

# Fieldcrest®



# MILL WHISTLE

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## Induction Course Given New Supervisors



Newly-promoted supervisors at the Towel Mill hear discussion of Fieldcrest's Mechanical Development Dept. by Frank Brey, development engineer. The class was a part of a 10-weeks induction course designed to give the new supervisors general information about the Company and to acquaint them with specific functions of the various staff departments. Most of the group are third-shift assistant foremen. In the picture left to right are Elmer Fulcher, Weaving; C. D. Stone, Weaving; C. G. Donaldson, Carding; Mr. Brey; Wallace Gourley, Packing and Shipping, 2nd shift; Glenn Nester, Bleachery.

## Fifield Heads Cotton Buyers

Stiles R. Fifield, director of raw materials purchasing at Fieldcrest, was elected chairman of the executive committee of the cotton buyers division of the North Carolina Textile Manufacturers association at the association's annual meeting at Southern Pines May 6 and 7.

Mr. Fifield takes office immediately for a one-year term. He will be responsible for appointing committees to carry on the division's work and will call the annual meeting of the full group and preside over its sessions. He will hold his first meeting with the executive committee in June.



S. R. Fifield

The division which Mr. Fifield heads is comprised of all of the cotton purchasing agents in North Carolina. Other members of the executive committee are George H. Bruton, American-Efird

Mills, Gastonia, vice chairman; Walter S. Covington, Safie Mills, Rockingham; Sydney Bluhm, Cone Mills Corp., Greensboro; B. O. Creekmore, Erwin Mills, Durham; D. B. Johnston, Shuford Mills, Hickory; and W. H. Richards, Cannon Mills, Kannapolis.

Mr. Fifield, who joined Fieldcrest in April, 1952 is a native of Adams, Mass. He has a background of experience in the cotton trade and was branch manager of Volkhart Brothers, Inc. in Memphis immediately before joining Fieldcrest.

### Has Wide Experience

He was with Woods Manufacturing company at Wellington, Ontario for three and a half years before going with George H. McFadden and Brother in Memphis in 1937. He was associated with J. A. Baker and Company, Inc., Memphis, from 1943 until he joined Volkhart Brothers in 1949.

In Memphis he was a member of the Memphis University club and the Chamber of Commerce. He recently completed the course in advanced management sponsored by the School of Business Administration at the University of North Carolina, designed for persons already carrying major executive responsibilities.

## Rugs Featured On TV Show

Harold W. Whitcomb, president of Fieldcrest Mills, Inc. and Walter B. Guinan, vice-president in charge of Karastan sales, appeared on a recent television program featuring Karastan rugs in Providence, Rhode Island. The program "Let's Go Shopping", sponsored by the Outlet company of Providence, was telecast on April 19 from station WJAR-TV.

Mr. Whitcomb was introduced by A. E. Darby, Outlet's president. Mr. Guinan was televised from the store's rug department which has an outstanding Karastan installation. Many of the rugs were shown and discussed. Mr. Guinan also presented a comparison of a Karastan power-loomed rug and the actual Oriental rug from which the design was taken, showing the faithful reproduction of the pattern and quality.

Miss Alice Jackson conducts the "Let's Go Shopping" program which is sponsored by Outlet every Monday through Friday from 1:00 to 1:15 on station WJAR-TV. Mr. Guinan made a previous appearance on the program in February.

## Council To Hear Atomic Expert

Members of the Carolina Cooperative Council will meet at Consolidated Central Y.M.C.A. at 7:30 o'clock Thursday evening, May 19 to hear a talk by J. R. L. Holdsworth of the Atomic Products Division, General Electric company, New York. Mr. Holdsworth will speak on "The Impact of the Atomic Age on Science and Industry." His presentation will include a film entitled "A' Is For Atom."

It will be the final meeting of the 1954-1955 Council year. Meetings will be suspended during the summer with the new Council year beginning in September. Officers for the next year will be elected at the May meeting.

A feature of the program will be the awarding of attendance prizes for the year. Four \$50 saving bonds will be given as grand prizes.