

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST CARPET-APPROVED RUG

FIELDCREST MILLS, INC. • Plants at Asheville, Draper, Forest City, Greenville, Laurel Hill, Lookville, Mount Holly, Salisbury, Smithfield, Spray and Warchville, N. C.; Fisdale, Va.; Columbus, Ga.; Philadelphia, Pa.; and Auburn, N. Y.

VOL. XXVI

Spray, N. C., October 23, 1967

NO. 8

Give A Fair Share To Community Fund

Smithfield Concludes Successful Campaign

In their highly successful United Fund campaign, 84% of the employees of the Automatic Blanket Plant at Smithfield made contributions. Of the 446 employees solicited, 275 pledged donations in some amount.

A total of 265 persons pledged the "Fair Share" amount, representing 71% of those who gave and 59% of the total number of employees contacted.

Robert F. Sambleson, plant manager, and John J. Beck, area personnel manager, expressed appreciation to the employees for their fine support of the campaign.

Winners in the drawing held among those who contributed a "Fair Share" or more were Linda F. Miller, of the Control Assembly Department, who won an Airspun cellular blanket; Archie Artis, of the Shipping Department, who won a towel set; and Eugene A. Flinter, of Data Processing, who won a sheet and pillow case set.

Moore Is Speaker At 25-Yr. Club Meeting

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Fieldcrest Mills is closer to the consumer than the average company because such a large part of our production is in finished goods ready for the retail counters. Therefore, satisfying the consumer is of the utmost importance. G. William Moore, president of Fieldcrest Mills, Inc., told 25-Year Club members from the Bedspread and Bedspread Finishing Mills at their annual luncheon.

For a company to succeed, it must please the customer and that means providing top styling, quality and service. Each of these key factors is largely dependent on the knowledge, skills and attitudes of people, he said.

Mr. Moore reviewed the progress and growth of the company and cited the tremendous expenditures made by Fieldcrest for modernization of existing mills and acquisition of other plants. He said we are fortunate in having a Board of Directors that believes in put-

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Solicitations Begin In Annual Campaign; Prizes Will Be Given

Solicitations in the Tri-City Community Fund campaign in Fieldcrest plants and offices were to begin Monday and were expected to be completed by the end of this week.

Each employee is to be contacted and invited to pledge a contribution in support of the 11 community-service agencies included in the Fund. It was expected that the Fieldcrest contributions would again be a major factor in meeting the community-wide goal of \$90,000.

Graham Phillips, assistant to the director of standards, is chairman of the Fieldcrest campaign. The manager of each mill is chairman for his mill, with the assistant managers and superintendents as co-chairmen. Heads of major staff departments are in charge of the campaign in their respective departments.

Employees who pledge a "Fair Share" and departments in which 100 per cent of employees give a "Fair Share" in the Tri-City Community Fund campaign will be eligible for valuable prizes.

In addition, plaques, certificates and other honors will be given departments

with 100 per cent participation on a "Fair Share" basis.

The President's Plaque is to be given by President G. William Moore to the mill which has the highest percentage of employees giving a "Fair Share". The plaque will be held for a year by that mill and will rotate to next year's winner. The staff department having the highest percent of "Fair Share givers" will receive a similar plaque.

Certificates of Merit will be presented by the Tri-City Community Fund to each mill department and staff unit in which all employees give "Fair Share".

Employee contributions may be in the form of a pledge which can be paid in small installments through payroll deductions over a 12-month period. A large number of employees are already signed up for continuing deductions on a "Fair Share" basis.

Each employee who pledges a "Fair Share" will be eligible to have his name in his mill's drawing for a \$15 gift certificate good for any purchase at the Fieldcrest Store.

In addition, the names of all employees who pledge a "Fair Share" will be included in the drawing for a

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Guinan Heads Carpet Institute Board

Walter B. Guinan, a vice president of Fieldcrest Mills, Inc., and president of the Karastan Marketing Division, has been elected chairman of the board of trustees of the American Carpet Institute, Inc.

His election was announced at the Institute's recent 40th annual meeting. He succeeds Horace C. Jones, president of Lees Carpets, a division of Burlington Industries, Inc., who has served as chairman of the ACI Board of Trustees for the past two years.

Mr. Guinan became a vice president of Fieldcrest Mills, Inc., in 1954 and president of the Karastan Marketing Division in 1957. He was given the additional responsibility for all marketing functions of Laurelcrest Carpets, a division of Fieldcrest Mills, Inc., when the Company purchased the former Morgan Carpet Mills in December, 1966.

Prior to his tenure with Fieldcrest Mills, Mr. Guinan spent 24 years at

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WALTER B. GUINAN