

**THE MILL WHISTLE**



Fieldcrest Mills, Inc.  
Eden, N. C. 27288  
Issued Every Other Monday For Employees  
and Friends of Fieldcrest Mills, Inc.

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# Laurelcrest Names Two New Distributors

Vrooman Flooring of Minneapolis and Keystone Floor Products of Cornwells Heights, Pa., are the newest additions to the list of distributors now representing Laurelcrest Carpets across the nation. The naming of Vrooman and Keystone was announced at

Laurelcrest's sales headquarters in New York by Robert K. Nicoll, vice president for sales.

"We are extremely pleased to be associated with such top-notch companies," he said. "Both Vrooman Flooring and Keystone Floor Products have

outstanding reputations and their handling of the Laurelcrest line will assure our dealers in their distributing areas the finest and most complete service."

Mr. Nicoll noted that this move is another step in the completion of a national network

of carpet distributors and service the total line.

"We are currently talking with other firms of this type to establish coverage on a nationwide basis," he said. "This marks a major step in our marketing policy."

"After a detailed study of the carpet market, we feel that both our interests and those of our dealers would be best served by selling through distributors.

"Working with aggressive and established distributor companies will provide our dealers with more immediate and more direct and comprehensive service.

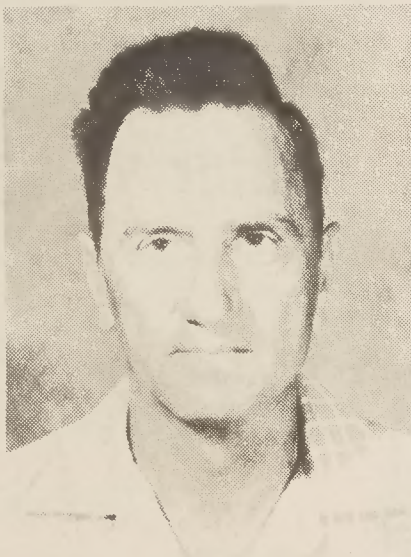
"At the same time, we are taking action to strengthen our position in gaining broader coverage and wider exposure for our quality tufted carpet line."

As a result of these efforts, Mr. Nicoll reported, in addition to Vrooman and Keystone, several other firms have become members of the Laurelcrest distributor network:

Bramlet & Company, Peoria, Ill.; L. D. Brantley Company, Dallas, Tex.; (and other locations); Camelot, Miami, Fla.; General Products Company, Springfield, N.J.; Joseph M. O'Connell Company, Boston; Distributing Corp., Indianapolis; and George T. Wood Inc., High Point, N.C.

Mr. Nicoll added that by continuing to meet with distributors so that all trading areas will be represented. There are a number of market territories which we are looking for depth of coverage."

## Complete Outstanding Service Records

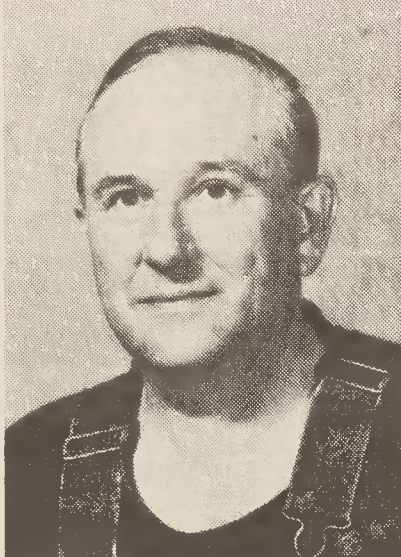


**OSCAR O. KING**

Four Fieldcrest employees recently completed outstanding records of 40 years of continuous service with the company. They are Oscar O. King, ring spinning fixer, Fieldale Towel Mill; James W. Smith, card fixer, Blanket Greige Mill; Laurence E. Overby, loom fixer, Blanket Greige Mill; and Martha Pearman, spinner, Bedsread Mill.

Each long-service employee has received the diamond-and-gold Fieldcrest 40-year service pin, a \$40 gift certificate for company merchandise, and a letter of commendation from President William C. Battle.

