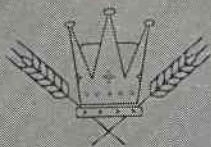


THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

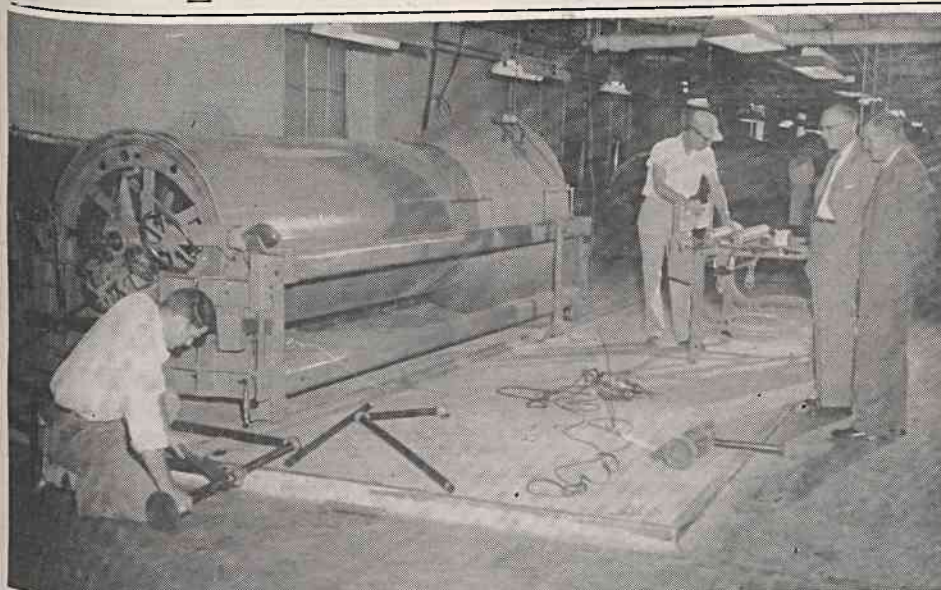
Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.

VOL. XV

Spray, N. C., Monday January 7, 1957

NUMBER 13

Bedspread Production To Increase



THIS NEW REEL is one of several new pieces of equipment being added at the Karastan Rug Mill. Maynard Cox, of the shop, erects a guard rail while William Lovick, operator, gets the machine ready for use. Looking over the new unit are Virgil Hall (left) superintendent, and C. B. Barham, foreman of winding and setting.

Additional Looms And Dyeing Equipment Being Installed To Expand Operations For Anticipated Sales Increase

Fieldcrest Mills plans to expand production and sales of its woven bedspread mill in Leaksville approximately 20 per cent by the purchase of all of the Crompton & Knowles box looms with jacquard heads and all of the beam and package dyeing equipment formerly operated by the Monument Mills, Inc. of Housatonic, Mass.

Monument Mills was an old established New England producer of woven bedspreads for more than 100 years which announced its intention to liquidate last November. The mill had been a major competitor of Fieldcrest and its removal from the bedspread market should materially strengthen Fieldcrest's position in the industry, according to a statement announcing the expansion by Harold W. Whitcomb, president of Fieldcrest.

66 Looms Purchased

Fieldcrest bought 66 looms, 50 jacquard heads of the large 1248-hook type, and four 2-kier stainless steel Smith Drum package dyeing units, three 8-port dryers and other auxiliary dyeing equipment. Two of the units will replace two cast-iron units now in use and the other two will be added to existing facilities.

Installation of the newly-acquired looms and dyeing units will enable the mill to expand production sufficiently to take care of the anticipated increased sales and at the same time make the mill more versatile with the additional dyeing capacity needed due to the more colors required for higher styling, etc.

The looms are like brand new, mostly 1949 and 1953 models, about the same type looms that would be purchased new today from the manufacturer. Of the 66 looms, 42 are 120" and the remainder 112". Fieldcrest will install 54 looms under the present jacquard heads. The other 12 have terry motions capable of weaving the loop-pile colonial type spreads and these will be grouped with the mill's present loop-pile models.

To make room for the recently ac-
(Continued on page four)

Roberts Elected Treasurer

Richmond R. Roberts has been named treasurer of Fieldcrest Mills, Inc. and will assume his duties February 1. His election came at a meeting of the Board of Directors December 13 and was announced here by President Harold W. Whitcomb.

Robert A. Harris, recently elected vice president in charge of manufacturing in addition to his offices as secretary and treasurer of the Company, will relinquish his duties as treasurer when Mr. Roberts takes over that office, Mr. Whitcomb said.

A native of Wise County, Virginia, and a graduate of Emory and Henry College, Mr. Roberts has been employed by the General Electric Company in various capacities in their accounting, financial, and operating departments since 1936.

Mr. Roberts, now of New Canaan, Connecticut, at present is staff assistant to the treasurer of General Electric, specializing in cash flow and cash and banking procedures. He earlier was
(Continued on page five)

Karastan To Show New Items At Market

Fieldcrest's annual rug sales meeting was held in the Karastan showrooms in the Merchandise Mart Saturday and Sunday, January 5 and 6, preceding the opening of the Chicago Home Furnishings Show today (Monday).

President Harold W. Whitcomb and other members of general management and Karastan mill and sales officials attended the meeting which brought together all of our road salesmen for rugs from all parts of the nation. Several of the officials remained in Chicago for the opening of the market.

Karastan's new lines for the Spring selling season are being introduced at the market. Among the items being shown are the new group of cotton Siesta Beach rugs, a completely new color line in all-wool Chateau broadloom, a fine Lyons Savonnerie carpet pattern and a
(Continued on page five)