

SINCERE GOOD WISHES
for a very, Merry Christmas Holiday!

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR MEN AND WOMEN



Karastan
AMERICA'S FINEST POWER LOOMED RUG

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NO. 12

Goals For 1962 Set At Sales Meeting

'Fashions Of The World' Theme Featured In New Collection Of Bed And Bath Fashions

Approximately 100 members of the nation-wide sales organization and mill executives met in New York on December 8 and 9 for the Fieldcrest annual sales meeting.

The two-day program was held in the Worth Street Showroom, followed by a discussion session of the sales organization on December 10.

F. W. Hoyt, president of the Fieldcrest sales division, announced the agenda for the three days and outlined in broad terms the job ahead of us for the coming year. He then introduced Harold W. Whitcomb, president of Fieldcrest Mills, Inc., who reviewed our progress to date and the company's plans for the future.

The remainder of the day was de-

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Richmond R. Roberts Named Vice President

At a meeting of the Board of Directors in New York December 13, Richmond R. Roberts, company treasurer since February 1, 1957, was also elected a vice president of Fieldcrest Mills, Inc.

Mr. Roberts is a native of Wise, Va., and is a graduate of Emory and Henry College, Emory, Va. He came to Fieldcrest from the General Electric Company where he was a member of that company's financial department for many years.

He is married to the former Miss Dorothy Prescott, of Big Stone Gap, Va., and they have one son, Craig, a graduate of Duke University who is now a first-year medical student at the University of North Carolina Medical School.

A Christmas Message

FROM OUR PRESIDENT

As we enter the Christmas season it is again my privilege to address all of you through the columns of The Mill Whistle.

In spite of lagging and uncertain business conditions for most of the year, our company has made substantial progress in many areas during 1961. We now estimate that our financial report for this year will show improvement over 1960. Our orders in recent weeks do not justify full time operations throughout December which will result in more curtailment than we like to see for the balance of this month.

Unquestionably, business conditions throughout the nation have been and are improving, and we look forward to the New Year with confidence in our ability to meet the many competitive situations with which we are constantly faced and thereby give a good account of ourselves for the benefit of our employees and our owners.

In behalf of our Directors and all of my associates in our management group, I thank each and all of you for your cooperation and efforts during the past year. We extend our sincere best wishes for a Merry Christmas and a Happy New Year to all employees and their families.

H. W. Whitcomb