15. Those interested may obtain further information from Henry Rahn, director, or Bill Armfield, counselor coordinator, by calling MAin 3-3317 between the hours of 8 a. m. and 8 p. m.