

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

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Employees Give \$37,281 In Fund Drive



NEW MILL SIGN — Visible for some distance both day and night is this large sign which has been placed atop the mill at the Karastan Spinning Division at Greenville. The green and gold sign is illuminated at night and presents a striking view when seen from highways approaching Greenville.

25-Year Club Meet Set For Saturday, Nov. 17

A large attendance is expected at the 20th annual meeting of the Fieldcrest Mills 25-Year Club Saturday, November 17, at 7:30 p.m. in the Morehead High School auditorium.

A high percentage of the members—those employees with 25 or more years of continuous service—are expected to be present for the program. Wives and husbands of the 25-Year Club members will attend as guests.

Prior to the entertainment part of the program, President Harold W. Whitcomb will speak to the long-service employees. He is expected to discuss the company's operations and its plans for the future.

Entertainment will be provided by the Flatt and Scruggs Show, a Grand Ole Opry act from Nashville, Tenn. This group is popular in the area and is expected to attract a big crowd.

During the meeting, a number of the newer products of the company will be

awarded as attendance prizes in drawings among the members present.

Invitations and tickets are to be sent to the 25-Year Club members this week.

Smithfield Campaign Meets With Success

The United Fund drive at the Automatic Blanket Plant in Smithfield was completed Friday, November 2. Employees gave \$4,098.84, which with the company's gift of \$500 makes a total contribution of \$4,598.84 by the Smithfield employees and the company.

The average contribution was \$12.61 per employee who participated. A sizable number gave a day's pay or more, and 81 per cent of all employees in the plant made contributions in some amount.

More details on the Smithfield campaign will be carried in the next issue of *The Mill Whistle*.

Fieldcresters Praised For Generous Support

In outstandingly generous support of the Tri-City Community Fund, Fieldcrest employees contributed \$37,281 in the annual finance campaign which had been virtually completed in the mills and offices by Monday, October 29.

In addition to the employees' gifts, the company through the Fieldcrest Foundation will contribute \$6,000 to the fund. The combined donations of the employees and the company, totaling \$43,281, amount to 71 per cent of the community-wide goal of \$60,813.

Although the drive at Fieldcrest has been substantially completed, a scattering of pledge cards, late for various reasons, are yet to come in. This means that the final figure will be somewhat higher than the above.

C. J. Frank, who headed the Fieldcrest campaign as well as the over-all industrial division, said he was "tremendously pleased" with the response at Fieldcrest and expressed appreciation to all who contributed for their excellent support.

Arthur L. Jackson, general chairman of the Community Fund drive in the Tri-Cities, praised Fieldcrest employees
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Bedsread Mill Again Winner Of Plaque

Employees of the Bedsread Mill, for the fourth consecutive year, won the President's Plaque, given by President Harold W. Whitcomb to the mill with the highest percentage of employees pledging a day's pay in the Tri-City Community Fund campaign.

Just over 76 per cent of the Bedsread Mill employees had pledged a day's pay by noon Monday, October 29. The runners-up for the President's Plaque were the Bleachery where 74 per cent of the employees gave a day's pay and the Sheet Finishing Mill where 73.9 per cent contributed on the day's pay basis.

The Blanket Mill employees contributed \$6,194.62 to lead all of the mills
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