

# MERRY CHRISTMAS

## THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICAN MADE POWER-LOOMED RUG

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# Sales Meetings Held For Rugs, Carpets

## A CHRISTMAS MESSAGE

A very Merry Christmas to all the families of Fieldcrest!

At this the most wonderful time of the year, we put aside our thoughts of the business world and material things and turn our attention to our fellow man, reviewing the past and reaffirming our faith in the future. To me, this Christmas is an exceptionally happy one because of the privilege that I have enjoyed for the past several months of being a part of Fieldcrest.

I do not wish to tell you of the economic performance of the Company during the past year, nor do I wish to make predictions for the future. That will come at a more appropriate time. I wish merely to say that I am tremendously grateful to all of you for the very exceptional job that you have done for our Company.

I had hoped that by now my family would be a part of the Eden community and that we would all have had a chance to meet each other. Because of a very busy schedule and problems of moving youngsters in school, we have not yet been able to achieve this, but then it gives us something to look forward to for next year.

All the Battles join in wishing all of you the merriest of Christmases and the happiest of New Years.

President, Fieldcrest Mills, Inc.

## *Karastan . . .*

Karastan's outstanding sales performance in 1971 was lauded by Fieldcrest chairman of the board G. William Moore at the division's sales meeting held in New York on December 12.

More than 70 members of the company, representing sales, marketing and manufacturing, attended the session conducted for the first time at Karastan's showroom in the new Carpet Center building in Manhattan.

Presiding at the meeting was John F. Deery, division vice president of sales. The keynote address on the current state of the carpet industry and the outlook for Karastan was given by Walter B. Guinan, president of the Karastan Marketing Division and a senior vice president of Fieldcrest Mills, Inc. In addition, he presented Karastan's new carpet and rug fashions for the spring which were attractively displayed throughout the show room.

The group was also briefly addressed  
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## *Laurelcrest . . .*

The ability of the Laurelcrest Carpet division to effect a substantial increase in its profit during 1971 was cited as a major achievement by Fieldcrest chairman of the board G. William Moore.

Addressing Laurelcrest's sales meeting held December 11 at its New York offices in the Carpet Center building, Mr. Moore stated that this accomplishment was particularly noteworthy in the face of extremely competitive conditions for the carpet industry in 1971.

The meeting, which was conducted by Robert W. Ker, Jr., division vice president of sales for Laurelcrest, was also addressed by Walter B. Guinan, president of the Laurelcrest Marketing Di-

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