

THE MILL WHISTLE

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

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Some of the Sears, Roebuck and Co., executives who visited the mills recently are shown during a mill tour on which they were accompanied by President Harold W. Whitcomb. From left to right are Carl E. Lind, supervisor, Department 696; A. K. Walton, vice president, factories; J. T. Moran, supervisor, Department 624; L. E. Oliver, vice president, southern territory; and Mr. Whitcomb.

Sears Executives Hold Meeting At Mills

High-ranking officials of Sears, Roebuck and Co., a major customer of Fieldcrest, toured the domestics mills in the Tri-Cities and Fieldale, Va., recently and held a meeting at the Meadow Greens Country Club, Spray.

The group of about 25 Sears executives from Chicago, Atlanta, and Greensboro was headed by A. K. Walton, Chicago, vice president-factories and L. E. Oliver, Atlanta, vice president-southern territory. The meeting was arranged and conducted by Carl E. Lind, Chicago, supervisor-Department 696.

Accompanied by Fieldcrest officials, the visitors toured the domestics mills and the quality testing laboratories to see Fieldcrest's equipment and facilities.

At their opening meeting at the clubhouse, Harold W. Whitcomb, president of Fieldcrest Mills, Inc., made a brief talk in which he welcomed the visitors and told of the fine relationship that has existed between Sears and Fieldcrest over a long period of years.

Discussions at the meeting centered around Fieldcrest's unique capabilities to produce the highly-styled merchandise which Sears sees as an ever-expanding part of its business.

At the afternoon session, new lines of merchandise manufactured by Fieldcrest for Sears were presented. The review of new products was followed by an exchange of ideas among Sears officials responsible for the various product lines and between the Sears group and Fieldcrest executives.

In addition to the members of the company's general management present at the meeting, the following attended from the Fieldcrest Marketing Division, in New York:

G. W. Moore, president of the division; E. S. Klein, Jr., vice president-specialty sales; F. W. Green, vice president-merchandising; H. A. Brown, C. E. Moulton, O. G. Grubbs and J. H. Byler, department managers, respectively, for towels, sheets, blankets and bedspreads; and F. X. Larkin, product manager, Towel Department-Muscogee.

To Visit Holy Land

A visit to the Holy Land will be the highlight of a tour to be made this summer by Alice Howard, a cloth inspector at the Blanket Mill. See page two for story on her plans to visit 11 countries in Europe, Asia and Africa.

Company Buys Large Acreage Near Draper

Fieldcrest Mills, Inc., has announced the purchase of the Union Carbide Corporation property consisting of 815 acres of land in Leaksville Township on Dan River adjoining Duke Power Company's steam generating plant.

The tract, fronting on the river for nearly two miles downstream from the Duke Power plant, is part of the old Sharp plantation. The land once belonged to Col. Thomas Sharp, a big land - owner whose property included large acreages in the Draper vicinity.

Union Carbide decided that it would not proceed to construct a plant on this property as intended when it acquired it and wished to convey the property to a purchaser who could utilize the property for industrial purposes to the benefit of the neighboring communities.

In its expansion locally during the past several years, Fieldcrest has outgrown its present mill locations in the Tri-Cities and has reached the limit of its own land. The necessity to provide adequate parking facilities for employees has made it mandatory that new industrial locations have larger land areas than has been the case in the past when most of the employees lived within walking distance of their work.

The former Union Carbide property, in addition to providing ample space, is well situated along the river and is accessible to railroad and highway transportation. Fieldcrest stated that its future expansion in the Tri-Cities would probably be at this location.

Plans are now in progress to construct a sheet sewing-warehouse and service operation on the site within the next 12 months.

Litter 'Pick-Up' Day Is Scheduled For April 3

The first phase of the Tri-Cities beautification program will open Saturday, April 3, with litter "pick-up" day. With assistance from garden clubs of the area, the Boy Scouts, and young people from the YMCAs, trucks will make rounds to collect litter that has been carelessly dropped in public places.

Paul L. Peterson, chairman of the beautification committee, said detailed plans for the Clean-Up Month, planned for April, will be announced this week.