



Fieldcrest MILL WHISTLE



Riley Gover Completes 45 Years Of Service



William Riley Gover (center) who has one of the longest records of continuous service of anyone now working at Fieldcrest Mills, is shown above as he received congratulations upon his completion of 45 years with the Company. Harold W. Whitcomb (left) assistant general manager, and Howard Barton, superintendent of the Rayon Mill, visited Mr. Gover on the job and expressed appreciation for his long years of faithful service. Mr. Gover was presented a box of candy and other remembrances.

Mr. Gover is a native of Axton, Va. He came to work at Fieldcrest Mills October 11, 1905. He started in the Rhode Island Spinning Room but later transferred to the Weave Room. When the Rhode Island Mill discontinued operations he was transferred to the Rayon Mill. He has been a loomfixer for well over 30 years. He is a charter member of the Carolina Cooperative Council and the Fieldcrest Mills 25-Year Club.

Scout Finance Drive Set For November 1-10

Everything is in readiness for the annual Boy and Girl Scout Finance Campaign to be conducted in the Tri-Cities November 1-10.

A final organizational meeting is set for Monday, October 30, at 7:30 p. m. in the office of the Tri-City Merchants Association. At this time the workers will get cards, receipt books and other supplies and will receive last-minute instructions regarding the campaign.

The goal of the campaign is \$8,700.95. This represents the combined budgets

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Symphony Orchestra Will Play April 25

Fieldcrest Mills has again contracted with the North Carolina Symphony Orchestra to play a children's concert for the benefit of school children of the Tri-Cities in the Spring of 1951. The tentative date of the concert is 1:00 p. m. Wednesday, April 25, in the Leaksville High School auditorium. It will be the fourth consecutive year that Fieldcrest has sponsored the Symphony in a children's concert here. As far as is known, this is the only concert by the Symphony during the season to be sponsored solely by an industrial firm.

More than 1,000 pupils from the elementary schools have heard each of the previous concerts.

Holmes To Leave For Germany Soon

F. M. Holmes, Jr., who has been associated with our Standards Department since 1938, will leave soon for Frankfurt, Germany, where he will have his headquarters during the three months he will spend in Germany as industrial consultant for the Industrial Division of the ECA. He will be given a leave of absence from Fieldcrest Mills while on the special mission.



F. M. Holmes Jr.

Mr. Holmes will serve as the point of contact between the staff of Luther H. Hodges, chief of the Industry Division, and various segments of the German industrial economy on matters pertaining to time and motion studies, methods and related subjects.

He will give counsel and advice, assist in guiding the shaping of time and methods projects, demonstrate techniques and methods and otherwise stimulate the promotion of time and methods practices and their adoption by German industries.

Mr. Holmes said his family would remain in Leaksville while he is in Germany on the special mission. Mr. and Mrs. Holmes and their two daughters will drive to Washington Monday, October 30, for a few days' visit and after a week's indoctrination in Washington Mr. Holmes will leave by airplane for Germany.

Advertising Account Is Changed To Newly Organized Agency

Fieldcrest Mills has terminated its contract with the Roy S. Durstine advertising agency. Our account has been transferred to an agency known as:

Calkins & Holden, Carlock, McClinton & Smith.

This newly formed firm, resulting from a merger with an old firm known as Calkins & Holden, includes three of the top executives from N. W. Ayer who left that company to form the new agency. H. L. McClinton is president of the new firm and has an excellent reputation in the advertising business over a long period.

W. C. (Bill) Pank, who has handled the Fieldcrest account with the Durstine agency for a number of years, has resigned from Durstine to join the new agency. This is expected to enable us to make the transition from one set-up to the other with little difficulty.

Mr. McClinton, Paul Smith, J. Sherwood Smith, Rene Clark, and Mr. Pank visited the mills October 26 and 27. They toured a number of the plants and made contacts with persons who deal with packaging, quality control, and other matters of direct concern to the advertising agency. They were accompanied by Paul Howard, our general sales promotion manager.

Plans Announced For Council Programs

Edwin S. Lanier, of the University of North Carolina, was the principal speaker at the regular monthly meeting of the Carolina Cooperative Council at Central "Y," Thursday evening, October 19. Mr. Lanier, who is mayor of Chapel Hill, spoke on community and world problems. He urged his listeners to "join hands" and work with one another in overcoming difficulties in human relationships.

The invocation was given by A. J. Matthews, a retired employee of the Bedspread Mill. Group singing was led by Rholie Bailey, Council song leader for the year 1950-51. Attendance prizes were awarded to C. L. Hodges, Blanket Mill, and Mack Nelson of the Central Warehouse.

It was announced that Dr. Lillian

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