

MERRY CHRISTMAS

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH

FIELDCREST MILLS, INC.



Karastan

AMERICA'S FINEST POWER LOOMED RUGS

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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NO. 11

New Lines Introduced At Sales Meetings

A Christmas Message

FROM OUR PRESIDENT

During this Christmas season, it is again my pleasure to greet all Fieldcrest employees through The Mill Whistle.

I am pleased to report that your Company has continued to make substantial progress. 1966 has been another record year in sales and employment, and it is expected that profits will be at a satisfactory level. High capital expenditures for new equipment and expansion have been made throughout the Company. Mill activity has been at a high rate with much overtime and generally steady employment. For the fifth consecutive year employees have received a general wage increase and an improvement in fringe benefits.

This month we acquired controlling interest in the Winchester Spinning Corporation of Asheville, N. C., which will prove a valuable addition in the strengthening of our Karastan rug and carpet operation.

One of the outstanding accomplishments this year has been the tremendous improvement in our safety record, made possible by the interest and cooperation of employees. Considering all mills now in the Fieldcrest group, 1966 has been the best year safety-wise in our history, with both the frequency and severity of accidents being reduced to low levels. It is of particular importance at this season that the heads of families have been spared injuries because our mills have been made safer.

In closing, I want to thank all of our more than 11,000 employees for their cooperation, good will, and fine work throughout the year. In behalf of our Directors, stockholders and all of my associates in Management, I extend best wishes to you and your families for a Merry Christmas and a Happy New Year.

Sincerely,

H. W. Whitcomb

President

Spring 1967 Products Shown At Three Regional Gatherings; Sales Program Is Outlined

The Fieldcrest Marketing Division had three sales meetings early in November to introduce the Spring 1967 product lines. Meetings were regional: one at the Cherry Hill Inn in Cherry Hill, New Jersey, a second at Pheasant Run in St. Charles, Illinois, and the third at Mountain Shadows in Scottsdale, Arizona.

The Eastern meeting was opened by F. W. Green, division president, on Friday, November 4. Mr. Green was followed by D. M. Tracy, who presented the Spring 1967 sales program and outlined the division's first half goals.

H. A. Brown showed the new "one-looks" and highlighted the marketing theme for the coming season, "The Color of Fashion is Fieldcrest". K. G. Agnew, Jr. then discussed advertising and sales promotion plans, with particular emphasis on cooperative advertising with retailers.

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., talked about company activities during the previous 10 months, and future plans.

Presentations of the individual product lines were made following Mr. Whitcomb's talk, and continued on Saturday and Sunday. Mr. Brown summarized the several sessions on Sunday afternoon.

Much the same format was followed at St. Charles and Scottsdale, where the meetings began on Saturday, November 5, and ran through Monday. The meetings were designed to permit questions from
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New Ad Agency Named

The Fieldcrest Division of Fieldcrest Mills, Inc., has named Young & Rubicam, Inc. the advertising agency for its linens and domestics. The appointment will become effective January 1.