

Sales Meeting

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Whitcomb reviewed the progress of Fieldcrest Mills, Inc., to date and told of some of the company's future plans.

Robert A. Harris, vice president, manufacturing, Fieldcrest Mills, Inc. reported on production operations and new developments and progress at the mills. He reviewed some of the major improvements in buildings and machinery and other advances in the manufacturing end of the business.

The meeting was conducted by G. W. Moore, president of the Fieldcrest marketing division. After an introduction by F. W. Green, vice president, merchandising, the product managers presented the new items in their respective lines.

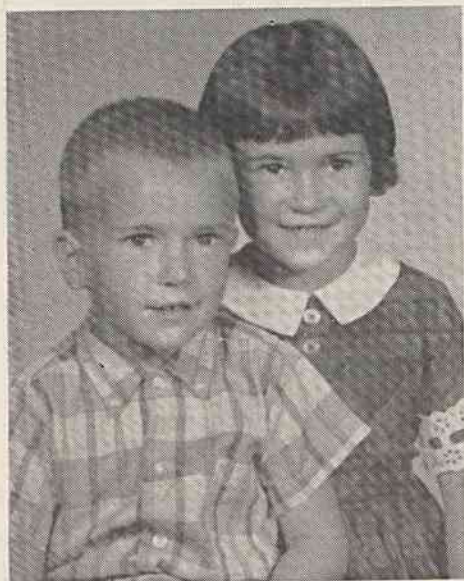
Mr. Green then discussed the merchandising program and K. G. Agnew, Jr., director of advertising and sales promotion, outlined advertising plans for 1965 and gave a preview of four-color magazine ads and promotional material for stores.

A. S. Thompson, vice president, sales, presided at the second day's meeting. He reviewed the results in 1964 and presented the sales program for 1965. This was followed by a discussion of the sales program by D. M. Tracy, Eastern sales manager; W. I. Krohn, Western sales manager; and G. W. Chapin, St. Marys sales manager.

The two-day main meeting was followed by smaller meetings with individual groups of district managers and salesmen to permit more detailed discussions and questions and answers.

The meeting ended on a note of strong optimism and full confidence on the part of everyone that the goals for 1965 will be met.

Roberson Children



Janice Naomi, six, and William Anthony, five, are children of Mr. and Mrs. Charles W. Roberson of Route 1, Leaksville. Mr. Roberson is a slasher operator at the Bedspread Mill. Grandfather, Frank W. Roberson, is a mechanic at the Karastan Rug Mill.



SWINGING ON A STAR — Fieldcrest Mills' entry in the Tri-City Merchants Association Christmas parade, a large professionally-built float called "Swinging on a Star" carries, from left, Anne McIver, Karastan Designing; Leticia Hunter, Central Warehouse Office; Elizabeth Puckett, Data Processing Department; and Brenda Noles, Blanket Mill Inspecting Department.

Fieldcrest Men Enjoy 'Unbelievable' Fishing

Groseclose And Powell Catch 25 Sailfish In Spectacular Run Off Palm Beach, Fla.

Two Fieldcrest men enjoyed "unbelievable" fishing when they experienced a spectacular sailfish run off Palm Beach, Florida.

Staying over for a day of vacation following the Fieldcrest sales meeting held at Hollywood Beach, Florida, J. P. Powell, manager of sheet operations and W. P. Groseclose, manager of the Fieldcrest Store, caught 25 sailfish in five hours of fishing. Prior to going to Florida for the sales meeting, neither had ever hooked a sailfish before.

Their catch of 25 was the top during the day. There was no mate aboard the boat but when the two fishermen hooked three sails at once they managed to whip all three. They ran out of bait and had to use two small fish coughed up by a dolphin they had caught.

"We caught two sails on one bait," Mr. Powell said. "The first fish we caught on the bait did not tear it up badly so we used it again and got another sail."

Almost A Ton Of Fish

Mr. Groseclose estimated that they caught almost a ton of fish since most of the 25 sails weighed from 60 to 70 pounds. The longest measured about eight feet, with the average being about seven feet.

The record-breaking catch by the Fieldcrest men received wide publicity in the Florida newspapers and Mr. Powell and Mr. Groseclose were interviewed for radio and television.

The unusual sailfish run was termed by one of the local gamefish guides as

"the best in eight years". It was triggered by a cool northwester which sent schools of small migratory fish streaming into the waters off Palm Beach. One of the boat skippers described the area between the Seminole Golf Course and Jupiter Inlet as "alive with fish."

Victor Gammons

The accompanying picture shows Victor Gill Gammons, four months old when the picture was made. He is son of Mr. and Mrs. Sammy Gammons of West Washing Street, Leaksville, and grandson of Mr. and Mrs. Jasper Gammons, both of whom are employed at the Blanket Mill in Draper.



Walton East, Jr.



Walton East, Jr. is son of Mr. and Mrs. Walton East of Leaksville and grandson of Mr. and Mrs. C. E. Blackwell and of Mrs. J. S. East, Sr. of Draper. Mr. Blackwell is a retired employe of the Blanket Mill Wool Picking Department and Mrs. Blackwell (Gracie) is

employed in the Blanket Mill Wool Spinning.