

G. W. Moore Speaks To 25-Year Group



This scene shows a part of the crowd at Draper 25-Year Club meeting. In the right foreground is J. H. Ripple, retired manager of the Blanket and Sheeting Mills.



G. W. Moore, president of marketing division, was the main speaker.



String band includes, from left, Clarence Law, Blanket Spinning; Melvin Pruitt, Blanket Inspection; Claude Grubbs; David Pulliam, Blanket Spinning; Cliff Ragsdale, Blanket Winding; Raymond Mathes. Eddie Wall, electric guitar, is not shown.



Group of well-known Draper employees shown here includes, from left to right, Herman Blackwell, Blanket; William Riddle, Sheeting; Harold Gerringer, Sheeting; John McGavisk, Blanket; Frank Hutson, Blanket; and James Mangrum, Blanket Mill.

Fieldcrest Mills is in the top style and quality end of the textile business. While the company has made outstanding progress in the past decade, it cannot rest on its laurels. The Fieldcrest organization must continue to "work at it" to stay ahead of its competition.

So declared G. W. Moore, president of the Fieldcrest marketing division, in an address to the Blanket and Sheeting Mill members of the 25-Year Club at the Draper Junior High School auditorium Saturday afternoon, October 3.

Mr. Moore traced the development of Fieldcrest's styling and merchandising. As a former head of the Blanket Sales Department, he told interesting facts about the company's first screen-printed blanket which he said was the beginning of Fieldcrest's coordinated colors and designs.

As a part of his presentation, Mr. Moore showed and discussed a number of color slides showing various phases of Fieldcrest's merchandising activities.

H. T. Bundy, manager of blanket operations, was master of ceremonies. J. P. Powell, manager of sheeting operations, extended the welcome. N. F. Young, assistant to the manager of blanket operations, presented the new members coming into the 25-Year Club in 1964.

In the drawing for attendance prizes conducted by R. B. Mitchell, assistant superintendent of the Blanket Mill, the winners were: Reid Weadon, Blanket Mill, a Nobility blanket; Henry Gover, Sheeting Mill, a Desert Song blanket; Willie Burchell, Sheeting Mill, a Shower of Flowers printed sheet gift set; and Alva Haley, Blanket Mill, a scalloped sheet gift set.

Entertainment was provided by a string band which included a number of Blanket Mill employees.

Following an invocation given by Russell Stewart, a loomfixer at the Blanket Mill, the supper was served in the cafeteria of the Draper Elementary School.