# THE MILL WHISTLE

Fieldcrest. COORDINATED FASHIONS FOR BED AND BATH — Karastan AMERICA'S FINEST POWER-LOOMED RUG

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## Bedspread Operation To Get Sears Award

Fieldcrest Mills' Bedspread Operation is to receive the Sears "Symbol of Excellence" award for outstanding performance in manufacturing goods for Sears, Roebuck and Co., during the past year. It will be the fourth consecutive year that the Bedspread Operation has won this award.

The "Symbol of Excellence" plaque will be presented in special ceremonies at the Bedspread and Bedspread Finishing Mills Thursday, May 14. As part of the program and celebration, a barbecue dinner will be served to all Bedspread and Bedspread Finishing Mill employees.

Special guests from Sears and from the Fieldcrest Marketing Division will be here to take part in the ceremonies.

F. E. Barron, mill manager, has written a letter to all Bedspread and Bedspread Finishing employees announcing the award and inviting them to at-

(Continued on Page Three)

## Company Names New Advertising Agency

F. W. Green, president of the Fieldcrest Marketing Division, has announced that effective May 18, MacManus, John & Adams will handle the advertising of both Fieldcrest and St. Marys brands.

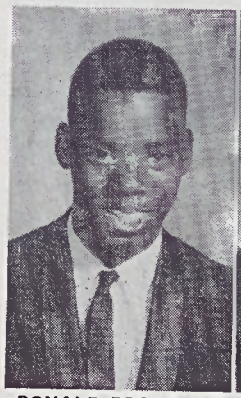
The Fieldcrest account will be served by the New York offices of MacManus, John & Adams, an agency ranking eighteenth in size among United States advertising agencies.

Other offices are maintained in Bloomfield Hills, Michigan; Chicago, Minneapolis and Los Angeles with subsidiary offices in Canada, England, Germany and Switzerland.

Fieldcrest joins such accounts as General Motors, Celanese, Dow Chemical, the 3M Company and Good Housekeeping Magazine.

In the home furnishings field, Henredon Furniture Industries of Morganton, North Carolina, is a fellow client of the agency with interests and associations closely akin to Fieldcrest. Other accounts of the agency are Saran Wrap, Restclox and Radio City Music Hall.

The Fieldcrest account will be managed by D. M. Marshman, Jr., formerly of Marshman & Company.



RONALD BROADNAX

TERRY CHILTON

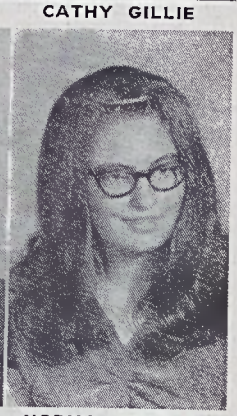
EDWARD COKER

CATHY GILLIE

KAREN HODGES

JERRY NANCE

CLARA SHEPHERD



NORMA SHIVELY

## Presenting: 8 New Fieldcrest Scholars

The eight newest recipients of Fieldcrest Scholarships, worth $4,000 each, granted by the Fieldcrest Foundation, are shown in the pictures above.

Including the eight scholarships granted this year, a total of 52 employees or children of employees have been assisted by Fieldcrest Scholarships since the program was started in 1960.

Ronald Ray Broadnax will major in electrical engineering at A & T State University. His father, Roy Lee Broadnax, is a filling storage man at the Bedspread Mill.

Terry Ann Chilton will attend the University of North Carolina at Greensboro and plans to major in science. She is the daughter of Gilmer E. Chilton, an order filler at the Karastan Service Center, and Mary H. Chilton, a utility hand at the Bedspread Finishing Mill.

Edward Franklin Coker will major in history at Western Carolina University. Both of his parents are employed at the Alexander Sheeting Mill, Forest City. His father, Franklin B. Coker, is a weaver and his mother, Dorothy G. Coker, is a spooler tender.

Cathy Lee Gillie has been accepted at East Carolina University and expects to major in mathematics. Her father, Frank H. Gillie, is an assistant engineer

(Continued on Page Three)

### 3,000 Tour Mill At 'Open House'

**Approximately 3,000 persons, including employees, their families and friends, and citizens from surrounding communities visited the Fieldale Towel Mill at Fieldale, