

# THE MILL WHISTLE

*Fieldcrest*

COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*

AMERICA'S FINEST TOWEL CLOTHED AGE

FIELDCREST MILLS, INC. • Plants at Draper, Greenville, Leaksville, Mount Holly, Smithfield and Spray, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

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## Fieldcrest Mills, Inc. Now 10 Years Old

### Modernization, Expansions, And New Acquisitions Mark First Decade Of Ownership

October 1, 1963, marked the 10th anniversary of the purchase of the mills by the new corporation, Fieldcrest Mills, Inc. The decade has been one of significant growth and improvement, including acquisitions, modernization, expansions and new construction.

In the 10-year period the company's sales grew from \$39 million in 1953 to close to \$100 million at the current rate of operations. The tremendous increase in sales resulted from the company's strong styling, marketing and manufacturing improvement programs.

Since its formation the company has constantly upgraded the styling and quality of its product lines, has improved manufacturing techniques and has invested more than \$21 million in plants and equipment.

In addition, substantial investments have been made in improvements of the company's managerial, sales and production organizations. Both Fieldcrest and Karastan sales organizations were reorganized and strengthened.

Recently organized separate sales forces within the Fieldcrest sales division sell a complete line of domestics nationally under the St. Marys label,



Exemplifying advancement of Fieldcrest in first 10 years is new General Offices building at Spray. See anniversary pictures and stories on pages 6, 7, 9 and 12.

and under private labels to leading mail order houses, retail chains, retail buying groups and wholesale jobbers.

The number of people employed by the company has grown from 4878 in

1953 to approximately 7,500 at present. Some of the additional employees are due to the expansion of existing operations and the remainder to the acquisition of additional mills.

Beginning with the purchase of the St. Marys Woolen Manufacturing Company (Continued on Page Nine)

### Moore Appointed President Of Sales Division

G. William Moore was appointed president of the Fieldcrest sales division, effective October 1. Mr. Moore also was elected a vice president of Fieldcrest Mills, Inc. He succeeds Frederic W. Hoit, who has resigned.

The promotion of Mr. Moore was announced here by Harold W. Whitcomb, president of Fieldcrest Mills, Inc.

With the company since 1946, Mr. Moore served as a member of the sales organization and as sales manager of the blanket department. He became merchandising director in 1955 and in 1957 was appointed vice president in charge of merchandising.

A native of Philadelphia and a graduate of DePauw University, Mr. Moore served four years in World War II as a captain in the U. S. Marines. He remains a member of the Marine Corps Reserve. He is married and has two children. The family lives in Rumson, N. J.



G. WILLIAM MOORE

### Gets NCTMA Honor

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., was advanced from second to first vice president of the North Carolina Textile Manufacturers Association at the group's annual meeting at Pinehurst Thursday and Friday, October 3-4.

Mr. Whitcomb, in the normal course of events, will become the president of the association for 1964-65.

In the election Friday, Marshall Y. Cooper, of Harriett and Henderson Cotton Mills, Henderson, was moved up from first vice president to president for 1963-64, succeeding Hal W. Little, of Wadesboro, who is president of the Little Cotton Manufacturing Co.

The NCTMA is the state trade organization for the textile industry and maintains headquarters in Charlotte.