



Thanksgiving



THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

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Hoit, Guinan Made Division Presidents



FREDERIC W. HOIT



WALTER B. GUINAN

... Promoted To Presidencies Of New Marketing Divisions ...

Sales Departments Are Organized As Separate Divisions Of Company

In recognition of the growing importance of the Company's merchandising and sales activities, Fieldcrest Mills, Inc., will organize its Domestic and Karastan sales departments as separate divisions of the Company effective November 18, according to an announcement by H. W. Whitcomb, President of Fieldcrest Mills, Inc.

Frederic W. Hoit becomes President of Fieldcrest, Division of Fieldcrest Mills, Inc., with headquarters at 88 Worth Street, New York City. This division will be responsible for all marketing activities of the Company's Domestic products, which include towels, sheets, bedspreads, blankets, automatic blankets, and St. Marys all-wool blankets.

At the same time Walter B. Guinan becomes President of Karastan Rug Mills, Division of Fieldcrest Mills, Inc., with headquarters at 295 Fifth Avenue, New York City. This division will be responsible for all marketing activities of the Company's Karastan rug and carpet lines.

Lines of Organization Unchanged

Messrs. Hoit and Guinan will report to H. W. Whitcomb, President of Fieldcrest Mills, Inc., and in addition continue as Vice-Presidents of Fieldcrest Mills, Inc.

Robert A. Harris, Vice-President of Fieldcrest Mills, Inc., continues to have the responsibility for all manufacturing activities of the Company's Domestic and Karastan mills with headquarters at Spray.

Mr. Hoit joined the Fieldcrest organization in October, 1954, as Vice-President in charge of domestic sales. He came to Fieldcrest from Lenox, Inc., of Trenton, New Jersey, where he had been general sales manager following many

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Plans Made For Children's Parties

A gigantic Christmas party for the children of all Fieldcrest employees will be held Saturday afternoon, December 14, under sponsorship of the Carolina Cooperative Council.

The party will be held in two divisions, one at Fieldale for the children of Towel Mill employees and one in the gymnasium of Morehead High School for the children of employees in the North Carolina mills.

Arrangements are being made now by Council committees and further details will be announced later. It is emphasized that the parties will be for the children of all employees. Tickets will be made available soon through the foremen and department heads.

It is planned to make the program for

the parties more in keeping with the Christmas spirit than has been the case in such events held previously. Plans for the entertainment are in the tentative stage just now. However, it is expected that some special entertainment will be scheduled in addition to Christmas music and the brief speaking program.

Santa Claus will be on hand to distribute treats to all of the children. Management officials will be present to bring greetings from the Company to the youngsters.

Employees are requested to watch the next issue of the Mill Whistle and the mill bulletin boards for announcements concerning the parties.