

New Fieldcrest Store, Beautiful and M

Door Prize Winners

See story on page one

Winners of the 50 door prizes given by the Fieldcrest Store are listed below. Fieldcrest employees who won prizes are listed without city addresses.

Grand Prizes

"Sweetheart Rose" ensembles for Bedroom and Bathroom

Mary A. Gusler	A. D. Robertson
R. D. Ray	
Fieldale, Va.	Linda Pegram
Martha Harden	Reidsville
Leaksville	

First Prizes

"Corsair" Automatic Blankets

Nannie Vipperman	Ila Mae Craddock
Floyd Strader	Howard Vestal
Mrs. W. S. Ivie	Mrs. G. Patterson
Leaksville	Spray
Ethel Wall	Mrs. Henry Collins
Leaksville	Reidsville
O. W. Land	Carnell M. Jarrell
Spray	Leaksville

Second Prizes

"Concord" Colonial Type Bedspreads

J. G. Farrell, Jr.	James B. O'Neal
Lois S. Rierson	
Elizabeth S. King	Mrs. C. C. Campbell
Danville, Va.	Leaksville
James E. Adams	Mrs. W. P. Landreth
Cascade, Va.	Winston-Salem
Mrs. John Rush	Larry Fagge
Winston-Salem	Leaksville
Mrs. J. McConnell	
Leaksville	

Third Prizes

"Royal Velvet" Towel Ensembles

Garland Newnam	T. A. Roberson
Hazel Thomasson	Mrs. W. B. Weaver
Reidsville	Leaksville
Mrs. C. Strange	Mrs. J. A. Smith, Jr.
Danville, Va.	Leaksville
Ernest Hopkins	Mrs. H. K. Brannon
Leaksville	Greensboro
Willie H. Aheron	Mrs. Allen Stanford
Draper	Stoneville

Fourth Prizes

Scalloped Sheet Sets

Louie N. Durham	Susie Hill
Elsie Atkins	Mrs. Jack Woodlieff
Leaksville	Leaksville
Mrs. Dan Squires	Mrs. E. F. Lovell
Draper	Leaksville
Susie Fairchild	Betty Ivie
Reidsville	Leaksville
J. W. Rea, III	Roberta Stewart
Leaksville	Draper
Billy Griffith	Hattie E. Newnam
Greenville, S. C.	Leaksville
Priscilla Davis	Carolyn Kendrick
Leaksville	Spray
	Betty C. Newby
	Leaksville



The big moment comes as store is opened for business. W. P. Groseclose, (at left), store manager, opens the door to customers. First in line is Mrs. B. C. Clark, Leaksville; next is Claude Austin, Sr., Towel Mill.

William
missionary
responsibility



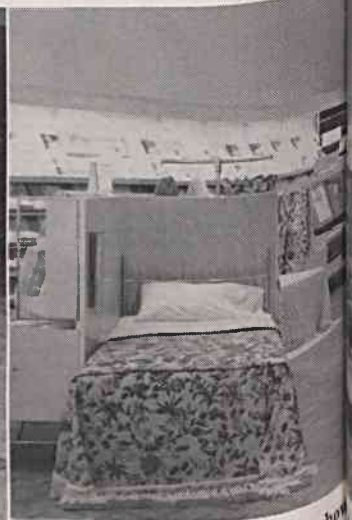
Corner of Fieldcrest Shop has sheet display at back. A work bed for showing bedspreads is in the foreground.



Near entrance to Fieldcrest Imperial Brocade towels. Bath



'One look' ensemble has colored fitted sheet, printed top sheet and case, solid color blanket and bedspread.



Bed and bath ensemble shown with towels, shower curtains