

Fieldcrest®



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# Council Marks 35th Anniversary



GOVERNOR HODGES, who addressed the Carolina Council's 35th anniversary meeting is shown (center) with Harold W. Whitcomb, president of Fieldcrest Mills, Inc. (right), and Cecil J. Squires, assistant superintendent of the Bedspread Mill, who was installed as Council president. (More pictures on pages four and five)

## Fund Drive Quota Set At \$30,515.72

Directors of the Tri-City Community Fund have adopted a quota of \$30,515.72 for the Tri-City Community Fund campaign to be held October 20, 21 and 22. The goal this time is \$2,779.20 lower than last year, made possible by an over-subscription in 1954.

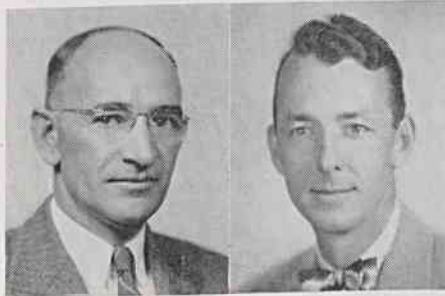
Dr. Gordon Clarke, of Draper, who heads the campaign, said the quota represents the financial needs of 10 charitable organizations, most of which were affiliated with the fund last year.

It was announced that the payroll deduction plan will be used again at Fieldcrest Mills and other industrial plants of the Tri-Cities. Organizational details and committee assignments are to be announced soon, Dr. Clarke said.

The financial needs of the participating agencies were closely studied by the admissions and budget committee and a report made to the directors of the community fund.

Charitable agencies participating in the Tri-City Community Fund are Red Cross, Salvation Army, Boy Scouts, Girl Scouts, Central and Henry Street Y.M.C.A.'s, Draper Y.M.C.A., Children's Home Society, Carolinas United, Florence Crittenton Home and USO—related agencies.

## Get Promotions



Principals in organization changes effective September 12 are pictured here.

C. P. Wilson, left, formerly superintendent of the Central Warehouse was promoted to superintendent of scheduling, warehousing and shipping at the Towel Mill in Fieldale, Virginia.

John S. Eggleston, top right, formerly office manager at the Central Warehouse was promoted to superintendent, replacing Mr. Wilson.

J. M. Burton, lower right, was promoted from assistant office manager to office manager at Central Warehouse,



Gov. Luther H. Hodges, one of Founders, Delivers Chief Address; Charter Members are Accorded Special Honors

A crowd of nearly 1,000 persons comprised of Council members, wives, and guests, attended the 35th anniversary program of the Carolina Cooperative Council in the Leaksville-Spray Junior High School Auditorium, Thursday evening, September 15.

The highlight of the meeting was an address by the Honorable Luther H. Hodges, Governor of North Carolina.

The Governor was presented by Harold W. Whitcomb, president of Fieldcrest Mills, Inc.

### Work of Council Cited

In his address, Governor Hodges referred to events leading to the formation of the Council in 1920. He praised the organization for its pioneering in the field of human relations and cooperation and cited the Council as an outstanding example of what can be accomplished when there is unity of purpose and a desire to promote the general welfare.

John P. Powell, out-going president, (Continued on page two)

## Douglas Joins Co. In New Position

Richard S. Douglas has been appointed to the new position of director of advertising and sales promotion of Fieldcrest Mills, Inc., according to an announcement by F. W. Hoit, vice-president in charge of domestics sales.

Mr. Douglas has been advertising and sales promotion manager of Schick Incorporated, electric shaver manufacturers, having been with that company since 1946. Prior to that, he was with War Department General Staff, United States Army.

"The appointment of Mr. Douglas is part of Fieldcrest's program of general expansion of advertising and sales promotion activities," Mr. Hoit said.

