

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
LIFESAVED AND BATH



Karastan

AMERICAN MADE POWERLOOMED RUG

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NO. 9

Good Response Given In Fund Campaign

Fieldcrest employees have pledged approximately \$65,000 in the Eden United Fund campaign, a preliminary tabulation shows, and the total could possibly go higher when the final results are determined.

Robert L. Moore, a regional personnel manager who is chairman of the campaign at Fieldcrest, said the solicitations apparently were successful in all locations. He said the final figures will be published as soon as they are available.

Mr. Moore announced that the drawings for prizes among those who pledged on the Fair Share basis will be conducted at the Fieldcrest Store Thursday, November 6, at 1:30 p.m. Employees

representing all mill divisions and the staff departments are to attend.

A 23-inch screen color television set will be given as the grand prize in a drawing among the names of all employees, mill and staff, who pledged a "Fair Share."

A number of \$15 gift certificates good for any purchase at the Fieldcrest Store will be awarded in drawings among the names of the Fair Share contributors in each mill division and in the staff departments.

Also, plaques, certificates and other honors are to be awarded to departments in which 100 per cent of the employees pledged a "Fair Share."

The President's Plaque will 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 per cent of "Fair Share givers" will receive a similar plaque.

Certificates of Merit will be presented by the Eden United Fund to each mill department and staff unit in which all employees gave a "Fair Share."

All pledges or cash contributions which were reported by noon Tuesday, October 28, will be counted in determining winners of the prizes, plaques and certificates. Recipients are to be announced in the next issue of The Mill Whistle.

The campaign in the community outside of Fieldcrest Mills is still in progress and will continue until the over-all goal of \$105,000 has been met, Eden United (Continued on Page Three)

Sales Up, Earnings Dip During Third Quarter

The Company's sales in the third quarter of this year were \$56,728,000, up 7% from \$53,184,000 in 1968, it is announced by G. William Moore, president of Fieldcrest Mills, Inc.

Total sales in the first nine months of 1969 were \$147,776,000, up 3% from \$143,002,000 in 1968.

In the third quarter, sales of household textile products continued at a rate approximately 10% above last year, due largely to increases in sales of tufted carpeting. Commission finishing and converting sales were lower in 1969 principally because of the sale of the Carnac business in March, 1968.

Earnings for the third quarter were \$2,559,000 in 1969 and \$2,721,000 in 1968 and were equal to \$.72 and \$.77 per share for the respective periods. The decrease of \$.05 per share compares with a decrease of \$.23 per share in each of the first two quarters.

For the first nine months, earnings were \$4,977,000 (\$1.41 per share) in 1969 and \$6,769,000 (\$1.93 per share), including a "rounding-off" adjustment of \$.01 in 1968.

Earnings in the third quarter continued to be adversely affected by industry-wide reductions in sheeting prices, higher labor costs and, especially, higher interest costs.

"As has been previously pointed out, Fieldcrest's success is dependent upon

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Feeley To Retire From Rug Sales Division

Hugh P. Feeley, vice president of sales of the Karastan Marketing Division, will retire from the Company on January 1, it was announced in New York at the Karastan Marketing offices.

A veteran of more than 40 years in the carpet industry, Mr. Feeley joined Fieldcrest Mills in May, 1954, as assistant sales manager and was promoted to sales manager in September of that year. He was promoted to his present position in December, 1957.

The announcement was made by Walter B. Guinan, president of the Karastan and Laurelcrest Marketing Divisions. At the same time Mr. Guinan made known the naming of five new divisional vice presidents for Karastan and Laurelcrest, effective January 1.

The new divisional vice presidents are:

John F. Deery for sales of the Karastan division; Robert W. Ker for sales of the Laurelcrest division; Robert V. Dale for style and design for both the Karastan and Laurelcrest divisions; Max A. Petrich for merchandising, Karastan and Laurelcrest; and George V. Grulich for marketing services, Karastan and Laurelcrest. All of these executives will report to Mr. Guinan.

In announcing Mr. Feeley's retirement, Mr. Guinan stated:

"Though I am personally delighted that Hugh Feeley will be able to enjoy the benefits of his many years of hard work in the carpet industry and, particu-



HUGH P. FEELEY

... 40 Years In Carpet Industry ...

larly, his outstanding contribution to the success of Karastan and Laurelcrest—I will miss his dynamic leadership and his strong guidance of our sales force.

"Another area where his contribution has been outstanding was in the training and development of our young people, practically all of whom have risen to successful positions with Karastan, and now, Laurelcrest."