



THE MILL WHISTLE

Fieldcrest
Mills, Inc.

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No. 20

13 Scholarships Given This Year By Foundation

The Fieldcrest Foundation has granted an additional 13 Fieldcrest Scholarships to assist children of employees in obtaining a college education. The awards just announced make a total of 113 Fieldcrest Scholarships that have been given since the program was started in 1960.

At present there are 41 children of Fieldcrest employees attending colleges and universities with the aid of Fieldcrest Scholarships.

Each scholarship is worth \$4,800 over the four years of college.

The new recipients are: Douglas Alan Barker, Morehead High School, son of Mr. and Mrs. Cecil R. Barker. His father is manager of industrial engineering at the Blanket and Sheeting Mills.

Paige Lavata Chatham, Morehead High School, daughter of Mr. and Mrs. George H. Chatham. Her father is section foreman in the Storage and Shipping Department at the Bedspread Finishing Mill.

Angela Diane Gilland, East Rowan Senior High School, daughter of Mr. and Mrs. Bobby R. Gilland. Her father is a shift

foreman at the North Carolina Finishing Company division.

Wanda Sue Joyce, Fieldale-Collinsville High School, daughter of Mr. and Mrs. Thomas B. Joyce. Her father is a shift foreman in the Weave Room and her mother (Pauline) a design technician at the Fieldale Towel Mill.

Donna Sue O'Dell, Morehead High School, daughter of Mr. and Mrs. B. Wayne O'Dell. Her father is a department foreman in the Setting Department at the Karastan Rug Mill. Her mother (Bobbie Sue) is an account representative in the Accounts Receivable Department.

Thomas V. Pruitt, Morehead High School, son of Mr. and Mrs. James V. Pruitt. His father is a mechanic at the Blanket Greige Mill.

Alex Dean Randall, John D. Bassett High School, son of Mr. and Mrs. Taft Randall. His father is a weaver at the Fieldale Towel Mill.

Robert Thomas Richards, Turner-Ashby High School (Dayton, Va.), son of Mr. and Mrs. Dwight B. Richards. His

(Continued To Page Five)



Alan Goldsmith, center, receives award from vice president and director of sales, Fieldcrest David M. Tracy, right, president of the Fieldcrest Marketing Division. At left is O. G. Grubbs,

Fieldcrest Distributor Is Honored By Company

Alan F. Goldsmith, president of The Goldsmith Company, has been honored by Fieldcrest as the outstanding wholesale distributor of Fieldcrest

products in the U.S. for the year 1975.

The award, an original Dong Kingman watercolor, was presented to Mr. Goldsmith by

David M. Tracy, president of the Fieldcrest Marketing Division, at a luncheon held in Mr. Goldsmith's honor in New York.

The Goldsmith Company, a Portland-based wholesale distributor with offices in Seattle, services major Fieldcrest retail accounts in the Northwest.

The firm's association with Fieldcrest dates from ties formed over 30 years ago when Goldsmith was selected as the exclusive distributor in the Northwest for the entire Fieldcrest line.

The Kingman painting was commissioned by Fieldcrest as a part of the Dong Kingman "Watercolor Scenes" collection introduced by Fieldcrest in 1975.

It is an imaginative reflection of one of the small outdoor plazas scattered throughout Rome, and illustrates the best aspects of the renowned Kingman talent — namely, his brilliant use of colors and his distinctive, free-flowing sense of form.

Superdoffers At Greenville

The National Superdoffer Tournament began in Greenville, S.C., April 12 and, after a break for the Easter weekend, will be concluded April 22 with the naming of the world's champion warp and filling doffers.

The unusual contest, sponsored by the American

and 21 filling — will compete for a total of \$5,500 in prize money put up by the participating companies.

Fieldcrest's two doffing champions, Phillip Dickerson of the Bedspread Mill and Ray Pruitt of the Draper Sheeting Mill, were scheduled to compete Thursday, April 15, but the matches had not been completed at presstime for The Mill Whistle.

Mr. Dickerson was to have doffed against Gilbert Tarlton of Cheraw Yarn Mills in the warp division. Mr. Pruitt was to have doffed against the winner of the Dundee Mills-Deering Milli-

(Continued To Page Four)

Satisfied Customer Praises Fieldcrest

The company has received the following unsolicited letter from a consumer who is well pleased with her Royal Velvet towels. She praised Fieldcrest for high quality and good workmanship:

Dear Sirs:

I have never written a letter such as this before, but I felt I ought to give credit where credit is due.

I received two bath towels and washcloths (white, monogrammed) in Royal Velvet when I was married and I am still using them! They have received hard wear for the last 13 years but have been used for a total of 25 years in June.

Needless to say, when I possibly can I purchase Royal Velvet. I have others (Royal Velvet) that have been in hard use for 13 years. I am often upset by shoddiness and poor workmanship in today's market, but know that I am getting my money's worth in your products.

Sincerely,
Mrs. E. M. Sellars
1903 Huntington Road
Greensboro

BULLETIN

Phillip Dickerson won his first round of competition Thursday by defeating Gilbert Tarlton of Cheraw Yarn Mills.

Textile Manufacturers Institute (ATMI), is being held in Textile Hall where 55 doffers — 34 warp