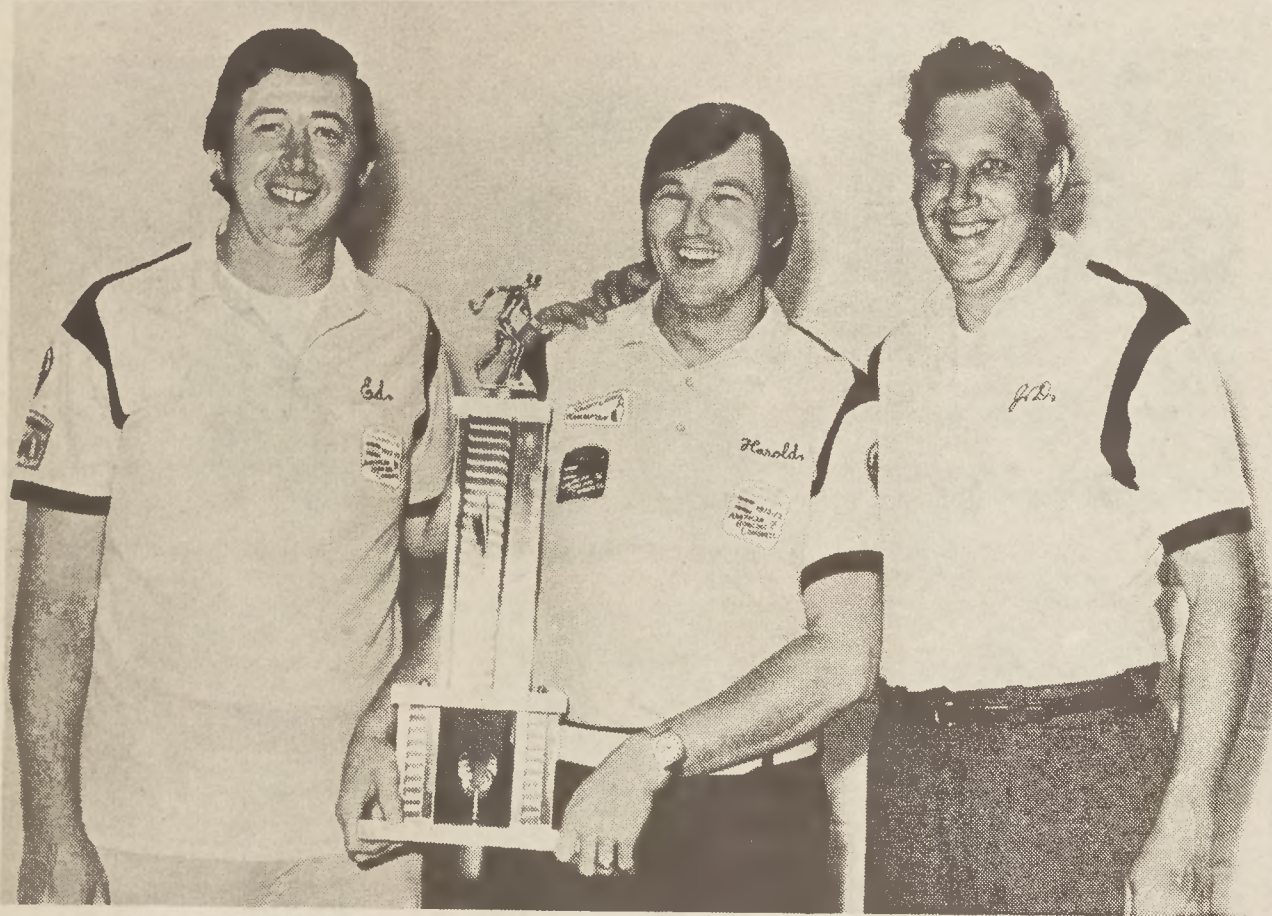


Fieldale Bowlers Get Trophies



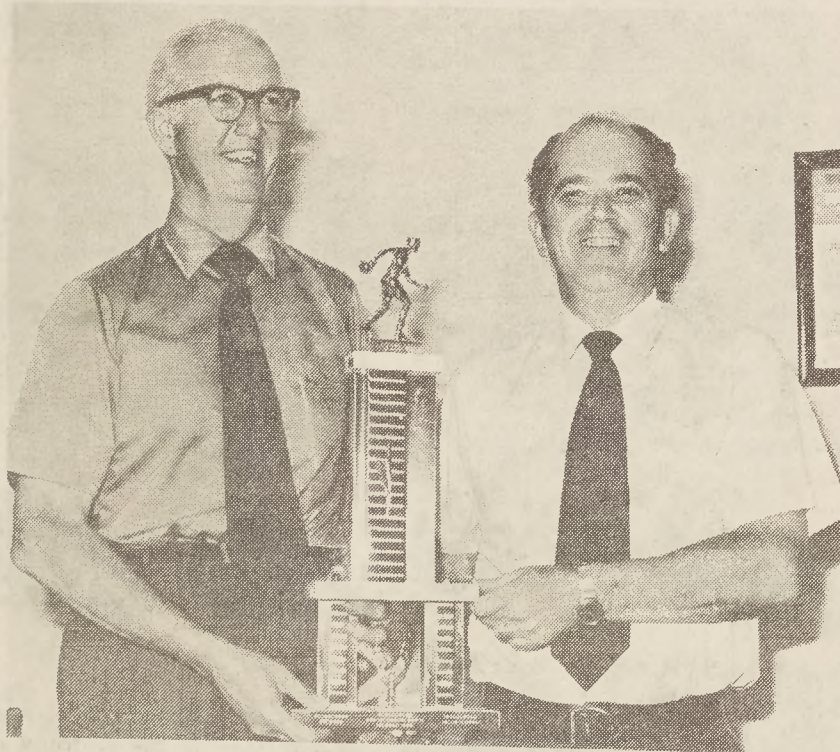
First place was won by Ed Hall, Harold Martin, James Handy and Jimmy Cassell.

