

# Season's Greetings

## THE MILL WHISTLE

**Fieldcrest**



*Karastan*

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# Video Tapes Utilized At Sales Meetings

## A CHRISTMAS MESSAGE

It hardly seems that a year has gone by since we were wishing each other and all the families of Fieldcrest a very Merry Christmas. In looking back over the past year, there are many bright spots and a few regrets. All in all it has been a fine year for Fieldcrest and this is only because of the devoted efforts of all of our employees.

We in management have tried to direct the Company policy so that the employees will receive greater benefits from their labors. The new educational grant program inaugurated in the Foundation has gotten off to a good start. Many Fieldcrest youngsters now have the opportunity to continue their education at little or no cost to their parents. This is most gratifying to me. Hopefully next year even more of you will apply for these benefits for your children.

I hope that the new store that we have opened up strictly for the benefit of employees has been well received. If you have any comments on these two efforts, I would appreciate hearing from you.

In addition, your Board has appropriated large sums of money to modernize and update our plants and machinery. We hope very much that this will make your job more appealing and your working conditions more pleasant.

My one big regret is that I have not had an opportunity to visit our plants as often as I would have liked and to get to know more of you on a personal basis. To remedy this will be my New Year's resolution, and when I do I want all of you to feel free to discuss any problem that concerns you.

In closing I want you to know that I am most grateful to all of you for the very exceptional job you have done for our Company in 1972.

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

President, Fieldcrest Mills, Inc.

Fieldcrest regional sales meetings for the Spring 1973 line utilized video tape recording presentations instead of the usual speech format. This new development was introduced at the Dallas, New York, Washington, Illinois and California meetings in November.

Normally two days, these meetings were expanded to a third day in order to include a sales workshop. Workshop sessions used the new video tape equipment to film sales presentations and then replay them for group analysis.

According to O. G. Grubbs, vice president, director of sales-vice president of Fieldcrest Mills, Inc., video taped presentations allow the experts to explain the selling and marketing points of their own product groups. Mr. Grubbs feels that in this way the personal identity of the Fieldcrest family is maintained.

J. P. Robertson, vice president, director of advertising and sales promotion-vice president of Fieldcrest Mills, Inc., said "audience retention of video taped material is double that of read speeches". Mr. Robertson feels that there is a bright future in VTR as a

(Continued on Page Eight)

## Closing Schedule

The Fieldcrest Mills Credit Union offices at all locations will close on Friday, December 22, for computation of dividends and will reopen for business on Tuesday, January 2, except the Credit Union office at the Automatic Blanket plant in Smithfield which closed on December 15 and will reopen on January 3.

The Fieldcrest Stores in Eden and Columbus, Ga., will be closed on Monday and Tuesday, December 25 and 26, and on Monday, January 1. The annual January sales will begin on January 2 and continue throughout the month.

The Employee Outlet Store in the Draper section of Eden will be closed on Monday, December 25, and on Monday, January 1.