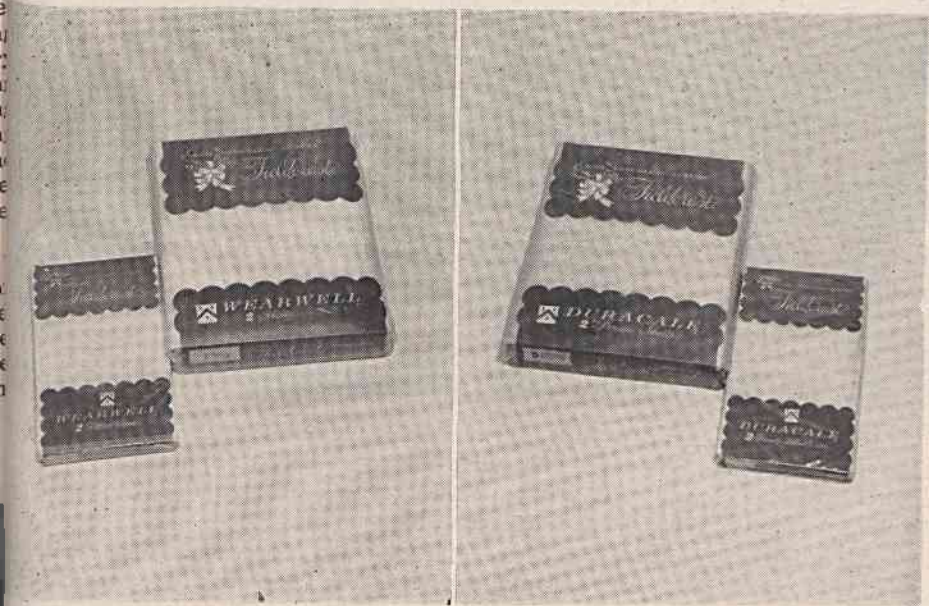


Fieldcrest

MILL WHISTLE



Attractive Packaging Helps To Sell Fieldcrest Sheets

New Packaging of Fieldcrest Sheets Called "Best Ever"

Fieldcrest sheets, long famous for their quality, now are dressed up in new packaging which makes them look more beautiful than ever. More than 10 months of planning, study, design and experiment went into these new designs.

"Beautiful packages make any good product sell better" says C. E. Moulton, sales manager of the sheet department, in describing the work that went into the new packages. "After considerable study, we found that several things are necessary—color, the shape of the package, something to make it 'different' from other packages, attractive design and arrangement of type. And of course, it has to have all the necessary information for both the salesperson and the housewife who buys our sheets."

"With all of these things in mind, we started to redesign our old packages. You'd be surprised how many hours went into finding out exactly what size package sells best and stacks best on counters" continued Mr. Moulton. "We found that a smaller, more compact package seemed to have more appeal. Then we tried to see what types of colors are the most effective."

"Finally, this information was turned over to one of the best package designers in the country. His experience in package design goes back over many years with everything from famous brands of soap to wine bottles and shaving lotions. Having done con-

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1952 Goal, To Do the Best Job Ever: Chairman McBain To Management

To do the very best job ever of running this business in our Centennial year—that's the 1952 goal set by Chairman of the Board Hughston M. McBain in his annual address to the management group of the Chicago and Suburban Stores.

"The goal in itself isn't small and isn't easy, but it should be fun and stimulating if we set our minds to it," he said. In his remarks to the management group, Chairman McBain said:

Celebrate With Humility

"What does one say about something that is 100 years old? And by 'something' I am not referring to living things such as (oh, turtles or sequoia trees) but rather an inanimate 'something' such as this great store of ours. We are proud and justly so of achieving our 100th birthday. The temptation is strong to thump out chests, preen our feathers, and say to the world: 'Look at us—we are 100—aren't we wonderful?' In order to help us avoid that temptation we have chosen instead to celebrate this distinguished anniversary with humility and to say thank you to

those many thousands who have enabled us to live and prosper for 100 years. We might call this attitude our theme song, and I hope we sing it constantly throughout the year. Let's all continue to give a hearty thank-you to our customers, a hearty thank-you to our resources and to our shareholders, and, last but not least, to all our employees of today and to those who preceded us."

In Business 100 Years

Chairman McBain then talked at length about what he termed a "century of climate." He explained that he did not plan to review the records of rainfall throughout the years, and that certainly he was "not foolish enough at this point to challenge the contention of the oldsters that old-fashioned winters were colder and with deeper snows than nowadays!"

"The kind of climate I intend to discuss," he said, "is one that we can do something about. I want to talk about two specific climates—in both of which you play the leading roles."

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Many Employees Receive Income Tax Assistance

A number of employees have taken advantage of the income tax service being provided by Fieldcrest Mills. Others who desire assistance in filing their annual income tax returns may still receive this help. An appointment should be made by telephoning or calling at the Personnel Office serving your mill. By making an appointment ahead of time, waiting is avoided. The free service is available to all Fieldcrest employees.