

New Lines Are Shown At Sales And Distributors Meetings

Wholesale Distributors And Sales Personnel Hold Sessions In Atlantic City

New merchandise, styles and colors to be introduced by Fieldcrest in 1954, advertising plans and new store fixtures were on display for distributors and sales personnel of Fieldcrest at a meeting in Atlantic City last week.

Fifty-six distributors from all over the country, and Fieldcrest men from New York, the mills and the various sales districts attended the meeting which was held at the Claridge Hotel. President Harold W. Whitcomb addressed both the Company salesmen and the distributors. E. W. Medbery, R. H. Tuttle, and S. H. Fifield reported on mill activities and developments.

G. W. Moore, T. F. Young, E. Stanley Klein, Jr., C. E. Moulton and T. H. Ducey introduced the new colors and patterns in blankets, electric blankets, bedspreads, sheets and towels. All of the new items were attractively displayed in sample rooms throughout the meeting.

H. L. McClinton and W. C. Pank of Fieldcrest's advertising agency, Calkins and Holden, Carlock, McClinton and Smith, discussed the "Trousseau Luxury" advertising campaign, and displayed advertisements which will appear in national magazines during the first part of 1954.

Chatter vs Jabber

(Central Warehouse)

By GERALDINE PERKINS

Judy Martin attended the Senior-Sophomore Christmas party at Catawba College Saturday, December 12.

Our best wishes to Doris Bondurant and Carlton Powell who were married December 7. Carlton is in the Navy and has just returned from Korea. He will be stationed at May Port, Fla. and Doris will remain with her parents.

Congratulations to Mary Ann and Jack Simpson upon the arrival of a son, John Merriman December 4. Mary Ann formerly worked in the Billing Dept.

Lucy Connor was in Floyd recently to see her sister, Mrs. Beluah Kaigas of New York, who is visiting their parents Mr. and Mrs. Will Dillon.

Mr. and Mrs. Edward Hall attended the State Farm Insurance Co. dinner at the O'Henry Hotel in Greensboro Friday night.

The Addressograph Dept. honored Preston Meeks, a December bride-elect, at a dinner on Thursday evening. She was presented china in her pattern.

Helen Dodez left for Shreveport, La. Friday night. Her husband, Roy, of Camp Pendleton, Calif. will join her and they will visit his parents for several days.

Marie Maness celebrated her 19th birthday December 16th. We hope she will have many more.

Mills To Observe Christmas Holiday; Schedule Announced

All plants of Fieldcrest Mills will close for the Christmas holidays at the end of the third shift Thursday, December 24, at 7 a. m.

Mills on a six-day schedule will start up Sunday, December 27, at 11 p. m. Mills on a five-day schedule will start up Monday, December 28, at 7 a. m.

Payroll checks for week ending December 20 will be distributed at the mills Wednesday, December 23.

Christmas Day Pay

Straight-time pay for an eight-hour work day will be paid to each hourly paid employee for Christmas Day, provided his name appears on the active payroll for the week including the holiday and he worked his last scheduled work day before and his first schedule work day after the holiday.

Pay for Christmas Day will be included in the regular pay check for the week ending January 10, 1954.

For the New Year holiday, all mills will close at the end of the second shift Thursday, December 31, at 11 p. m. All mills will start up at the beginning of the first shift Monday, January 4, at 7 a. m.

Certain departments in the mills will close earlier and start up later in order to complete the taking of inventory. Employees affected will be notified of any change in the above schedule. Mills that are normally paid on Friday will be paid on Thursday, December 31.

All Fieldcrest offices will be closed for the Christmas holidays Thursday and Friday, December 24 and 25, and for the New Year holiday Friday, January 1.

Premiums Waived

The Company has announced that due to favorable experience during the insurance year, Group Insurance premiums for the four weeks ending December 13, 20, 27, 1953 and January 3, 1954 will be waived.

The waived premiums for this period, together with two weeks waived for the vacation period in July, make a total of six weeks waived for the insurance year. These premium waivers together make a reduction of 11.7 per cent in the annual cost of Group Insurance to employees.

Store Schedule

The Employees Store at Spray will remain open Thursday, December 24 (Christmas Eve). The store will be closed for the Christmas Holidays Friday, December 25, Saturday, December 26, and Monday, December 28.

The store will be open until noon on Tuesday, December 29, but will be closed for inventory from Tuesday at noon until Monday, January 4, when it will reopen on regular schedule.

University Group Visits Karastan Mill



Twenty business administration majors from the University of North Carolina, Chapel Hill—members of the Delta Sigma Pi professional fraternity—are pictured in the showroom at

Karastan during their visit to the rug mill December 9. The group, with professional chairman Jim Blanchard as leader, visited Fieldcrest as a part of their professional activities.