

Fieldcrest® MILL WHISTLE

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MERRY CHRISTMAS



D. M. Tracy G. W. Moore
... In New Positions ...

Fashion Merchandising Is Cited At Our Domestic Sales Meeting

Officials from the mills, our New York sales office and our sales representatives from all over the nation attended the annual Fieldcrest domestic sales meeting at New York's Savoy-Plaza hotel December 2-4.

Re-emphasis of the Company's franchise program with relation to fashion merchandising, a new packaging program and new merchandise for spring selling were outlined during the sessions.

President Harold W. Whitcomb, speaking at a luncheon December 2, expressed faith in the continuation of favorable business conditions in the domestic field. He pointed to a rising trend toward fashion rather than price

promotion as a healthy factor in sustaining and undoubtedly improving these levels generally.

Fashion merchandising was also emphasized by F. W. Hoit, vice president of Fieldcrest in charge of domestic sales. Its increasing importance is provided, he said, by consistently bettered sales of printed sheets and blankets and the emphasis on color in all lines.

"At the same time," Mr Hoit pointed (Continued on page five)

Sales Organization Changes Announced

Organizational changes designed to strengthen Fieldcrest's domestic sales organization were announced by F. W. Hoit, vice-president in charge of domestic sales at the Company's annual sales meeting held in New York December 2-4.

G. W. Moore was promoted to the new position of assistant to the vice-president, domestic sales. He will assist Mr. Hoit in administrative matters of the division. Mr. Moore has been with Fieldcrest since 1946, and has been manager of the blanket department since 1951.

Replacing Mr. Moore in the blanket department will be O. G. Grubbs, who has been district sales manager with headquarters in Philadelphia. Mr. Grubbs joined the company in 1951. His successor in the Philadelphia office will be announced later.

D. M. Tracy, formerly district manager in the San Francisco territory, has been named to the new position of assistant to the domestic sales manager, A. S. Thompson. He has been with Fieldcrest since 1948.

G. D. Stewart will replace Mr. Tracy (Continued on page four)

A Christmas Message

Christmas 1955 marks the close of the second full year of operation under the new company, Fieldcrest Mills, Inc. This has been a year of accomplishment and progress in many different parts of our business. Our sales departments have been strengthened and improved. A very sizeable investment in new machinery and equipment will tend to keep our mills modern and competitive. We have developed some new and attractive products.

Fieldcrest Mills will show a modest profit for the year and we will finally wipe out the losses sustained during the first months of the new company's existence. We are entering the new year with a considerable backlog of orders on our books in most mills, and if general business conditions remain favorable, we expect to continue good employment and steady operations.

We still have some serious problems which must be corrected in 1956. We need the cooperation and understanding of all concerned to insure the successful and profitable operation of all our mills for the benefit of the employees, the communities, and the stockholders.

We appreciate the good work and cooperation of Fieldcrest employees for the past year. Our directors and my associates in Management join me in extending best wishes for a Merry Christmas and a Happy New Year.

Sincerely yours,

President