

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWERLOOMED WWC

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VISITORS TO FIELDCREST STORE totaled close to 6,000 during open house events and store's first week of operation. This picture was made during open house Sunday afternoon preceding opening March 19. See pictures on pages 4 and 5.

Fieldcrest Store Has Successful Opening

Substantial Employee Discount Available In Fieldcrest Shop

The new Fieldcrest Store attracted close to 6,000 visitors during the open house preceding the official opening March 19 and the store's first week of operation.

A review of the registration cards showed that open house visitors and customers during the first week came from a large number of towns and cities in North Carolina and from several other states.

William P. Groseclose, store manager, said, "We feel that the response has been quite favorable and we expect that the store's sales will steadily increase as we expand our advertising activities and as more people learn of the store through various means."

The Fieldcrest Store, considered the most beautiful and modern facility of its kind in the country, includes a complete Fieldcrest Shop which sells all lines of domestics products manufactured by the company.

In addition, there is a genuine bargain department called the Thrift Shop which sells seconds, thirds, experimental

items, discontinued styles, etc., at very attractive prices. The Thrift Shop offers many such items that were formerly disposed of by other means.

Mr. Groseclose invited employees to make purchases in the Fieldcrest Shop where they may buy first quality merchandise at a substantial employee discount by showing their store identification card.

He also urged Fieldcrest employees to take advantage of the exceptional bargains sold in the Thrift Shop.

Although employees may buy at a discount in the Fieldcrest Shop, Mr. Groseclose emphasized that the Fieldcrest Store is a full-fledged retail store open to the public.

Merchandise in the Fieldcrest Shop is sold to the general public at regular retail prices. Merchandise in the Thrift Shop is sold to employees and the public at the same low price.

The drawing for 50 door prizes among those who registered during open house or during the store's first week of sales was conducted Monday, March 26. Names of the winners are listed on page 4 of this issue.

Credit Union Open To Greenville, Smithfield

Membership in the Fieldcrest Mills Credit Union was opened to employees of the Karastan Spinning Division at Greenville and the Automatic Blanket Plant at Smithfield, effective April 1.

Extension of the self-supporting, all-employee activity to the new locations followed many requests for the Credit Union by employees there.

Chartered at Spray in June, 1958, the Credit Union now has approximately 3,000 members and assets in excess of \$400,000. The Credit Union has paid a 4% per annum dividend on savings each six months since it was organized.

The purpose of the Credit Union is to encourage systematic savings; to make low-cost loans to members; and to help its members handle their finances in a more adequate manner.

In order to make Credit Union transactions as convenient as possible, the company cooperates by permitting both savings and loan repayments to be handled through payroll deductions.

An employee may join by paying a 25c fee and signing a card authorizing the company to deduct a specified amount of savings from each paycheck.

Greenville and Smithfield employees wishing to join should contact their foreman or the Personnel Department.

Three Mills Given Safety Barbecues

See pictures on page six

Good teamwork in the prevention of accidents earned a barbecue dinner March 21 for employees of the Bleachery, Sheet Finishing Mill and Central Warehouse. Each of the three units operated the entire year of 1961 without any lost time due to injury.

The Central Warehouse has one of the top safety records at Fieldcrest Mills, having operated since September, 1960, without a disabling injury. This is an average of 2,460 accident-free hours for each employee in the plant.

The Bleachery has operated since December, 1960, without a lost-time accident. There has been no lost-time injury at the Sheet Finishing Mill since it was established as a new unit.