

Fieldcrest® MILL WHISTLE

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EMPLOYEE BENEFITS—New Group Insurance certificates and booklets on the Fieldcrest Mills, Inc. Pension Plan and the Annuity Plan have been distributed to employees. Left, Coy Shockley, Electric Blanket, receives pension booklet from J. P. Simpson, foreman. Right, Becky Kendrick, Bleachery, holds insurance certificate.

National Ads And Publicity Will Promote Fieldcrest This Spring

Fieldcrest's Morning Glory blanket, sheet and pillow cases are shown in color on page 25, of the April 24 issue of **THE AMERICAN WEEKLY**. A feature entitled "Bedtime Story" mentions by name the Fieldcrest merchandise shown in a bedroom setting. The text gives further attention to our products and calls attention to Sanforized bedspreads and draperies. **THE AMERICAN WEEKLY** goes into 9,800,000 homes in the United States in areas covered by 30 leading newspapers.

Fieldcrest sheets, pillow cases and blankets are also shown in a full page editorial feature in the April issue of **GLAMOUR**, a Conde Nast publication. With readership made up largely of young married women and career girls, **GLAMOUR** has a circulation of about 700,000.

LIFE magazine, in its May 2 issue, will carry a story on pink home furnishings and the layout will include Karastan's Mojave rug, Fieldcrest's Deauville towel in pink and charcoal, Royal Velvet towel in pink, and the May Garden blanket in pink on pink. The magazine will be on the newsstands April 28 or 29.

The May issue of **HOUSE & GARDEN**

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Council To Hear Dr. W. J. Graham

Dr. Willard J. Graham, professor of accounting in the University of North Carolina's School of Business Administration, will be the speaker at a meeting of the Carolina Cooperative Council at Consolidated Central YMCA at 7:30 p.m., Thursday, April 21.

Dr. Graham is one of the nation's leaders in the development of advanced management programs for business men at the executive level. Prior to 1953, when he became director of the University of North Carolina's first executive program, he directed a highly successful program for 10 years at the University of Chicago.

S. R. Fifield, director of raw materials purchasing at Fieldcrest, recently completed the UNC course and two other Fieldcrest men, J. R. Baker and A. L. Jackson, completed the course last year.

Council President J. P. Powell said a committee would be appointed at the meeting to nominate officers for the 1955-56 Council year.

Hosiery Mfg. To Be Discontinued

After much consideration and study the Company has decided to discontinue the manufacture of hosiery at Fieldale, Va. when the present production runs out. Many of the 170 hosiery employees will be offered employment in the Towel Mill at Fieldale and, wherever possible, in the N.C. plants.

President Harold W. Whitcomb said the hosiery operation has been unprofitable for Fieldcrest for several years and would have required a considerable investment to be made competitive. Other factors were the distressed condition of the hosiery industry generally and the fact that hosiery is completely unrelated to our other products.

The following notice was posted in the mill Wednesday, April 13:

"After much consideration and study, we have decided to discontinue the manufacture of hosiery. Knitting operations will cease at the end of the third shift Friday, April 15. Seaming, greige examining, and greige mending will continue until all in-process goods are completed. Dyeing, finishing, and shipping operations will continue as needed through May.

"A letter is being mailed to the home of each employee explaining more fully the Hosiery Mill situation and the status of each employee for reemployment in other mills. A copy of this letter is being posted in the mill."

One of the reasons given for closing the mill at this particular time was that the Towel Mill is expanding its operations and will be able to offer immediate employment to a number of the former hosiery workers. It was pointed out that the increased operations and the addition of a third shift at the Towel Mill will more than offset the loss of the Hosiery mill payrolls in Fieldale.

"We shall continue to improve and concentrate on our other mills and we do not feel the loss of the Hosiery Mill's rather small volume will affect our over-all operation unfavorably," President Whitcomb said.

James Jamison Co. has purchased the inventory and rights to the La France brand name and will continue to sell hosiery under this brand name. After the machinery is moved out the Towel Mill will use the building for badly needed warehousing space.