

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

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Lelia Roberson Feted For 50 Years' Service

Lelia A. Roberson, of the Fieldale Towel Mill, completed 50 years of continuous service May 6. She was the first Fieldale employee to attain a half-century of service and become a member of the 50-Year Club.

Miss Roberson was the guest of honor at a luncheon given by the management of Fieldcrest Mills, Inc. at Meadow Greens Country Club on her anniversary date. During the program she was presented with her 50-year pin, a gift and other remembrances.

Miss Roberson worked in the Cloth Room and in the Sewing Department during her half-century with the Company. She worked as a trimmer, folder, spreader, label cutter and, for the past eight years as a wash cloth inspector.

She was born near Dodson, Va., but grew up at Fayerdale, which was at the site of the present Fairystone State Park. She moved with her family to Fieldale in 1919 and several members of her family went to work in the mill.

Eight members of her family have been associated with the Towel Mill with combined service of 150 years. Miss Roberson's father, the late John Will Roberson, helped to build the Towel Mill. He later worked on the "outside"

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LELIA ROBERSON



On first shift at Bedsread Mill, in one of three ceremonies, E. C. Steffy, Jr., bedsread buyer for Sears, Roebuck and Co., presents Sears "Symbol of Excellence" award to representative group of employees, from left, Ernest Roach, Ruby Murray, Walter Tinsley and Eva Buckner.

MILLS RECEIVE 'EXCELLENCE' AWARD

For the third consecutive year, employees of the Bedsread Mill and the Bedsread Finishing Mill have been awarded the Sears "Symbol of Excellence", given for superior quality and service in the manufacturing of products for Sears, Roebuck and Co.

While the award is based primarily on the excellence of the merchandise produced, it also recognizes the general excellence of the mills' performance in such matters as shipping goods on time, providing merchandise free from service or replacement problems, a minimum of customer returns and other factors.

E. C. Steffy, Jr., bedsread buyer for Sears, presented the plaques in special ceremonies at the two mills. Representative employees from the various shifts and departments accepted the award on behalf of their fellow employees.

Mr. Steffy congratulated the employees on winning the award and thanked them for their good work. He pointed out that among Sears' more than 13,000 major suppliers, the Fieldcrest bedsread operation was one of the few singled out for the distinguished award. The bedsread operation is in

the unique position of having won the award in three consecutive years, he said.

Fieldcrest has helped Sears toward its goal of bringing "more goods of greater value to more people at lower (Continued on Page Eight)"

Asheville And Stokesdale Employees Reject Unions

Employees of Foremost Screen Print, Inc. at Stokesdale, a division of Fieldcrest Mills, Inc., voted overwhelmingly May 1 to reject union representation by the Textile Workers Union of America.

The results were 148 against union representation and 88 for the union.

The vote culminated a campaign by the Textile Workers Union of America which began in August, 1968.

It was the second defeat of a union at a Fieldcrest plant within a one-week period. Employees of the Winchester Spinning Corporation, a Fieldcrest subsidiary at Asheville, April 24 rejected representation by the United Textile Workers of America by a vote of 81 against representation and 50 for the union.