Mr. King began continuous service on March 18, 1935, at the

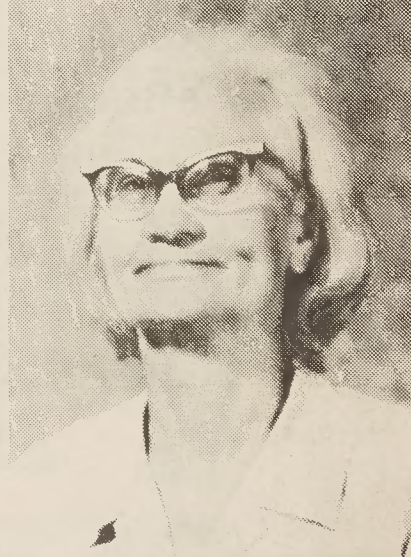


**LAURENCE E. OVERBY**

Fieldale Towel Mill. Having spent his entire 40 years in the Spinning Department, he has worked as a doffer, filling doffer, overhauler helper and overhauler before becoming a ring spinning fixer, his present classification, in 1957.

Mr. Smith began employment at the Blanket Greige Mill, also on March 18, 1935, as a card feeder in the Woodl Carding Department. During his 40 years he has worked in various classifications in the Wool Carding Department including, finisher tender, card grinder helper and card grinder before becoming a card fixer, his present classification, in 1951.

Mr. Overby began em-



**MARTHA PEARMAN**

ployment at the Blanket Greige Mill on March 21, 1935, as a quill collector in the Weaving Department. Working his entire 40 years in the Weaving Department, he has worked as a weaver and as a loom fixer, his present classification.

Miss Pearman began continuous service on March 25, 1935, as a spinner in the Spinning Department at the Bedsread Greige Mill. She has worked her entire 40 years as a spinner in that department.

## Dent To Address ATMI

(Continued From Page One)

ATMI President Morton H. Darman will deliver the opening address at the same convention session.

The Friday, April 4, session will feature a panel presentation on new directions in business and industry affairs. Subjects will include public attitudes, environment, consumerism, marketing, energy, and economics. Speakers will be Arthur H. White of the Yankelovich, Skelly and White research organization; Robert E. Coleman, chairman of Riegel Textile Corp.; Richard I. Bonsal, president of Joshua L. Baily and Co.; Roger Milliken,

president of Deering Milliken, Inc.; and Gordon McKinley, vice president for economics of McGraw-Hill, Inc.

Four congressmen will conduct a panel discussion on new directions in public affairs during the final meeting on Saturday, April 5. They are: Senators James B. Allen (D-Ala.) and Howard H. Baker (R-Tenn.) and Representatives James T. Broyhill (R-N.C.) and James R. Mann (D-S.C.).

Final speaker on the Saturday program will be J. B. Jackson, president of the J. C. Penney Co., who will cover new directions in retailing.

## To Relinquish

(Continued From Page One)

as a director of Crossley Karastan Carpet Mills Limited and continue in the employment of Fieldcrest in an advisory capacity so that his considerable talents and knowledge of the business will be available to the company in the future."

## For Sale Or Trade

FOR SALE: Wagon wheel bunk bed set. Includes frame, safety board and ladder. \$60. Call 627-7667 after 5 p.m.

FOR SALE: Registered Tennessee walking horse. Four years old. Call 627-0934.

WANTED: White French provincial dresser and chest of drawers. Call 627-7355 after 3 p.m.

## Recent Service Anniversaries

**Forty Years**

- Oscar O. King .....
- James W. Smith .....
- Laurence E. Overby .....
- Martha Pearman .....

**Thirty-Five Years**

- Henry A. Grubb .....
- Dowling Jones .....

**Thirty Years**

- Esther Y. Gillie .....

**Twenty Five Years**

- Fayline E. Lawless .....
- Louise J. Vestal .....

**Twenty Years**

- Tyner R. Arthur .....
- Bertie K. Pruitt .....
- Pattie E. Horton .....
- Maude P. Richardson .....

**Fifteen Years**

- Theodore R. Strange .....
- Joyce E. Jones .....
- William E. Jackson .....
- Ophus B. Evans .....
- Alma A. Sheehan .....

**Ten Years**

- Betty R. Booth .....
- Cecil L. Freeman .....
- Jerry W. Weadon .....
- Mamie H. Wade .....
- Raymond W. Carter .....
- Jessie L. Davis .....
- Kenneth D. Osborne .....
- Durwood J. Craig .....
- Elaine R. Burchett .....
- Louis I. Dew, Jr. ....
- Curtis D. Lemons .....