

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
SHEARS THE RESPONSIBLE

FIELDCREST MILLS, INC. • Plants at Asheville, Draper, Forest City, Greenville, Laurel Mill, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Waverly, N. C.; Fieldale, Va.; Columbus, Ga.; Philadelphia, Pa.; and Auburn, N. Y.

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Bedsread Units Get 'Excellence' Award

Employees of the Bedsread and Bedsread Finishing Mills have received recognition for outstanding performance in manufacturing superior quality products for Sears, Roebuck and Co. during the past year.

The Sears "Symbol of Excellence" plaque was presented in special ceremonies attended by the employees at noon Thursday, March 2, at the Bedsread Finishing Mill. The award is based primarily on the excellence of merchandise produced but also recognizes the general excellence of the mills' performance in such matters as shipping goods on time, providing merchandise free from service or replacement problems, a minimum of customer returns, and the mills' initiative in developing new and improved products.



F. E. Barron (left), mill manager, and J. H. Byler, division vice president, bedsread sales, show plaque won by Bedsread division's superior quality and service.

Officials Attend Ceremonies
Here to make the presentations were E. C. Steffy, Jr., and R. E. Anderson, of Chicago, bedsread buyers for Sears. E. S. Klein, Jr., vice president for specialty sales, and J. H. Byler, division vice president for bedsread sales, of New York, represented the Fieldcrest Marketing Division at the ceremonies.

In making the presentation to the manufacturing operation, Mr. Steffy said the award was for the purpose of showing appreciation for outstanding performance and is the highest honor that Sears can give. He said that Sears buys from 20,000 manufacturers and that of the 10,000 major suppliers the Fieldcrest bedsread division was singled out as one of the 210 whose efficiency, workmanship, standard of quality, and constant dependability of supply have

been most outstanding.

F. E. Barron, manager of the Bedsread and Bedsread Finishing Mills, in accepting the award for all employees said he was "pleased to speak for employees and to accept this award on their behalf."

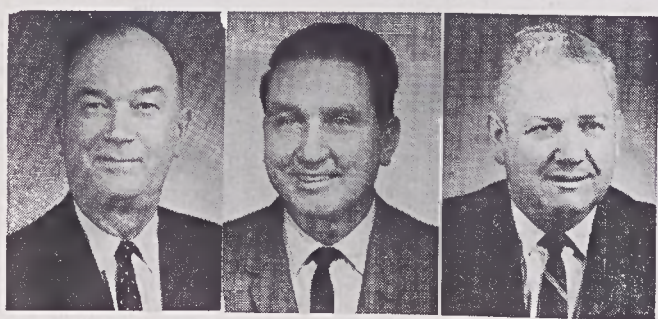
"All employees appreciate the fine relationship that our company has enjoyed with Sears for many years. We are determined to continue to provide superior quality and service in future

years to help insure the continued progress of your great company and our great company," Mr. Barron said.

J. P. Foster, superintendent of the Bedsread Finishing Mill, presided at the ceremonies and introduced a number of guests from general management and Bedsread mill management. G. W. Moore, executive vice president of Fieldcrest Mills, Inc., and R. A. Harris, vice president for manufacturing, spoke briefly, congratulating and thanking the personnel of the bedsread division and commenting on the fine relationship that exists between Sears and Fieldcrest.

As part of the celebration, a barbecue dinner was served in the mill to employees on all shifts at the Bedsread Finishing Mill. On Friday, a barbecue dinner was served to employees of the Bedsread greige mill. The Sears officials visited and the "Symbol of Excellence" plaque was displayed at that mill.

At a luncheon at Meadow Greens Country Club Friday, Mr. Anderson presented a similar plaque to the Bedsread Sales Department. He pointed out that, while the award is given mainly for quality of product, it also is for quality of performance and quality of research and development. "The fact that Fieldcrest excels in all three is quite out-



J. M. BURTON O. J. SIMMONS C. D. SLAUGHTER

'Y' Campaign Co-Chairmen

Three Fieldcrest men have been named co-general chairmen of Consolidated Central YMCA's 58th annual membership campaign. They are: Jesse Burton, Central Warehouse; Oscar Sim-

mons, Karastan; and Carson Slaughter, Sheet Finishing. The campaign will open Monday, April 3, with a kickoff dinner at the "Y" for campaign workers.com
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