

# THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS  
FOR BED AND BATH



Karastan

AMERICA'S FINEST CARPET MANUFACTURER

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## New Lines Introduced At Sales Meeting

The Fieldcrest sales meeting was held this year at the Boca-Raton Hotel, Boca-Raton, Fla., November 7-9. The theme of the meeting was "Selling in the 70s."

The program began with a general meeting on Friday morning, opened by D. M. Tracy, division vice president and general sales manager, who discussed the volume goals for 1970.

He then presented F. W. Green, president of the Fieldcrest Marketing Division who welcomed the sales organization, reported on the success of the past year and discussed the special challenges and opportunities of the years ahead.

The outstanding success of the Yves St. Laurent Collection, introduced by Fieldcrest in May, 1969, was outlined by H. A. Brown, Jr., division vice president-merchandising. Striking store displays, newspaper ads and store sales success reflect the enthusiastic response to this new collection.

Mr. Brown presented the new addi-

tions to the Yves St. Laurent Collection on slides and special visuals. W. M. Stark, division vice president-design, introduced the three new one-looks for Spring, 1970.

Interesting audio-visual techniques and live models were used to demonstrate the relationship of the new one-looks to ready-to-wear fashion trends.

Each department manager displayed new merchandise for Spring, 1970 and directed the presentations toward specific goals for the year.

A report by G. W. Moore, president of Fieldcrest Mills, Inc., on the progress in all of the divisions of the company and on the role of the sales forces in the achievement of these goals concluded the Friday meeting.

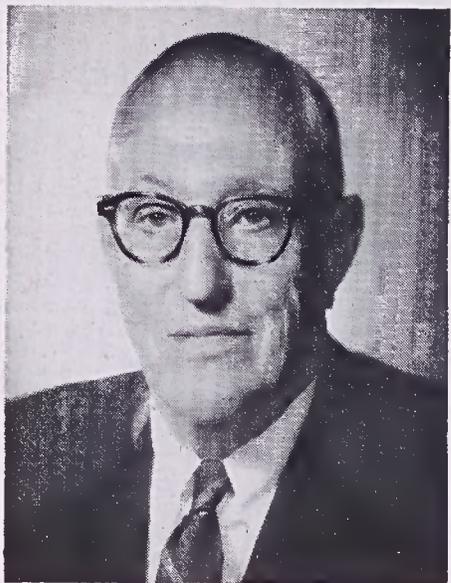
At the Saturday general meeting J. P. Robertson, division vice president-advertising, stressed the emphasis being placed on fashion in the new national advertising campaign. He stated that the Yves St. Laurent Collection will continue to receive major national adver-

tising efforts and then displayed national ads of the new one-looks which will appear in many prominent consumer magazines this spring.

The photography used in the new one-looks national ads conveys an atmosphere of quality, beauty and fashion and presents a look that is unique in the national advertising of our industry.

Group meetings took place after the Saturday general meeting. The final sessions took place Sunday morning, with group and regional meetings. The sales meeting was brought officially to a close at noon by Mr. Green.

## Whitcomb Heads Textile Foundation



Harold W. Whitcomb, chairman of the board of Fieldcrest Mills, Inc., has been elected president of the North Carolina Textile Foundation, an organization that gives financial aid to the School of Textiles at North Carolina State University.

In addition to other assistance, the Textile Foundation provides scholarships for students in the Textile School. At present, approximately one of seven students is on full or partial scholarship, these awards being financed by direct industrial gifts and substantial

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## Teachers Guests For Meeting And Mill Tours

Teachers and administrative personnel of the Eden City Schools were guests of Fieldcrest Mills in November for a luncheon program and tours of the mills.

The group of about 225 had lunch with company officers at the Meadow Greens Country Club. They then were transported by chartered busses to the Morehead High School auditorium for a brief program.

Robert A. Harris, senior vice president - manufacturing, described Fieldcrest's operations and reviewed the growth of the Company. He discussed career opportunities at Fieldcrest and told of the Company's efforts to provide good working conditions for employees.

As part of his presentation, Mr. Harris showed a film on the domestic products entitled "Fieldcrest Is Fashion" and a film on Karastan narrated by Chet Huntley.

Haven H. Newton, vice president-industrial relations, presided and made a

brief talk on Fieldcrest's personnel policies.

John M. Hough, superintendent of  
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## Appointments Made In Rug Sales Division

Ben W. Binford has been appointed sales manager of the Karastan Marketing Division of Fieldcrest Mills, Inc., effective January 1, it was announced by Walter B. Guinan, president of the division.

Mr. Binford will succeed John F. Deery whose promotion to vice president of sales for Karastan was made known last week.

It was also announced that Thomas G. Bentley will succeed Mr. Binford as territory manager in the Pittsburgh area. James Turner will be territory manager for New York state and Pennsylvania succeeding Mr. Bentley.

Mr. Binford joined Karastan in March, 1967. His background features considerable sales management experience in the carpet industry.

## Dividend Declared

Directors of Fieldcrest Mills, Inc., have declared a quarterly dividend of \$.35 per share, payable December 19 to holders of record December 8.