



THE MILL WHISTLE

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Arthur L. Jackson, senior vice president, presents awards to Bunyan Lee Thompson, company's newest 50-year employee.

B. L. Thompson Is Honored For 50 Years Of Service

Lee Thompson of the Bedsread Mill, a new 50-year employee, was honored by the management of Fieldcrest Mills, Inc., at a luncheon at Meadow Greens Country Club Friday, May 23.

He was presented the Fieldcrest diamond-and-gold 50-year pin, a gift and a letter from President William C. Battle extending the company's appreciation for Mr. Thompson's long and faithful service.

The presentations were made

by Arthur L. Jackson, senior vice president-manufacturing, who also read a telegram from Mr. Battle expressing his regrets at having to be out of town and unable to attend the meeting.

Mr. Jackson told of his association with several

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'Symbol Of Excellence' To Be Awarded At Fieldale

Employees of the Fieldale Towel Mill have won recognition for outstanding performance in manufacturing superior products for Sears, Roebuck and Co. during the past year.

Towel Mill officials have been notified that the plant won the Sears "Symbol of Excellence" and are making plans for special presentation ceremonies to be held within the next few weeks.

Employees will be notified of the dates and details of the recognition ceremonies.

The coveted award is based primarily on the general excellence of merchandise produced by Fieldcrest Mills, Inc. for Sears during the past year. It also recognizes the general excellence of the Fieldale Towel Mill's performance in such matters as shipping goods on schedule and initiative in developing new and improved merchandise.

The award to the Towel Mill is one of the 470 Sears is presenting this year to suppliers judged most outstanding among its 12,000 merchandising sources.

Fieldcrest Introduces Fall '75 Merchandise At Sales Meeting

The Fieldcrest Marketing Division introduced its new Fall merchandise and selling plans at a sales meeting held in New York City May 15-16-17.

All areas of the company were represented and the meeting was organized both to present the forceful new programs and to encourage an exchange of ideas among all in attendance.

The first day was spent in platform presentations dealing with the merchandise introductions and with the roles of Sales, Merchandising, Manufacturing and Research and Development in the achievement of divisional goals.

Speakers were D. M. Tracy, president of the Fieldcrest Marketing Division, O. G. Grubbs, H. M. Bergen, and J. P. Robertson, vice presidents and directors of sales, merchandising, and advertising respectively, A. L. Jackson, senior vice president of manufacturing, and Dr. L. H. Hance, vice president of research and engineering.

W. C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., addressed the group on Friday evening. His

speech dealt with the problems of the economy, the special challenges facing Fieldcrest, and the corporate activities already under way to strengthen both the short and long term prospects of the company.

The Saturday and Sunday meetings involved group sessions arranged around product, sales and advertising areas. These sessions provided a lively exchange of ideas and

questions on all phases of marketing, sales, and manufacturing.

Immediately following the sales meeting, the May Market Week began. The new "Nation of Nations" Collection, created from designs in the Smithsonian Institution, as well as Woodsy Owl, an attractive new juvenile collection, and the new Royal Velvet color palette were

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Praises Free Enterprise

Praise for the American free enterprise system which makes possible educational advantages and other opportunities was contained in a letter written by a recipient of a campus scholarship given by Fieldcrest Mills.

The author of the letter is Fred S. Reynolds, Jr., a junior at Clemson University majoring in electrical engineering. He received one of the two \$1,000 scholarships given by Fieldcrest Mills each year at Clemson, Georgia Tech and North Carolina State University.

Mr. Reynolds' letter, addressed to E. R. Ellis, then manager of executive employment, who notified Mr. Reynolds of the scholarship, follows below:

Dear Mr. Ellis:

I have just received your letter of 14 May and I wanted to take this opportunity to thank you and all of the others at Fieldcrest Mills for making this scholarship possible.

I am a Navy veteran and during my time in service I spent almost seven continuous years overseas in various parts of Asia and Europe; therefore, I can say with some confidence that no other country in the world provides the opportunity that our country does in allowing a poor boy like me to get an education.

I thank God for the American free enterprise system and people in private businesses like Fieldcrest Mills that provide scholarships which help to make our system of higher education work.

For some of us, college isn't fun and games but deadly serious business which entails a lot of hard work. I leave our house for Clemson prior to 8 o'clock each morning and in most instances I don't arrive home until 11 o'clock at night. My wife and son can only count on my being at home on Saturday night and Sunday morning when the libraries and the labs are closed at Clemson.

The money from the scholarship will be used to make life a little easier for us and will mean a lessening in the sacrifices we have been making. It will help the educational process continue but, in all honesty, the money is not the big reward. The scholarship has renewed my faith in the old American belief that hard work, sacrifice and perseverance pay off.

This recognition has meant a great deal to my family. We now know beyond a doubt that our sacrifices are going to ensure a better future for us. It is mainly for this reason that I want to thank you and the others at Fieldcrest Mills for this honor. You can be certain that I will not abuse the trust all of you have placed in me.

Again thank you, not just from myself but also from my wife and son.

Fred S. Reynolds, Jr.

VACATION

Fieldcrest Mills, Inc. has announced that its plants generally will close for vacation at the end of the second shift Friday, June 27, and will resume operations Sunday evening, July 6, at 11 p.m.

If there are any exceptions to this schedule, the employees affected will be notified by their mill management.

Vacation pay will be issued on the regular pay day of the week beginning June 23. Paychecks for the week ending June 29 will be issued in the regular manner on Monday, July 7.

The Credit Union Office at Eden will close at 5 p.m. Friday, June 27, and will reopen Monday, July 7, at 8 a.m. Credit Union offices at other locations will close Wednesday, June 25, at 5 p.m. and reopen July 7 at 8 a.m.

Fieldcrest's Bedsread Operation received the award for four consecutive years, 1967-1970. The award this year is the

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CU Members To Receive Dividend

Members of the Fieldcrest Mills Credit Union will receive another 7 percent per annum dividend, figured on their average monthly balances and credited to each member's share account as of June 30, 1975.

The dividend was authorized by the Credit Union's board of directors at their regular monthly meeting Thursday, May 29.

Members who need money before June 30 could be better off if they obtained a short-term loan instead of withdrawing their savings. If savings are withdrawn before June 30, the dividends that have been accruing since January 1 will be lost.