



# Fieldcrest

## MILL WHISTLE



### Fieldcrest Sets Up New Sales Branch To Handle Products On West Coast

Fieldcrest Mills has established a distribution branch in the Los Angeles area, it was announced July 28 by E. A. Raventos, Western Sales Manager of Fieldcrest.

The company will maintain complete stocks in the Los Angeles area of all Fieldcrest's domestic lines consisting of sheets, towels, blankets and bedspreads, with the stock of Karastan rugs already carried in San Francisco. This step will make Fieldcrest the first manufacturer to stock a broad line of textile products on the West Coast.

Effective at once, Fieldcrest is taking over the space at 841 South Los Angeles Street, formerly occupied by Meyer Segal and Associates, who will cease to be a general distributor for Fieldcrest and will service only Post Exchange accounts. Fieldcrest plans to increase substantially the stocks carried in this area and will add additional salesmen to provide intensive coverage of both the Los Angeles and San Francisco area.

"We are glad that Fieldcrest can be the first textile manufacturer to offer such service to the California area," said Mr. Raventos. "This step reflects the feeling of our company that this area is entitled to the best of service and our confidence in the continued growth and development of this area."

### Wesley Suit Appointed Director of Standards

The appointment of W. H. Suit as director of the Standards Dept., effective July 1, has been announced by Harold W. Whitcomb, assistant general manager. Mr. Suit will continue to report to E. W. Medbery, production manager as in the past. The title



"Assistant Director of Standards" previously held by Mr. Suit, will be discontinued.

A native of Burlington, Iowa and a graduate of Iowa State College, Mr. Suit (Continued on page five)

### Organization Changes Announced At Bleachery And Finishing Mill

In organizational changes recently announced John W. Arnall, assistant superintendent of the Finishing Mill, was given the additional responsibility of the supply room, the Bleaching-Cloth

Finishing and Piece Dyeing departments. Marvin E. Clifton, formerly second hand, was promoted to assistant foreman in the Sheet Cutting and Sewing department.



Mr. Arnall has been assistant superintendent of the Finishing Mill since July

1, 1948. Prior to joining Fieldcrest in the Napping Dept. in October, 1945 he had worked at Dan River Mills and the Eagle & Phenix Mills. He is a native of Georgia and a graduate of Georgia Tech, majoring in textile engineering.

Mr. Clifton was born in Leaksville, a son of Mr. and Mrs. W. E. Clifton. Following graduation from Leaksville high school in 1942 he went to work as a sweeper at the Sheeting Mill, later working as a card tender. He served in the Marines from 1943 until 1946 and upon his return resumed his work at the Sheeting Mill.

He was employed as a laboratory technician in the Research and Quality Control Dept. from November 1948 until his transfer to the Bleachery as a section man in August 1950. He became second hand in May 1951. He graduated from Perry Business School in Martinsville, Va., by attending night school there for three years. He has completed International Correspondence Schools courses in general accounting and industrial accounting and is now working on the ICS cost accounting course.



### Miller Chosen Head Of Blue Ridge Conference



Macon P. Miller, director of industrial and public relations at Fieldcrest Mills, was elected chairman of the board of directors of the Southern Industrial Relations Conference, at its 33rd annual meeting at Blue Ridge. Mr. Miller has long been active in the conference and first became a member of the board of directors in 1932, the same year the late L. W. Clark, former general manager of the mills and one of the organizers of the conference, completed his last year as a board member.

In the picture above, left to right are: H. Gordon Smith, executive vice president, U. S. Rubber Company, New York, whom Mr. Miller succeeded as chairman; Mr. Miller; and Charles R. Younts, president of the Plantation Pipe Line Company, and a member of the board of directors of the conference.

### Claude E. Smith Joins Karastan Sales Dept.

Claude E. Smith has joined the Karastan sales department as sales representative for the Northwest territory. In this newly-created position Mr. Smith will cover Washington, Oregon, Montana, Wyoming, Utah, Colorado, Idaho and western Canada.

Before joining Karastan, Mr. Smith was sales manager for Sunset Floor Coverings in Los Angeles. He had previously been with Oriental Rug Cushion Co., in a sales promotion capacity, covering the Northwest, and with Murray Marsh distributor, as branch manager of the Portland office.

Mr. Smith started his career with Montgomery Ward as special sales agent, covering the Northwest for twelve years.