



C. W. Tulloch accepts "Excellence" award for second shift at Bedsread Mill from E. C. Steffy, Jr., a Sears official.



Eunice Buckner accepts plaque for first shift at Bedsread Finishing Mill. J. P. Foster, superintendent, is at left.

Mills Are Cited For 'Excellence'

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He said he considered that Fieldcrest has "the best bedsread mill in the world, operated by the best people in the world."

G. William Moore, president; Robert A. Harris, vice president—manufacturing; and Arthur L. Jackson, division vice president—domestics manufacturing, in talks at the various ceremonies, expressed the general management's appreciation for the efforts of the Bedsread employees.

As part of the celebration, a barbecue dinner was served in the mills to all employees.

The Sears officials were guests of honor at a luncheon at Meadow Greens Country Club at which President Moore made a brief talk thanking Sears for the recognition given the Bedsread operation and citing the importance of Sears' business to Fieldcrest Mills.

Mr. Steffy in a brief response thanked Fieldcrest for its cooperation and enthusiasm and said that a "good partnership" is based on friendship and trust.

Guests recognized at the luncheon included J. H. Byler, division vice president—bedspread sales; E. S. Klein, Jr., division vice president for specialty sales; R. E. Anderson, of Sears, and Richard Taylor, manager of the Sears store at Eden.

Other invited guests included local area press and radio officials and some of the supervisors from the Bedsread Finishing Mill.



F. E. Barron, mill manager, presided at ceremonies. Here he speaks to Bedsread Finishing first shift employees.



President G. W. Moore addresses employees on winning award.



Bedsread Mill group gives close attention.



Barbecue was served to all employees.

F. E. Barron speaks to Bedsread Mill first shift.

R. A. Harris congratulates second shift employees.

