

Fieldcrest®



MILL WHISTLE

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Rug Sales Meet Held In Chicago

The Karastan division held a sales meeting at its showrooms in the Merchandise Mart in Chicago on January 2. Walter B. Guinan, vice president in charge of Karastan sales and Hugh Feeley, sales manager, conducted the meeting. Attending the meeting, which preceded the January 3 opening of the Chicago Home Furnishings Market, were Karastan salesmen from all over the country.

Mr. Guinan discussed style cycles and trends in home furnishings, emphasizing the return of rugs, and the increase of pattern in floor coverings following a long period of solid-color wall-to-wall carpeting. In presenting the new line to the salesmen, he emphasized how the new patterned floor coverings do not revert to the past but fit in with today's overall trends in home fashions.

President H. W. Whitcomb, vice president E. W. Medbery and J. M. Norman, manager of the Karastan mill, all spoke. F. W. Hoit, vice president in charge of domestic sales, was introduced and addressed the group.

William C. Pank of Calkins and Holden, the Company's advertising agency, outlined advertising plans for the spring and showed color photographs which will appear in national magazine advertising. Miss Ardelle Coleman, merchandise publicity manager, listed some forthcoming publicity in national magazines on the new rugs.

Outstanding New Patterns

At the Merchandise Mart, the new Karastan rugs appeared in various exhibits, calling attention to the outstanding new patterns. One of the new Desert Collection was featured in "Look Homeward, America" in a home setting designed by Everett Brown, one of five settings to appear in color in LIFE magazine, issue of February 21.

Two Karastan rugs appeared in the NBC-TV "HOME" program as telecast from the Merchandise Mart on January 3. Two of the new items are included in the HOUSE AND GARDEN Color Show, a permanent exhibit at the Mart which is changed semi-annually. Several of the new "Desert Collection" area rugs were used as accents in the exhibit of the Grand Rapids Bookcase and Chair Company.

Whitcomb, President Of Company Chosen Tri-City Man Of The Year

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., has been named "Tri-City Man of the Year" by the Leaksville-Spray Exchange Club which annually honors the citizen who has contributed most to the advancement of the community.



HAROLD W. WHITCOMB
... Honored by Community ...

Mr. Whitcomb, in special ceremonies at Meadow Greens Country Club, was presented a walnut plaque with the citation inscribed on bronze.

Basis for the selection of Mr. Whitcomb was his successful direction of the mills resulting in a high level of employment and increased prosperity in the local communities. In addition, he was cited as the prime mover in the organization of Tri-City Hospital, Inc.

Mr. Whitcomb was instrumental in obtaining large gifts making possible the purchase of the privately-owned Leaksville hospital and its conversion into a public-owned community hospital. Under his leadership as president of the Board of Trustees, great improvement in hospital facilities and services was noted.

Cooperation With Towns

Other activities listed included the mill president's cooperation with the governing bodies of the recently-incorporated towns of Draper and Spray, and his support of tax-financed expanded municipal services. Also cited were Mr. Whitcomb's interest in the local fire departments, and his help to the community's first united fund drive in instituting a payroll deduction plan for Fieldcrest contributors.

Mr. Whitcomb, a native of New Hampshire, is a graduate of the University of New Hampshire. He was associated with Marshall Field & Company, Inc., in various capacities and became a divisional vice president in charge of Fieldcrest mill operations in 1946. On December 1, 1953 he became president of Fieldcrest Mills, Inc., and was elected to the Board of Directors.

He is a director of American Cotton Manufacturers Institute and chairman of the committee on education; a director of the North Carolina Textile Manufacturers Association; a trustee of the Institute of Textile Technology, Charlottesville, Va.; and a director of the Medical Foundation of North Carolina.

He is a member of the Merchants Club and the Manhattan Club, New York City.

Company Officials Will Address Council Meeting

Management reports will be given before a joint meeting of the Carolina Cooperative Council and the Junior Carolina Council at Consolidated Central Y. M. C. A., 7:30 p.m., Thursday, January 27. Harold W. Whitcomb, president, and E. W. Medbery, vice president, will review operations in 1954 and discuss the outlook for the business in the coming year.

The January meetings featuring talks by the company officials traditionally have been highlights of the Council programs. A large attendance at the meeting is expected.

January Rug Market

Karastan uses many means in getting our rugs and carpets before buyers and the public. Important in the sales program is the Home Furnishings Market where new patterns and new lines are first shown to buyers. See pages four and five for pictures of new rugs introduced at the January market.