

# Merry Christmas

## THE MILL WHISTLE

*Fieldcrest*

FASHIONS FOR BED AND BATH



*Karastan*

AMERICA'S FINEST POWER KNOWN RUG

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

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### Large Crowds Attend Children's Parties

Pictures at children's parties appear on pages four and six.

Near-capacity audiences attended the children's Christmas parties sponsored by the Carolina Cooperative Council for the children of all the employees of Fieldcrest Mills Saturday, December 10. Parties were held at Spray and Fieldale.

An estimated 3,000 persons were on hand for the party in the Morehead High School gymnasium during the afternoon for the children of employees in the Tri-City area. D. E. Simons, president of the Council, was master of ceremonies. The Rev. J. K. McConnell, industrial chaplain, gave the invocation. President Harold W. Whitcomb spoke briefly to extend holiday greetings from the management and owners of Fieldcrest Mills, Inc.

Entertainment was furnished by Arthur Smith and the Crackerjacks from Station WBTV in Charlotte. Their variety show of music and comedy was greatly enjoyed. Arthur himself led the children in the singing of Christmas carols and the Crackerjacks played and sang Christmas numbers.

Charles Patterson, attendance chairman, conducted the drawings for attendance prizes. Clock radios were won by Eva Adams, of Karastan Setting, and H. C. Cox, of the Bedsread Carding Department.

Myrtle Wright, of Karastan Setting, won a Sweetheart Rose blanket and G. A. Vestal, of Central Warehouse, won a (Continued on page eight)

### Credit Union Schedule

The Fieldcrest Mills Credit Union office will be closed from noon Friday, December 23, through Monday, January 2, for the Christmas-New Year's holidays and for computing dividends for the six months ending December 31. The Credit Union office will re-open on regular schedule Tuesday, January 3.

### A Christmas Message

#### FROM OUR PRESIDENT

This coming week end our mills and offices will be closed while all of us at Fieldcrest join with Christian people throughout the world in celebrating Christmas. Families and friends will draw together to renew family ties and to observe Christmas in the traditional manner as they have done for many, many years.

The following Sunday will be New Year's Day, the end of 1960 and the beginning of a new year. At this particular season, it is customary to look back over the year just ending and try to plan for the year ahead. For our company, the year 1960 has not been as profitable or successful as 1959.

The year started out very well and the first six months saw high volume and good shipments. Beginning in the third quarter, in line with the general economy, our new orders fell off substantially from last year. This trend continued during the fourth quarter and for the first time in several years overtime work has been reduced, and in recent weeks it has been necessary to curtail in some plants. This curtailment will affect a considerable number of people for some weeks ahead.

The company is in excellent general condition, however. During the year we have completed a major improvement and rehabilitation program in most of our mills, the results of which are evident to all of you. The consolidation of the St. Marys Blanket Mill with our Draper Blanket Mill and Central Finishing Mill resulted in the addition of approximately 200 jobs in those plants. Several million dollars were spent in this program and both mills have been substantially improved.

Very substantial additions and improvements have also been made to our Karastan Mill, our Bedsread Finishing Plant, our Sheeting Mill and at our Towel Mill in Fieldale.

Our Automatic Blanket operation has been transferred to a new and modern plant at Smithfield, North Carolina, which should result in a more competitive situation, enabling us to hold our place in the automatic blanket industry. I am glad to tell you that approximately one-half of the people formerly employed in our Automatic Blanket Mill at Spray have already been reemployed by the Company in our other plants. We shall continue to place these people in jobs for which they are suited as fast as they become available.

We have long needed a woolen spinning mill to manufacture the pile yarns for our Karastan Rug Mill. In August, we purchased an excellent mill of the right size and properly equipped, from the Artloom Carpet Company, located in Greenville, North Carolina. We feel that this purchase places our Karastan Mill in a more competitive position in the industry and greatly strengthens our floor covering operation.

We have also continued to strengthen our sales and marketing efforts and have made good progress in those directions. We opened

(Continued on page eight)