

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



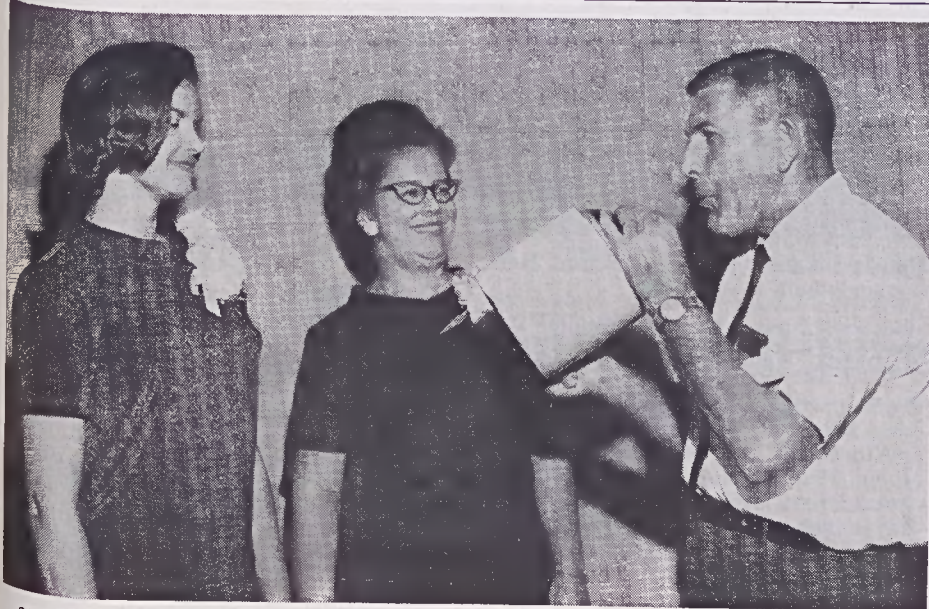
Karastan
AMERICA'S FINEST POWER LOOMED RUG

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

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25-YEAR CLUB 'JUGGER' — Clarence Law, of the Blanket Mill, demonstrates jug blowing for Brenda Chilton (left) and Betty Gillie, of Draper Offices, hostesses at the Blanket and Sheeting Mills 25-Year Club meeting. Mr. Law, a 25-Year Club member, was "jugger" in a string band that entertained at the meeting. See pages four and five for story and additional pictures.

New Fieldcrest Store Will Open Nov. 1

The new Fieldcrest Store built by the company at 2421 Victory Drive in Columbus, Ga. will open for business Monday, November 1.

A special preview is to be given employees at Muscogee Mills Saturday, October 30, from 1 p.m. to 5 p.m.

The employees and their families will be invited to inspect the new facility and see the beautiful merchandise manufactured by Fieldcrest Mills, Inc. No sales will be made during the employee visits.

The outlet in Columbus is similar to the Fieldcrest Store which the company opened at Spray in 1962 and which proved highly successful. It includes a complete Fieldcrest Shop such as those found in the better stores in large cities across the country.

Profits from the store operation will be used principally for employee activities and various charitable and educational causes.

Expected to become a showplace and tourist attraction, the Fieldcrest Shop will display all five lines of Fieldcrest's domestic products and will sell all the current merchandise in each line.

Another section of the store will be

a genuine bargain department, called the Thrift Shop, which will sell seconds, samples, discontinued styles, etc., in the same manner as the Thrift Shop in the store at Spray.

Merchandise in the Fieldcrest Shop will be sold to the public at the regular retail prices as in retail stores throughout the nation. However, employees at Muscogee Mills have been issued cards which entitle them to a 25 per cent discount, the same as at the Spray store, when purchasing for their own use or for their immediate families.

The new store will serve Columbus, Fort Benning, Phenix City, Ala., and the surrounding 20-county trading area with a population of over 500,000.

The building is larger than the store at Spray, having 14,866 square feet compared to the Spray store's 12,266, but is of the same Colonial design. The grounds are landscaped with a paved parking area to accommodate 130 cars.

In addition to making Fieldcrest products available to a wide section of Georgia and Alabama, the Fieldcrest Shop will be advantageous in showing the merchandise to the company's customers in that part of the country.

Fund Campaign Still In Progress At Mills

The Tri-City Community Fund campaign in the mills was still in progress as The Mill Whistle went to press Friday.

D. F. Carson, general chairman of the campaign at Fieldcrest, said the results of the drive would be announced through The Leaksville News and The Mill Whistle as soon as the solicitation is completed and the final reports are received from all mills.

Eligibility for all prizes and contests in connection with the campaign at Fieldcrest will continue through Monday, October 25.

Awards To Be Given

A President's Plaque, given by President Harold W. Whitcomb, will be awarded the mill and major staff department in which the highest percentage of the employees pledge a day's pay to the Community Fund.

Certificates of Merit will be presented by the Tri-City Community Fund to each mill department and staff unit in which all employees pledge a day's pay.

Mills and staff departments will have drawings among the employees who pledge a day's pay or more. The winners will have their choice of an "1776" bedspread, a Chateau blanket, a Happiness rug, or a Royal Satin sheet and pillow case set.

In addition, the names of all employees—mill and staff—who pledge a day's pay will be put together in one drawing for a grand prize of a Karastan 9x12 Estella rug.

Bloodmobile To Visit Central Area Nov. 8

The Bloodmobile will visit the Central Area Monday, November 8, with a goal of 150 pints, John G. Cunningham, Tri-City Blood Program co-chairman, has announced.

"Because of the greater interest in the Blood Program recently, the donations have been brought about in balance with the usage of blood. We hope that this will continue so that we can remain current in our blood donations.

"We are grateful to all who have donated blood and to the many individuals and organizations that have assisted with the Blood Program," Mr. Cunningham said.