

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan[®]

AMERICA'S FINEST POWERLOOMED RUG

Published by FIELDCREST MILLS, INC. • Plants at Draper, Greenville, Leaksville, Smithfield and Spray, N. C., Fieldale, Va. and Auburn, N. Y.

VOL. XXI

Spray, N. C., April 15, 1963

NO. 20

King Hassan Makes Huge Purchases



King Hassan II is shown in the conference room making his selections. Next to him is his interpreter, Mlle. Hamlin, and practically hidden is Jane Corbin, who wrote up the King's fabulous orders. Opposite, facing the King, are Maggie Murchison, publicity manager, and F. W. Hoit, president of Fieldcrest sales division.

Fieldcrest To Buy Yarn Mill At Mount Holly

Fieldcrest Mills has signed a contract to purchase all of the stock of Kimberly Yarn Mills, Inc., located at Mount Holly, near Charlotte.

A joint announcement of the transaction was made April 9 by Harold W. Whitcomb, president of Fieldcrest Mills, Inc., and P. J. Baugh, owner of the Kimberly plant.

The Kimberly mill was established by P. J. Baugh in 1960 in a 55,000 sq. ft. building purchased from American & Efird Mills, Inc., for the manufacture and sale of carded yarns to weaving and knitting mills.

At that time the building was completely renovated and air conditioning with refrigeration installed. All principal machinery was purchased new at that time with the exception of the cards which were modernized with metallic clothing and other improvements.

The spinning consists of 11,520 spin-

dles Whitin Model N and Piedmont frames, Whitin drawing and roving frames, all delivered in 1960.

Mr. Whitcomb stated that combers and other equipment representing an additional investment of about \$350,000 have been ordered which will change the product from carded to combed yarn.

He said Fieldcrest sales have expanded so rapidly in recent years that the entire output of the Kimberly mill will be used in Fieldcrest weaving plants to replace yarn which has been purchased from sales yarn mills in recent years.

At a luncheon at the Holly Restaurant April 9, attended by about 30 civic leaders of Mount Holly, Mr. Baugh confirmed the sale to Fieldcrest and Mr. Whitcomb informed the group of Fieldcrest plans for operation.

"We are very happy to become industrial citizens of Mount Holly," Mr.

(Continued on page five)

Fieldcrest Fashions For Bed And Bath Chosen By Moroccan King; Monarch Visits N. Y. Showroom

King Hassan II of Morocco shopped at our Fieldcrest showroom in New York Thursday, April 4, and when he had completed his purchases he had ordered an estimated 5,000 items of Fieldcrest bed and bath fashions in every color in all the best lines in the house.

When the 33-year-old monarch, on the last day of his visit to the United States, arrived at the Fieldcrest showroom at 60 West 40th Street at 11:15 a. m., Frederic W. Hoit, president of the Fieldcrest sales division, was ready with a red carpet obtained from the Karastan sales headquarters in New York.

The King took one swing around the showroom, with his retinue of aides and State Department security men trailing out behind him.

Then he settled down to serious business in Fieldcrest's conference room with a gesture and a phrase that will long live in the annals of Fieldcrest:

Sweeping his hand horizontally from left to right, he would say (in French, through an interpreter):

"The complete set."

On and on the samples came, while sales representative, Jane Corbin, tried to keep pace with the orders with pen-

(Continued on page eight)

Bloodmobile

New, additional blood donors are urgently needed when the Bloodmobile comes to Spray this week. The unit will be stationed at St. Luke's Episcopal Church (Rock Church) from 11 a. m. until 4:30 p. m. Wednesday, April 15.

David W. Cook, merchant, and Oscar W. Mills, pharmacist, are chairmen for the recruitment campaign in Spray.

Although donors are expected from Draper, Leaksville and the outlying areas, the recruiting of donors will be concentrated in Spray for this visit. A special appeal for blood donors is being made among textile employees in Spray.

Donors are being solicited in all Fieldcrest plants and offices in Spray

(Continued on page eight)

Donate A Pint Of Blood When Bloodmobile Visits Spray Wednesday, April 17