

Fieldcrest® MILL WHISTLE

Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.

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NO. 22

'Open House' Attracts 9,000 Visitors



Miss Annie V. Lea is presented her 50-year service emblem, and other gifts by President Harold W. Whitcomb at a luncheon given in her honor.

Miss Annie Lea Works 50 Years At Fieldcrest

Miss Annie V. Lea, of the Inspecting Dept. at the Synthetic Fabrics Mill completed 50 years of continuous service Tuesday, May 1.

She was honored by the Management at a luncheon at Meadow Greens Country club and was presented her diamond-and-gold 50-year service emblem, a letter expressing the Company's appreciation for her long record of faithful service, and other gifts and remembrances.

Attending the luncheon were seven other employees who earlier had completed 50 years of service. E. J. Hoechst, director of industrial relations, presided. The invocation was given by Robert Greene, superintendent of the Synthetic Fabrics Mill. President Harold W. Whitcomb, Vice-president E. W. Medbery and A. L. Jackson manager of the Synthetic Fabrics Mill spoke in appreciation of Miss Lea's loyalty and steadfastness.

A native of Rockingham County,

(Continued on page three)

Public Views Progress In Mills' Modernization

The "open house" program at Fieldcrest April 30 and May 1 and 2 was one of the most successful in the history of the mills. A count of the guest tickets showed that 8,936 persons toured the plants. Visitors came from a wide area in North Carolina and Virginia.

Guides conducted the visitors through the mills in small groups. Printed material was handed each visitor as the tour began and posters on various new machines and other equipment called attention to improvements made

See pictures of open house at N. C. mills, pages four and five. Picture-story of Towel Mill program appears on pages six and seven.

under the Company's \$5½ million modernization program. Simultaneous tours were conducted at the nine mills in the Tri-Cities. Cameramen from stations WFMY-TV and WSJS-TV filmed scenes at the open house and devoted a part of their news telecasts to the Fieldcrest event.

F. C. Dumaine, a director of Fieldcrest Mills, Inc. toured the mills with President Harold W. Whitcomb and greeted many of the visitors. Other dignitaries attending included Mayor Harris Nelson, Jr., of Spray; Mayor C. W. Roberts of Leaksville; Mrs. C. B. Tiller, mayor pro tem of Draper; Sheriff Carl H. Axsom, Harry Davis, president of the Tri-City Chamber of Commerce and Glen Allen, executive director of the chamber.

Door prizes of 38 company products were awarded at the end of the open house event. Tickets were chosen by Miss Billie Jean Edwards, the current "Miss Tri-City High School" and the daughter of Mr. and William Edwards of Leaksville, both of whom are employed at Fieldcrest.

Door prizes were awarded as follows: 3x5 Karastan rug, Iris Barnes, Martinsville, Va.; electric blanket, Lillie M. Cox, Leaksville; Acrilan blanket, Sharon Lee Kendrick; bedspreads, Edward Rakes, Martinsville; Mrs. N. Curtis Durhan, Reidsville; Robert L. Powell, Draper; Thomas Joyce, Leaksville; John Weatherford, Draper; sheet

(Continued on page eight)

Clinton Named Head Of Sales Promotion

Vernon B. Clinton was appointed director of advertising and sales promotion for Fieldcrest Mills, Inc., effective May 1, according to an announcement by



V. B. CLINTON

F. W. Hoyt, vice-president in charge of sales for the domestics division.

Mr. Clinton resigned on April 30 from C. F. Hathaway Company, where he has been merchandise manager for the past two years. Prior to that he was with Cluett, Peabody and Co., Inc. for seven years in merchandising, sales and promotion capacities.

Mr. Clinton fills the position left vacant by the death of R. S. Douglas.