

Merry Christmas

THE MILL WHISTLE



Fieldcrest
Mills, Inc.

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Christmas Message

From W. C. Battle

During this Christmas season it is again my pleasure to greet all Fieldcrest employees through The Mill Whistle.

Although mill activity on the whole has not been quite as high as it was in 1975, we have had what I would consider a satisfactory year. We expect to achieve record sales and we believe that the efficiency and skill of our employees will help bring us to a very satisfactory profit level. For this I want to thank each of you and to express my gratitude for your cooperation, goodwill and fine work throughout the year.

A great source of satisfaction has been the continued success of the Fieldcrest scholarship and grant program for our young people. A total of 366 young people have passed through this program and we now have 174 youngsters in institutions of higher learning, thanks to the Fieldcrest grant and scholarship program which, in truth, is again a result of your efforts.

Also, I am very pleased with the development and expansion of our medical program. It is my desire to do all we can to protect you as far as possible from industrial health hazards. I hope you have found the new program to your liking.

The special programs which you have worked on, such as the Halston Collection in the Bed and Bath Fashions Division and the new concepts in the Karastan Division — all of which were so time-consuming and demanding — have been exceptionally well received in the marketplace and continue to provide Fieldcrest with product leadership in the industry.

Although our industry faces problems and there is some uncertainty in business conditions throughout the nation, we look forward to 1977 with confidence in our ability to meet the many competitive situations with which we are constantly faced and give a good account of ourselves for the benefit of the employees and owners of Fieldcrest.

But let us set aside for the moment the routine of business as we turn our thoughts to the holiday season. On behalf of my family, my associates in Management and our Board of Directors, I extend warmest good wishes for a happy Christmas and a healthy, prosperous new year for you and your families.

President



Francis X. Larkin of Karastan (at right) receives House Beautiful magazine's "Pace Setter" award from Thomas P. Losee, Jr., the magazine's publisher. The award recognizes Karastan's "continuing devotion and contribution to design excellence" in the home furnishings industry.

Karastan Receives Award

Karastan was honored with the fourth annual "Pace Setter" award presented by House Beautiful magazine for Karastan's "continuing devotion and contribution to design excellence" in the home furnishings industry.

The award in the form of a plaque was presented to Francis X. Larkin, president of the Fieldcrest Carpet and Rug Marketing Division, by Thomas P. Losee, Jr., publishers of House Beautiful, at the annual Resources Council awards dinner at the Plaza Hotel in New York November 17.

This is the first time a carpet manufacturer has been selected for the award by the magazine's editors from Resources Council members. Previous winners include Jack Lenor Larsen, the Brown Jordan Company and the McGuire Company.

In announcing the award, Wallace Guenther, editor of

House Beautiful, stated to Mr. Larkin: "I congratulate you and Karastan on your organization's contribution to good design, a contribution that enhances the efforts of all in the home furnishings industry."

Mr. Larkin commented: "We are naturally honored to receive this award since it recognizes

our company's total effort over the years. This award honors the contribution of all our creative people and all members of the company who have demonstrated their dedication to quality of styling and product at Karastan for nearly half a century.

Winter White Sales To Begin December 27

The annual Winter White Sales at the Fieldcrest Stores will begin Monday, December 27, and continue through Monday, January 31, with most of the popular items on sale at special sale prices.

The new Halston for Fieldcrest Collection will be available at sale prices for the

first time. Included will be the Halston's "H" and the Halston's Flower designs.

The regular employee discount will be applicable to the sale prices in the Fieldcrest Shop. The Thrift Shop will offer its usual excellent values in irregulars, discontinued styles, etc.

Regional Sales Meetings Held By Fieldcrest

The Fieldcrest Marketing Division held regional sales meetings the weeks of November 1 and 8 to introduce the 1977 Spring Line. Over 100 sales and merchandising personnel participated in the meetings which were held in three locations: Phoenix, Arizona; Sarasota, Florida; and South-

bury, Connecticut.

The focus was an in-depth review of the large and impressive collection of new merchandise slated for spring introduction.

Merchandising and Advertising representatives introduced the new one-look concepts and the heads of each product

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