

Fieldcrest® MILL WHISTLE

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Number 14

Karastan Salesmen Observe Mill Operations



B. L. Ahern and R. W. Hudgins, new members of the Karastan sales force, were recent visitors at the Karastan Mill. They were taken on guided tours of each department to observe our processes in the manufacture of rugs. They also studied procedures in shipping, handling of orders, scheduling, etc.

They later spent some time at the General Office where they were introduced to various members of Fieldcrest management.

Left to right, standing, are Mr. Hudgins, J. B. Reynolds, staff assistant who acted as guide, and Mr. Ahern. Seated is Doris Owens, Designing Dept.

New Rugs Shown At Chicago Mart

Karastan exhibited its Karaleau broadloom, carved Desert Collection rugs, and other new offerings at the Chicago Furniture Market held at the Merchandise Mart in Chicago, January 9 to 20.

The international home furnishings winter market was attended by more than 40,000 exhibitors and buyers during its two-week run. The market is one of the two held every year in Chicago. They are the world's biggest wholesale home furnishings events.

Retailers from all over the country were on hand to view the new lines of merchandise, and several indicated that Karastan's line was outstanding from the viewpoint of styling, color and quality.

Observers also noticed a trend toward patterned floor coverings and toward rugs, both areas in which Karastan has taken the lead during the past two years.

The "Home" show, NBC-TV's day-
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Alan Bobbitt Promoted To Towel Mill Position

B. A. Bobbitt has been promoted to the new position of assistant to the superintendent of the Towel Mill where he will work on special assignments. He has assumed his new duties and has moved his residence to Fieldale.



B. A. Bobbitt

Mr. Bobbitt has been with Fieldcrest since he graduated from N. C. State College in the summer of 1951 with a B.S. degree in textiles. He first was a student employee in the Domestic Designing Department and, since January 1, 1953, had been assistant head of the department.

A native of Enfield, he served overseas in the Air Force during World War II and before going to State studied general engineering at Alabama Polytechnic Institute, Auburn, Alabama, and at the North Georgia Military College, Dahlonega, Georgia, under an Army training program.

Greene Named Supt. Of Synthetic Fabrics Mill

Robert C. Greene assumed his duties January 16 as superintendent of the Fieldcrest Synthetic Fabrics Mill. He formerly was with Burlington Industries, Inc and immediately before joining Fieldcrest Mills was superintendent of Burlington's weaving mill in Newton.

Mr. Greene is a native of Guilford College, and graduated from North Carolina State College in 1948 with a B.S. degree in textile manufacturing. He subsequently completed correspondence courses in general business from the Alexander Hamilton



R. C. Greene

Institute. He was a chief petty officer in the Navy during World War II. He is married and has two children. He will move his family here soon.

Council Groups Hear Management Reports

Management reports were presented by President Harold W. Whitcomb and Vice-president E. W. Medbery at a joint meeting of the Carolina Cooperative Council and the Junior Carolina Council at Consolidated Central Y.M.-C.A. Thursday evening, January 19.

J. M. Norman, Council president, presided. He appointed the following committee to nominate officers and committee chairmen to be voted on at the next meeting: H. T. Bundy, chairman, D. E. Simons, and Howard Barton.

A life membership in the Council and a plaque were presented to W. R. Gover, a charter member with 50 years of service with the Company. E. J. Hoechst made the presentation.

Attendance prizes, printed blankets, were awarded to Carl Hall and Madeline Norman.