

THE MILL WHISTLE

Fieldcrest



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Technical Center Will Be Built In Eden

Plans for the construction of a new Fieldcrest Technical Center in Eden were announced today by William C. Battle, president of Fieldcrest Mills, Inc.

The new technical facility, estimated to cost about one-and-a-half million dollars is to be built on a 12-acre tract on the corner of Pierce Street and Stadium Drive, adjacent to the Fieldcrest General Offices. It will encompass 25,000 square feet on the upper level and 22,000 square feet on the lower level.

In making the announcement, Mr. Battle said, "Recognizing the contribution being made in the discovery of new products and the improvement of traditional products, Fieldcrest has had

plans for expanding and updating the Research and Development facilities for several years. The board of directors approved the building of this facility last year.

"Upon completion, we believe our facility will equal or exceed those of others engaged in similar activities. It will also indicate to our customers, stockholders, and company personnel the importance placed by Fieldcrest in bringing new products and developments into our markets."

Cited by Mr. Battle was a recent development just test marketed, the Temptation towel, a brilliantly-colored, tri-blend towel of cotton, rayon and polyester. "It is the first of its kind on the

market and has created tremendous interest," Mr. Battle said. Fieldcrest has recently been notified that three patents will be issued in March covering this product.

Final drawings and specifications will be made available to contractors for
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Construction Of New Plant Announced

Plans for the construction of a \$5-million cutting and sewing and warehouse and shipping facility at Phenix City, Alabama, have been announced by Fieldcrest Mills, Inc.

William C. Battle, Company president, said an agreement has been made to purchase a 40-acre site on which will be built a 250,000 square foot facility to house the cutting and sewing operation of the Columbus Towel Mill and also provide finished goods storage for that mill.

The tract, owned by John Bussey of Columbus, is located approximately five miles from the Columbus Towel Mill on what is known as the Claymore Plantation.

The purchase of the land, construc-

tion of the new facility, and equipment will represent a \$5-million investment for Fieldcrest Mills, Inc.

The tentative date for beginning construction has been set for April 1, 1973.

The new facility will not only provide increased space for finished goods storage, but will also make room for future expansion in the Columbus Towel Mill in the space vacated by the existing cutting and sewing operation," Mr. Battle said.

No employees in the Columbus Towel Mill will be affected other than those in cutting and sewing, warehousing and shipping operations. There are approximately 400 employees in these operations and they will be given an opportunity to transfer to the new plant.

Deadline Is Set For Scholarship Applications

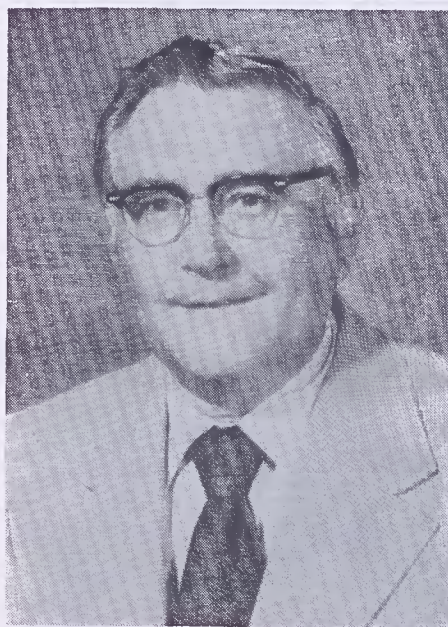
March 1 is the deadline for submitting an application for a Fieldcrest Scholarship or a Muscogee Scholarship. Awards of the scholarships are to be announced in May.

Beginning last year, application blanks were made available earlier and the deadline advanced in order to help the students with their planning.

Those who wish to apply for a scholarship should obtain a form from their area personnel manager or mill per-

sonnel office; or call at the Employment Office of Fieldcrest Mills, Inc., in the General Offices Building, Eden; or write to Dr. William McGehee, director of personnel research and development, Fieldcrest Mills, Inc., Eden, N. C.

The scholarships, each worth \$4,000 over the four years of college, are given to help employees or the children of employees in obtaining a college education.



M. D. ROCHELLE

M. D. Rochelle Named 'Boss Of The Year'

M. D. Rochelle, president of the North Carolina Finishing Company division at Salisbury, has been named "Boss of the Year" by the Spencer Jaycees.

He was presented the "Boss of the Year" award on Saturday night, January 27, by Julian Johnston, executive director of the Salisbury-Spencer Merchants Association.

Mr. Rochelle was cited for this award because of active interest in his employees and the encouragement he gives them in their work as well as their civic activities.

A graduate with a BS degree from
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