

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWERLOOMER HULL

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Fieldcresters Donate To Blood Program

Fieldcrest employees, mainly from the Bedsread and Karastan Mills, were prominent among the blood donors who gave 147 pints when the Bloodmobile visited Leaksville August 7.

Haven Newton, co-chairman of the Blood Program, pointed out that blood collections are slightly in arrears and that new, additional donors will be needed on the remaining two visits by the Bloodmobile in 1963.

He expressed appreciation to all who donated blood, to the doctors and nurses, and to the large number of volunteer workers who assisted. He thanked the members of the Virginia-Carolina Citizens Band Radio Club who provided free transportation for donors, "Bud" Saunders who furnished a sound truck, and the Jaycees who furnished announcers for the sound truck.

He also expressed appreciation to all who assisted with donor recruitment, advertising and arrangements and to the interested merchants and professional men who have donated \$75 on each visit by the Bloodmobile to be awarded among those donating blood.

Recipients of the three cash prizes of \$25 each awarded to donors on the August 7 visit were: Frances Compton, Blanket Mill Wool Spinning Department; Curvie Moore, an employee of The Leaksville News; and George D. Shay, Jr., of the Data Processing Department.



BLOOD DONORS — Receiving refreshments after donating blood, clockwise from left, are Clyde Carter, of Bedsread Winding Department; Tommy Woodlieff; and Charles Walker, also of Bedsread Winding. Serving them is Mrs. Welsford Bishopric, a volunteer worker. See page eight for more pictures of Bloodmobile visit.

Local Blood Program Yielding Big Returns

The Red Cross Blood Program is a tremendous bargain for Tri-City people.

The annual report of the Leaksville-Spray-Draper chapter of the American Red Cross shows that 793 pints of blood were collected in the Tri-Cities during the 1962-63 fiscal year. This blood was

used in treating local patients in the Morehead Memorial Hospital and for Tri-City patients in outside participating hospitals.

Without the volunteer Blood Program, the cost to these patients who received blood would exceed \$19,825. In addition, the Red Cross in 1962 furnished Rockingham County 420 cc's of Gamma Globulin, a blood derivative. Local druggists charge \$4.50 per two cc units.

Organized by the local Red Cross chapter and conducted through the Red Cross, the local Blood Program has made blood available as needed and without charge for the blood itself to the ill and injured of the Tri-Cities.

The blood furnished local patients with a money value of \$19,825 is a splendid return on an investment of \$7,077, the allocation to the local Red Cross chapter from the Tri-City Community Fund.

The above amount contributed by the public through the Community Fund, includes funds contributed to the national Red Cross which has major financial responsibility for disaster services.

Operating under a charter granted by the U. S. Congress in 1881, American
(Continued on Page Eight)

New Ads Appearing

Millions of American consumers will have Fieldcrest merchandise brought to their attention in a series of beautiful colored advertisements in leading home-maker magazines during the late summer and fall.

Highlighted in the first ad is the Imperial Tapestry one-look coordinated ensemble of sheets, blankets, bedspreads, towels, shower curtains and bath rugs. Later ads will feature the Imperial Rose bedspread and Fieldcrest automatic blankets.

The Imperial Tapestry ad appears in the fall issue of Modern Bride, which went on sale July 23. It will be carried in the September issues of House & Garden, House Beautiful and Sunset, all to go on sale August 20; and in Vogue's
(Continued on Page Four)



Ad featuring Imperial Tapestry ensemble leads off in new Fieldcrest series.