

# THE MILL WHISTLE

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Plants at Asheville, Droper, Forest City, Greenville, Laurel Hill, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga.; Philadelphia, Pa.; and Auburn, N. Y.

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## Fieldcrest Gifts Aid Recreation Projects

Recreational facilities in the Tri-Cities were given a healthy boost by two donations from the Fieldcrest Foundation. Both gifts were in matching funds to organizations active in community recreation projects.

The Foundation gave \$3,717.90 to the Leaksville-Spray Y's Men's Club to assist with projects undertaken this year by the club. The matching funds contributed by the Foundation made possible the purchase of a new International 30-passenger bus now being used to transport boys and girls from the YMCA to ball fields, tennis courts, swimming pools and other facilities.

During the school year the bus will be used to take boys and girls from school buildings to the YMCA for clubs and athletic activities.

Several other projects are being completed this summer by the Y's Men's

Club with the matching funds from Fieldcrest and assistance from other firms and individuals. Chief among these are improvements at the various ball parks.

These improvements are a part of a long range program begun in 1961 when Fieldcrest offered to assist the Leaksville-Spray Y's Men's Club by contributing matching funds for the improvements of the ball fields.

Since that time modern softball facilities have been provided at the Leaksville ball field, the Spray park, and the Duke Power field. These fields are now considered among the best in North Carolina.

In addition to the donation to the Y's Men's Club projects, the Fieldcrest Foundation contributed \$1,540 in matching funds to the Tri-City Jaycees for their playground project in Spray.

Work on the project, located on the property adjoining the Spray ball park at the corner of Lee Street and Park Drive was begun a few weeks ago.

The Jaycees allocated some \$1,600 from their community development fund toward the completion of the playground.

The park area will cover some two acres of land and the upper part of the area bordering on Park Street will be used for playground equipment while the lower part bordering on Park Drive will be used for a picnic area.

At present, plans call for a set of swings, merry-go-round, glider swings, junior castle tower and a slide.

## Fieldcrest Store Now Holding Annual Sale

The annual August Sale at the Fieldcrest Store at Spray and in Columbus, Ga., will open Monday, July 31, and continue throughout August.

A broad assortment of merchandise will be available in the storewide sale, including the new "Perfection" no-iron sheets which will be offered at sale prices for the first time.

The employee discount (25%) will apply to the sale prices in the Fieldcrest Shop. In addition, the Thrift Shop will offer many outstanding values in irregulars, discontinued styles, samples, etc.

The Fieldcrest Store is open from 9 a.m. until 5 p.m., Monday through Saturday.

## Dumaine Is Elected President Of Railroad

Frederic C. Dumaine, Jr., a director of Fieldcrest Mills, Inc., has been elected president and chief executive officer of The Delaware and Hudson Company and The Delaware and Hudson Railroad Corporation, effective August 1.

He will continue to serve as chairman of the boards of the latter companies and will have his headquarters in Albany, N. Y.

In addition to being on the board of directors of Fieldcrest Mills, Inc., Mr. Dumaine is president and a trustee of the Amoskeag Company, a principal shareowner of Fieldcrest. He was president and a director of Avis, Inc. and Avis Rent-A-Car System 1957-1962. He has been on the boards of the Delaware and Hudson companies since 1962.

## 40 Million To See Ads In Karastan Series

Fiesteau Rugs And Broadloom, Golden Bokhara Design Rug Featured In Magazines

More than 40,000,000 readers will be seeing beautiful Karastan ads in leading magazines in Karastan's national advertising series for fall 1967.

A full-color page on Fiesteau rugs and broadloom will appear in the September Town & Country and in its merchandising supplement. The ad also will be in House & Garden for October, the fall House & Garden Decorating Guide, and House Beautiful for November.

A Golden Bokhara design rug ad will be in the October House Beautiful, in House Beautiful's Home Decorating Guide for fall, House Beautiful Home Remodeling for fall and in Good Housekeeping for October. The ad will also appear in black and white in the House Beautiful Building Manual for fall.

A Fiesteau/Golden Bokhara Design four-color checkerboard unit will be seen in McCall's for October.

Reprints of the full-page, colored ads are being posted in the mills so that all employees may see them.

## U. S. Textile Industry Has Effect On Many

Banker Stresses Importance Of Textile Industry To State; Attacks Foreign Imports

A Charlotte bank official has expressed grave concern "at the apathy that allows an increasing flood of imports to endanger our vital textile industry."

Addison H. Reese, chairman of the board of North Carolina National Bank, said the general public does not realize that other industries are involved.

"Anything that hurts the textile industry hurts trucking, chemicals, paper, oil, metal-working, and corn growers in the Midwest, to name a few other interests," he said.

Mr. Reese sent his statement in letter form to the North Carolina congressional delegation, to selected congressmen from other areas, and to news media.

Prompting the statement were reports that trade barriers against foreign textile imports to this country were being lowered.

Mr. Reese's statement continues: "For years textile spokesmen have called attention to cheap foreign imports, and justly so. Even in strong textile areas such as the Carolinas, people

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