



THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST POWER LOOMED RUGS

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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NO. 12

'Way Of Living' Is New Sales Theme

A Christmas Message

FROM OUR PRESIDENT

Once again it is my privilege to greet our 10,250 employees through the Christmas edition of The Mill Whistle.

1965 has been a record year for our Company in sales, earnings, dividends, capital expenditures, employment, growth and progress. For the fourth consecutive year employees have received a general wage increase. A greatly improved insurance, health and accident plan for all employees has been installed with greater participation by the Company than in the past.

The Federal Government has improved the Social Security system with higher benefits for retired employees as well as the Medicare program which takes effect July 1, 1966. The Company pays one-half of the additional costs of these programs, a very substantial sum of money.

As I have told you many times in the past, only a strong, profitable company can afford to constantly increase the earnings and the fringe benefits of its employees and remain profitable and healthy itself.

Our management group derives great satisfaction from knowing that the success of the Company enables all of its employees to enjoy a continuously higher standard of living. A short ride around the communities in which our plants are located, a look at the cars in the mill parking lots, the neat, attractive homes built or being built, the beautiful new churches, the healthy, well-dressed children on their way to our good schools, all reflect the progress that you and the Company are making as we work harmoniously and cooperatively together.

Under the Civil Rights Act of 1964, the Company has complied with its requirements. We have added many good colored employees to our payrolls in addition to the large number we had previously employed.

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New Merchandise Shown, Sales Program Outlined At General Fieldcrest Sales Meeting

The Fieldcrest Marketing Division held its Spring '66 Sales Meeting over the weekend of December 4, at the Hollywood Beach Hotel in Florida. Total attendance was 138.

The meeting was opened on Saturday morning by G. W. Moore, division president and newly elected executive vice president of the company, who announced several organizational changes and introduced the Spring theme, "Fieldcrest is a Way of Living". He was followed by A. S. Thompson and D. M. Tracy who outlined the sales programs and objectives for the first half of 1966.

Other subjects covered at the Saturday meeting were the European market, bulk sales activities, mill operations, and finance. F. W. Green, executive vice president of the Fieldcrest Marketing Division, showed the new "one-looks" and the meeting was concluded with the presentation of the upcoming advertising program.

On Sunday the department managers showed the new items being introduced for Spring selling. Harold W. Whitcomb, president of Fieldcrest Mills, Inc., then spoke about overall Company operations and discussed the newly announced organizational changes.

Monday was given over to "workshop" sessions, permitting the field sales staff an opportunity to discuss their individual market conditions with the department heads and product managers.

"Fieldcrest is a Way of Living" highlights the new designs and patterns that have been in process for the past several months. The "Country Look" features Bandanna, Crazy Quilt, and American Sampler, all of which are fully coordi-

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