

MERRY CHRISTMAS

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWERLOOMED RUG

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NO. 12

Sales Meeting Presents NEW Fieldcrest

New 1963 Merchandise Is Shown At Annual Gathering Of Sales Organization In New York

The week end of December 7-9 marked the occasion of the annual Fieldcrest sales meeting which was held at the Westchester Country Club, Rye, New York and at the Savoy Hilton Hotel, New York City. About 120 members of the nation-wide sales organization and mill executives attended.

Frederic W. Hoit, a vice president of the company and head of the Fieldcrest sales division, opened the series of meetings by welcoming the entire group to THE Wonderful NEW World of FIELDCREST, explaining that everything that has taken place up until now has only been setting the stage for greater achievements ahead.

He then introduced Harold W. Whitcomb, president of Fieldcrest Mills, Inc., who further expanded the theme on the tremendous growth of Fieldcrest during the past eight years. Mr. Whitcomb indicated that 1962 had been a banner

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Children's Parties

As The Mill Whistle went to press Friday, everything was in readiness for company - sponsored Christmas parties for the children of employees in all plant locations.

The parties were scheduled for Saturday morning at Fieldale, Saturday afternoon at Spray, Sunday afternoon at Greenville and Sunday evening at Smithfield.

At each party, the program was to include greetings from the management of the company, entertainment by Renee and Jim; the Daring Chimps; and Alex Houston with Elmer. Santa Claus was to appear at the parties and to present a treat to each child.

A Christmas Message

FROM OUR PRESIDENT

As another year draws to its close, it is again my privilege to address all Fieldcrest people through the columns of The Mill Whistle.

The past year has been eventful in a number of ways for our company. Payrolls, shipments, and profits will establish new highs. The acceptance of our Fieldcrest and Karastan products by consumers throughout the nation continues to grow. Our reputation for quality, style, service, and fair dealing is firmly established with thousands of customers who find it profitable and worthwhile to stock and sell our merchandise.

A milestone in Fieldcrest history was reached in October when 300,000 shares of our stock were sold to the general public. We now have more than 1,600 share owners in more than 40 states who have a direct and important interest in our success and our activities. In my opinion, this broadening of our ownership will have an important influence in our continued growth and strength.

A substantial capital program in 1962 has strengthened many of our mills and processes, enabling us to improve our merchandise, reduce our manufacturing costs, meet our competition and maintain our leadership in our branch of the industry. Our new Karastan Service Center in Spray and a new Fieldcrest Service Center in Cleveland, Ohio, have greatly facilitated our service and shipments to our many customers in the eastern states. This week end, our Fieldcrest sales headquarters in New York are being moved to our new showroom and offices on West 40th Street. We believe this will be the most beautiful and functional sales quarters in our industry and will help us to display and sell more of our Fieldcrest products in the future.

I am reluctant to predict what 1963 will hold for us. Business generally is rolling along at a good clip. Our new lines, to be introduced in January, are beautiful and we think will

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