

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST RUGS

FIELDCREST MILLS, INC. • Plants at Draper, Forest City, Greenville, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

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Fieldcrest To Acquire Plant At Asheville

Fieldcrest Mills, Inc., and Winchester Spinning Corporation, of Asheville, have reached a preliminary understanding pursuant to which Fieldcrest will offer four shares of its stock for each outstanding share of Winchester, subject to at least 90 percent of the Winchester stock being tendered.

The exchange offer is expected to be made following the filing of a notification under Regulation A of the Securities and Exchange Commission.

The above is a joint announcement by R. Gaylord, who is president of the Winchester Spinning Corporation, and H. W. Whitcomb, president of Fieldcrest Mills, Inc.

It is expected that Fieldcrest will convert at least a portion of the Winchester Spinning plant to production of carpet yarns for the Karastan Rug Mill located at Leaksville.

It was announced that Mr. Gaylord will continue as manager of the Winchester plant.

Guinan Speaks At 25-Yr. Club Meeting

"To be great, you must stay great," W. B. Guinan, president of the Karastan Marketing Division, told the 25-Year Club members from the Karastan Mill at their recent annual luncheon meeting at the Burton Grove School.

"We have to keep ahead with new ideas and new developments not only to maintain Karastan's position of leadership today but to be ready for the future," Mr. Guinan said. He recalled the beginning of Karastan in 1928 to emphasize the quality, styling and developments that have "helped us get and keep the Karastan label as it is today."

He said that Karastan is the "finest carpet made anywhere" and praised the important contribution the long-service employees have made to the success of the business. He presented slides relating to sales and merchandising and showed some of the newest items being added to Karastan's lines.

In another talk, F. W. Klein, division vice president—rug manufacturing and manager of the Karastan Mill, stressed the importance of the long-service people in the Karastan operation. The loy-

alty, skill and understanding of Karastan's long-service employees have been superior through the years, and the veteran employees have had a significant influence on others, Mr. Klein said.

J. G. Cunningham, general superintendent of the Karastan Mill and master of ceremonies at the meeting, stressed the importance of the acceptance of changes, such as new machinery and new ways of doing things. "We must be willing to accept changes or we can't stay in business. If we become complacent, or get 'in a rut', we'll soon be gone," he declared.

Mr. Cunningham praised E. F. Clark, retired loom development engineer who, (Continued on Page Three)

CAMPAIGN REPORT NEAR

Final results in the Tri-City Community Fund campaign in the mills have not been announced although H. H. Lea, Fieldcrest chairman, said the preliminary reports "look good". Mr. Lea said the campaign has been virtually completed and that the final figures and arrangements for the drawings for prizes will be announced this week.

Township Teachers Make Tour Of Mills

Approximately 225 teachers and administrative personnel from Leaksville Township Schools were guests of Fieldcrest Mills October 24 for mill tours and a meeting with management officials.

The visitors assembled at Meadow Greens Country Club for a luncheon at which J. B. O'Neal, regional personnel manager, was toastmaster. Mr. O'Neal introduced A. L. Jackson, division vice president — domestics manufacturing, who discussed the growth of Fieldcrest and the scope of its operations.

Dr. L. H. Hance, division vice president for research and engineering, discussed the company's products, engineering activities and research and development.

Dr. William McGehee, director of personnel research and training, described employment opportunities at Fieldcrest, training programs and the company's relations with the schools and the community college.

In a response, John M. Hough, schools



Teachers from Leaksville Township Schools, on mill tour, are shown at Sheet Finishing Mill. Guide at right is Betty Talley, of superintendent's office. Sheet folder in left foreground is Eliza Voss. (More pictures on page four).

superintendent, praised Fieldcrest for its interest and assistance in community programs and its cooperation with the schools.

Following the luncheon, the teachers

were divided into smaller groups and were conducted on tours of the General Offices, the Karastan Mill and the new Sheet Finishing Mill, which they had indicated they preferred to see.