



SHEETS • TOWELS • BEDSPREADS • BLANKETS • ELECTRIC BLANKETS • HOSIERY • KARASTAN RUGS • SYNTHETIC FABRICS

Fieldcrest MILL WHISTLE

Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.

Mill Manager Is Appointed

Basic Change Made In Selling Organization For Electric Blankets

Appointment of Robert F. Sambleson as mill manager of the Electric Blanket Mill is announced by E. W. Medbery, vice president of Fieldcrest Mills, Inc. Mr Sambleson, manager of Specialty Heating Equipment for the



General Electric Company since 1951, will assume his new position shortly after January 1, 1955.

At the same time a basic change in the organization for selling electric blankets was announced by President Harold W. Whitcomb. These blankets were formerly sold to bulk customers by the mill manager and the contract sales manager and to retail customers by the blanket department sales manager in New York through the regular selling organization.

Starting January 1, D. L. Alfred, formerly contract sales manager for the Electric Blanket Mill, will become department sales manager for this mill, reporting to F. W. Hoit, vice president in charge of domestics sales, Mr. Alfred will be in charge of the sale of all electric blankets, including those sold to bulk customers and those sold under the Fieldcrest Mills name. He will continue at the mill for the present, but will move his office to New York within the next few months.

Mr. Sambleson will replace J. G. Commins, who has resigned effective January 1 as previously announced.

Since his graduation from Stevens Institute of Technology, Hoboken, N. J., as a mechanical engineer, Mr. Sambleson has had 24 years of experience in product development, production, and management, principally in the electrical appliance field. He holds a number of U. S. and foreign patents and has others pending.

With G. E., Mr. Sambleson was a
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A Christmas Message To Fieldcrest Men and Women

Christmas, 1954, brings to a close an eventful year for everyone at Fieldcrest Mills, Inc. It has been a year which started out badly, with curtailed employment and real hardship for many of our people. The last six months have been better with better pay rolls, better shipments, and better results for the company as a whole. For this we are thankful. I think we have passed our low point and that 1955 will be better for all of us.

You have been wonderful. There has been no complaining or criticism and your support and encouragement during a critical period have meant a great deal to those of us responsible for the management of the company. I thank you in behalf of my associates and myself.

Christmas is a special time of year, with its own meaning to each of us. The late Peter Marshall, Chaplain of the United States Senate from 1947 to 1949, wrote an excellent Christmas sermon which you can read in the December issue of Reader's Digest. I would like to close this Christmas message to you with this beautiful quotation from Mr. Marshall's sermon, which expresses better than I can, my Christmas wish for you:

We long for the abiding love among men of good will which the season brings . . .
believing in this ancient miracle of Christmas with its softening, sweetening influence to tug at our heart strings once again.
We want to hold on to the old customs and traditions because they strengthen our family ties,
bind us to our friends,
make us one with all mankind
for whom the Child was born, and bring us back again to the God Who gave His only begotten Son, "that whosoever believeth in Him should not perish, but have eternal life."

So we will not "spend" Christmas . . .
nor "observe" Christmas.
We will "keep" Christmas—keep it as it is . . .
in all the loveliness of its ancient traditions.
May we keep it in our hearts, that we may be kept in its hope."

Sincerely yours,

H. W. Whitcomb

President