

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.



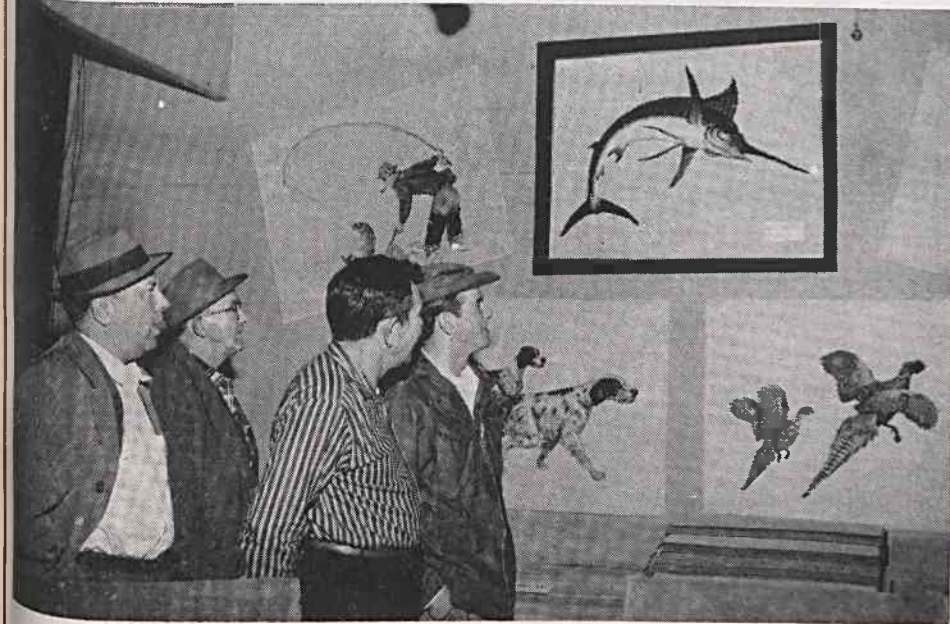
Karastan

AMERICA'S FINEST POWER LOOMED RUG

VOL. XVIII

Spray, N. C., Monday, March 21, 1960

NO. 18



EMPLOYEES SEE NEW RUG LINE — A group of weavers and loomfixers stop to admire the Marlin, a new Happiness rug, during visit to the mill showroom where a display of the mill's new line was arranged for Karastan employees. Left to right are Otis Turner, John Murray, Eugene Murray, Larry Booth. (See pages 4 and 5)

Local Boy Scouts Will Benefit From Rodeo

Local Boy Scouts along with scouts of Greensboro, Burlington, Reidsville, High Point and Winston-Salem will benefit from proceeds from a big western rodeo to be at Greensboro's War Memorial Coliseum March 31-April 3.

The Tommy Steiner Rodeo of Austin, Texas will hold evening performances at 8 p. m. on Thursday, Friday and Saturday; matinees will be at 2:30 p. m. on Saturday and Sunday.

George Aheron, of the Finishing Mill, who is commissioner of the Boy Scouts' Dan River District, said a large attendance by scouts is expected. Several units will attend in uniform and will be admitted at half price.

In addition to giving financial help to the Boy Scout program, the rodeo will give the people of this area an opportunity to see real rodeo, America's competitive sport, Mr. Aheron said. Rodeo is the only sport in which a cowboy competes not only against other animals but also against every other cowboy.

A \$5,000 purse will be divided at the end of the five performances among winners of standard rodeo events: bronc

riding, bareback riding, bull riding, calf roping, with \$1,000 going to each. There will also be a \$500 purse for the girls' barrel racing event.

All entrants must be members of the Rodeo Cowboy Association, Inc., or have permits from that organization.

A rodeo parade, featuring the Rodeo Queen, will take place in downtown Greensboro at 3 p. m. Thursday, March 31. Saddle clubs from Greensboro and

(Continued on page three)

Williams Gives Talk In Jacksonville, Fla.

H. E. Williams, Fieldcrest safety director, was a speaker on the program at the Southeastern Safety Conference at the Robert Meyer Hotel in Jacksonville, Fla., Tuesday, March 8.

Mr. Williams spoke on the topic, "Fire Prevention for the Textile Industry." He illustrated his talk with approximately 40 colored slides made in our mills showing Fieldcrest's fire protection and fire prevention techniques.

New Fieldcrest Ads Appear In Magazines

Fascination Ensemble, Cherry Blossoms Summer Blanket Featured In Series

The Fascination ensemble . . . "a pattern as liting as the Fascination Waltz," and the Cherry Blossoms lightweight summer blankets are featured in Fieldcrest's national advertising for Spring, 1960.

The new ads launched the Spring advertising program of our Fieldcrest sales division. The large, full-color advertisements show the products in beautiful settings. They will be seen by millions of people from coast to coast.

The Fascination ad presents our newest 'one look' in fashions for bed and bath in an ensemble including sheets, blanket, coverlet, towels and shower curtain.

The ad appears in the March issue of Town & Country. It is scheduled to appear in the New Yorker for April 23, the May House Beautiful and the summer issue of Modern Bride, on sale May 15.

The first appearance of the Cherry Blossoms ad is in the April issue of Living For Young Homemakers, now on sale. It is to appear in House Beautiful for April, House & Garden for May, and in the New Yorker for May 14.

Reprints of the full-page colored advertisements are currently posted in the mills.

See pictures on page two.

N. C. Tax Help

Employees who need help in preparing their 1959 state income tax returns may receive such aid during this week.

W. R. Lloyd of Reidsville, deputy tax collector of the North Carolina Department of Revenue and two assistants will be at the following places from 9:00 a. m. to 4:30 p. m. each day:

Tuesday, March 22 — Leaksville Post Office
Wednesday, March 23 — Consolidated Central Y. M. C. A., Spray
Thursday, March 24 — Draper Town Hall