

# THE MILL WHISTLE

*Fieldcrest*  
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*Karastan*  
AMERICAN LAMEST POWER LOOMFD. RUG

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## A Christmas Message

For the first time in many months our mills and offices will close for several days this week so that Fieldcrest employees everywhere may celebrate the great Christian holiday of Christmas. This is a special holiday — different from the others. People are not thinking of sporting events, stock car races, trips to the beach or mountains.

This is the season when we think of family and friends, of blessings past and present. We purchase gifts and presents to show our love and appreciation to those we hold dear. The world seems a better and kindlier place because so many hearts, young and old, are touched by what we call "the Christmas Spirit."

The old year is rapidly drawing to a close and next week we will welcome in the New Year. It is natural to look back over the year just ending. For Fieldcrest mills. Both our Fieldcrest and our Karastan sales decline in sales and profits from the same period in 1957 as a result of the general business recession. Starting in July conditions began to improve rapidly and the last six months have shown a substantial improvement. It now appears that the final results for the entire year will about equal and perhaps slightly improve over 1957.

Employment and payrolls have been high during the last six months with considerable overtime in most mills. Both our Fieldcrest and our Karastan sales departments have done excellent jobs in distributing our beautiful products and we can be proud of them. Our production organization has again performed superbly in manufacturing and shipping our goods on time. We thank you all for your cooperation, your loyalty, and your good work.

You know that I always hesitate to predict what the future may hold for us. World conditions are so uncertain that many things could happen to upset any calculations we might make. Foreign competition is a distinct threat to textile prosperity. I believe, however, that the first half of 1959 will show considerable improvement over the same period of 1958 and that a continuation of present economic conditions in our country throughout 1959 would result in a good year for Fieldcrest. Let us all hope and work for the best.

In behalf of our Directors and all of my associates in our management group, I extend our sincere best wishes for a Merry Christmas and a Happy New Year to all of you and your families.

*H. W. Whitcomb*

President

## Strengths Told At Sales Meeting

"Selling from Strength" was the keynote of the Fieldcrest sales meeting held at the mills Friday and Saturday, December 4 and 5. Talks throughout the program emphasized this theme, highlighting the teamwork of our production and sales forces and citing the know-how and spirit of the entire Fieldcrest organization.

Here for the meeting were approximately 80 members of Fieldcrest Mills' nation-wide sales organization for domestic products, including officials of our Fieldcrest sales division from New York, representatives from the various sales districts across the country, and St. Marys sales and manufacturing officials.

The sales group was joined by over 100 management and staff persons from the mills. Several members of the mills' management group participated in a program covering highlights of our manufacturing operations.

The salesmen arrived by train at Danville Friday morning and were met by three chartered busses which brought them to the Company's headquarters at Spray and transported them from mill to mill as they toured the plants to see new machinery and other capital improvements.

At 11:30 a. m. Friday, the group convened at Meadow Greens Country Club to hear talks by mill officials. At a luncheon meeting the group heard President Harold W. Whitcomb discuss the over-all strength of the Company and review the progress made in the past five years. Friday afternoon was devoted to completing the salesmen's tours of all of the mills and offices.

At the all-day meeting at the clubhouse Saturday, F. W. Hoit, president of the Fieldcrest sales division, and his staff unveiled the new lines of merchandise for spring selling and presented advertising plans and the new merchandising program for 1959.

A. S. Thompson, vice-president, sales, discussed the strengthening of our sales force and told of plans for the coming year. He presented D. M. Tracy, assistant sales manager, shops, who discussed the Fieldcrest Shop program, W. H. Johnson, Jr., manager of the distributor department, and E. S. Klein, Jr., vice-president, specialty sales, who discussed their respective programs.

See pages, 4, 5 and 8 for picture coverage of the sales meeting and the product displays for employees and the public.