

Fieldcrest®



MILL WHISTLE

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Five And Half Million For Modernization

Fieldcrest And The Future

This week we open our mills to our employees and fellow citizens of the communities in which our plants are located. As we welcome our neighbors and friends to see our various mills in operation, I am confident all of our employees share the pride which our officers and management group justifiably feel in the many splendid improvements which have been made in our machinery and equipment since the new Fieldcrest came into being.

We all know, in a competitive industry like ours, that our hope of success lies in continually modernizing and improving the tools with which we work. I think the confidence which the new owners of our business have in us is demonstrated by the fact that they have chosen not to receive any dividends in the two and one-half years since they purchased the mills. In addition to reinvesting the meager profits we have earned in the business, they have provided the additional capital to help pay for the many improvements to the various mills in recent months.

In addition to these past expenditures, they have authorized additional improvements of nearly two million dollars for the current year. The investment of these additional funds is based upon their confidence in our employees generally and other members of the community and in their belief that all of us intend to cooperate fully in every reasonable way to make our Company competitive and profitable.

The textile industry is known for its ups and downs in the past, and I see no reason to assume that we will not have similar conditions in the future. Obviously, Fieldcrest's fortune will vary with economic conditions generally, sometimes better and sometimes worse, but I honestly believe that over the long-term our future looks brighter than it has in many years.

Our sales and manufacturing departments have been strengthened in many ways, and the acceptance of our products has never been better. I believe we can operate more efficiently as a separate textile company than we did as a division of a retail store. Our real strength lies in the 5,500 men and women whose skill and loyalty and cooperation make Fieldcrest the wonderful institution it is today.

H. W. Whitcomb

President

'Open House' Visitors To See New Equipment

Fieldcrest has announced major points in a \$5½ million modernization program begun early in 1954 and already costing \$3½ million for improvements at the various mills. An additional \$2 million has been authorized for the remainder of 1956.

With the \$5½ million to be spent by Fieldcrest Mills, Inc., since the new company purchased the mills in October 1953, a total of \$14,500,000 will have been invested in modernization in a 10-year period.

The current program is directed to more efficient production rather than to expansion. During the period from early 1954 only about \$250,000 was for additional construction. The major part of the expenditures has been for new machinery.

A breakdown of the program shows greatest concentration on yarn making facilities although considerable expenditures were made for new looms and new slashers at three plants.

E. W. Medbery, vice president in charge of manufacturing, estimated that funds were spent as follows: 45 per cent for yarn manufacturing; 30 per cent for weaving; 15 per cent for finishing, including new nappers; 10 per cent for auxiliary equipment including materials handling devices.

Open House Program

The public will have an opportunity to see the new equipment and other improvements during the open house program this week. Posters will be shown at the machines indicating the name of the machine and its cost. The Towel Mill will be open to visitors Monday, April 30. All of the mills in the Tri-Cities will hold open house Wednesday, May 2. The visiting hours will be from 1 p. m. to 9 p. m. at each location.

Employees are invited to visit any or all of the mills and are invited to bring members of their families and friends with them.

A total of 38 door prizes, including a 3x5 Karastan rug, electric blanket, all-wool blanket, tablecloths, bedspreads and sheet and towel sets will be given.