Fieldale Towel Mill bowlers made a clean sweep of trophies in the Henry County Industrial Bowling League.

First place in the league was won by Ed Hall, Harold Martin, James Handy, and Jimmy Cassell, (not shown). Harold Martin also won high game honors for the year with a 249. This team has taken first place in the league four times out of the past five years.

The bowl-off trophy was won by the second towel mill entry in the league. In winning the bowl-off trophy the team also rolled high game and series for the year with an 1868 total pin fall.

Shown in the photograph are George Caraway, Stephen Culligan. Other members of the team not present for the picture were Bill Ayscue and Charles Bishop.



G. L. Caraway and S. R. Culligan pose with trophy.

Regional Sales Meetings Held

(Continued from Page One)

artifacts in the Smithsonian Institution, was introduced via videotape by Messrs. H. M. Bergen, Jr., vice president and director of merchandising; J. P. Robertson, vice president and director of advertising and sales promotion; and S. K. Babiss, vice president-design of the Fieldcrest Marketing Division.

Following a brief chronicle of the museum and its ongoing activities, the items in the collection were shown with an historical resume of each design. The advertising, promotion and publicity programs also were presented and a film was shown which will be available for sales presentations and sales training use.

An exciting new format was initiated at the sales meetings for the individual product presentations. Salesmen in each region made the presentations for each product segment and led the discussion periods. All those involved found this active

participation interesting, and the general comment on the part of everyone was that the format was highly successful.

In addition to the "American Treasures Collection," a softly-hued and sophisticated "Animal Fantasy" carousel print in sheets and towels was introduced as well as several new bedspreads, blankets and rugs along with two new rich colors, pewter and spruce, in Royal Velvet and Lustre towels.

The merchandise will be appearing in the stores in the fall. The "American Treasures Collection" has been extremely well received and is perhaps one of the most exciting collections ever introduced by Fieldcrest.

In the next issue of The Mill Whistle, a special section on the collection will be featured showing the merchandise in advertising, press kit and promotion photographs as well as a story and pictures on the press party held at the Cooper-Hewitt Museum in New York City.

Nicoll Is Named To New Position

(Continued from Page Three)

the Broadway Department Store.

Mr. Nicoll, who will headquarter at Laurelcrest's sales offices in New York, will report to Mr. Guinan. He resides with his wife and three children in Stamford, Conn.

Mr. Sharts will be located at Karastan's headquarters offices in New York, and will report to Ben W. Binford, vice president of sales for Karastan. Married and the father of five children, Mr. Sharts is currently a resident of Rowland Heights, California.

The motorist was passing through a small town when he spotted this sign at a service station: "Last Chance For 48-cent Gas. State Line 15 Miles."

He stopped, had his tank filled, then asked: "How much is gas across the line?"

Replied the attendant: "38 cents."



G. A. Atkins speaks at ASIM Conference.

G. A. Atkins Is A Speaker At 12th ASIM Conference

G. A. Atkins, manager-insurance for Fieldcrest Mills, Inc., was one of the speakers at the 12th annual Risk Management Conference sponsored by the American Society of Insurance Management, Inc. The conference was held April 28 through May 3 at the Four Seasons Sheraton Hotel in Toronto, Canada.

Some 1800 insurance and risk managers attended the conference, which featured workshops as well as various speakers.

Among the notable speakers were Senator Jacob Javits, United States Senator from New York, who spoke on "Pension Legislation," and Leonard Woodcock, president of the United Auto Workers, who spoke on "Perspectives In Fringe Benefits."

Mr. Atkins gave two presentations on the organization and operation of the "Corporate Risk Manage-

ment Department."

The American Society of Insurance Management comprised of approximately 2,200 member companies chapters throughout America, and encompasses and insurance management employee benefit administrators, loss prevention specialists, financial and other executives involved in the protection and preservation of the assets and production capabilities of the member firms.

The purpose of the association is to improve the management of hazardous risks and employee benefits. Through dissemination of legislative and management information, educational programs and liaisons with other organizations, ASIM strives to continually advance the professional standards of the risk manager.

Mr. Atkins is currently president of the Piedmont Chapter ASIM.

Salisbury Girl Wins First Prize

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Carolina Finishing Company. A graduate of East Rowan High School, she took the first place for a feature story entitled "Doc's Place Has Magnetic Charm." She has received state awards in previous years for news, sports and features. She first joined the Salisbury Post in 1967 as teen page editor. She later joined the staff of the Athens, Ohio "Messenger" but returned to the Salisbury paper in 1973.

No matter what scales we use, we can never know the weight of another person's burdens.

Employees Are Going To Hawaii

A number of Fieldcrest employees will be going to Hawaii for their summer vacation.

The Fourth of July Hawaiian Jumbo Jet Hawaii day tour group will depart from Greensboro airport Friday, June 28, for the day tour. Contrary to erroneous reports that the trip was cancelled, the group will make the trip scheduled.

Some vacancies remain and those Fieldcrest employees interested in making the tour should get in touch with Bill Mumpower at 623-2000.

THE MILL WHISTLE