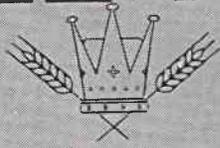


THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

FIELDCREST MILLS, INC. • Plants at Draper, Greenville, Leaksville, Mount Holly, Smithfield and Spray, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

OL. XXII

Spray, N. C., March 16, 1964

NO. 18



Big Tent ensemble is from Storyland collection for children's rooms.



Romance Is A Rose 'one look' will be featured in several magazines.

New Spring Lines Shown In Magazine Ads

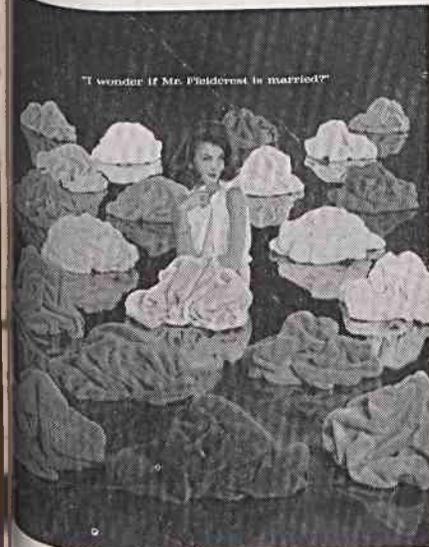
Millions of American homemakers will see Fieldcrest ads and read about our spring lines of merchandise in the current series of Fieldcrest national advertising. Shown in full-page colored ads in leading magazines are the Romance Is A Rose 'one look' coordinated bed and bath fashions; the Big Tent 'one look' in Fieldcrest's "Storyland" bed and bath

fashions in children's motifs, and an outstanding ad on Royal Velvet towels which is being repeated in the current series.

The Romance Is A Rose ensemble includes sheets, blanket, towels, bath rug and shower curtains. The ad is in the summer issue of Modern Bride, now on sale.

It will appear in the April issues of House Beautiful and Show, and will be in House Beautiful's Spring Folio of Home Decorating.

The ad also will appear in the April issue of Vogue, in the May issues of Sunset, Harper's and House & Garden, in the May 2 issue of New Yorker, on sale April 30; and in the autumn issue (Continued on Page Three)



This outstanding ad on Royal Velvet towels is repeated in current series.

Gordon Berkstresser Named To Sales Post

Gordon Berkstresser joined our Fieldcrest Sales Division effective March 1 as assistant manager of toweling and ticking sales for Muscogee Mills, a unit of Fieldcrest Mills, Inc. in Columbus, Georgia. He will be located at the Muscogee Sales Office at 104 West Fortieth Street, New York City.

Mr. Berkstresser has had broad experience in this field and most recently was vice president and national sales manager of Spring Air Company.

Rules Are Revised In Mills' Safety Contest

Bleachery Employees Will Get First Barbecue To Be Awarded On 2,000 Safe Man-Hour Basis

Employees of the Bleachery at Spray have won a free barbecue under the new eligibility rules of the safety contest in effect at Fieldcrest Mills. The barbecue is to be served in the mill to all employees Wednesday, March 18.

The Bleachery had accumulated an average of over 2,000 man-hours of accident-free operation per employee at the end of January. This is roughly equivalent to a full year of operation without a lost-time injury. The last such injury occurred February 4, 1963.

Under terms of the contest, as revised effective January 1, 1964, the company gives a barbecue for all employees of any mill that has operated without lost-time injuries for an average of 2,000 man-hours. (Continued on Page Three)

You Must Register

Have you registered?

Citizens of the incorporated towns of Leaksville, Spray and Draper will consider more than \$3 million in bonds for the proposed Eden Metropolitan Sewerage District in a bond election to be held March 31.

A completely new registration is necessary in order to be eligible to vote in the bond election. Citizens may register between now and March 21.

Books will be open at the armory in Leaksville and at the town halls in Spray and Draper from 9 a. m. until sunset Saturday, March 21.

In addition, registrars will be available at their homes or places of business.

Mrs. Walter L. Johnson, Leaksville registrar who is employed at the Leaksville town hall, will register eligible voters there and also after working hours at her home, 108 Jefferson street.

In Draper, Miss Janice Sparks will register voters at her home, 200 N. High street, any day after 5 p. m.

Allen W. Hancock Sr., who is registrar in Spray, will keep his books open throughout the week at his home, 200 Park avenue.