

THE MILL WHISTLE

Fieldcrest
FASHIONS FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED AND

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

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NO. 13

Plans For 1960 Given At Sales Meeting



Opportunities Of The 'Soaring Sixties' Keynote Program; New Merchandise Shown

Approximately 150 officials from the mills, from our sales office in New York, and sales representatives from all over the nation attended the Fieldcrest annual sales meeting in New York December 12 and 13. The sessions were held at the historic Merchants Club.

The group was welcomed by F. W. Hoit, president of our Fieldcrest sales division, who used as a keynote the tremendous opportunities of "The Soaring Sixties," and outlined what the company is doing to meet the challenge of the new decade. There followed a presentation of our exciting new lines of merchandise for Spring 1960 by G. W. Moore, vice president, and the department managers.

After lunch, Harold W. Whitcomb, president of Fieldcrest Mills, Inc., reviewed our past progress and expressed his optimism for the future of our company. This was further projected by R. A. Harris, vice president in charge of manufacturing, who outlined the tremendous mill expansion program that is taking place to meet the growing demand for bed and bath fashions.

Other subjects on the afternoon agenda included advertising and promotion
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NEW SALESMEN SEE MILLS — Three new members of our Fieldcrest sales division spent several days at the mills recently to become acquainted with other members of our organization and to observe manufacturing operations. The salesmen, shown at the Bedspread Finishing Mill, left to right, are Donald Rickard, James Anderson and John Sutherland. Folder-inspector in middle is Avagill Hill.

Children's Parties Well Attended

Record-breaking crowds attended the children's Christmas parties sponsored by the Carolina Cooperative Council December 19, for the children of all employees of Fieldcrest Mills. Parties were held at Spray and at Fieldale.

At the party for children of North Carolina employees, held in the Morehead High School gymnasium, W. B. Lucas, Council president, was master of ceremonies. The Rev. J. K. McConnell, industrial chaplain, gave the invocation. President Harold W. Whitcomb spoke briefly to extend holiday greetings from the Company.

The famous Charlotte Boys Choir presented a colorful and fast-moving variety show which was greatly enjoyed by the children and by the Council members attending. It was the second consecutive year that the boys choir had performed at children's parties sponsored by the Carolina Council.

Ralph Figue, attendance chairman,

conducted the drawing for attendance prizes among the members of the senior and junior Councils. Casco automatic electric griddles were won by Eugene Murray, of the Karastan Rug Mill, and Bill Murphy, Automatic Blanket Mill.

Elice Dodson, of the Eleachery, and Dorothy King, of the Central Warehouse, won bath sets and Lonnie Casper, of the Automatic Blanket Mill, and J. T. Sparks, of the Comptroller's Department, won dressed turkeys.

At the party for the children of Towel Mill employees, held in the Fieldale High School auditorium, D. A. Purcell, manager of the Towel Mill, was master of ceremonies. The invocation was given by the Rev. Raleigh H. Mann, pastor of the Fieldale Methodist Church. Robert A. Harris, vice president in charge of manufacturing, spoke briefly to extend greetings on behalf of the Company.

The Boys Choir also furnished enter-

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Tri-Cities On Top In State's Fund Drives

The Tri-Cities set a state-wide record by raising 129% of their goal in the recent Community Fund Campaign.

A bulletin listing results all over the state was released recently by Carolinas United Community Services at Charlotte. The report, up to date as of December 10, showed the Tri-Cities raised \$65,250 against its goal of \$50,508.

Fieldcrest employees were the most important single factor in the success of the Tri-City Community Fund drive. Fieldcrest employees gave approximately \$40,000 and the Company gave \$5000.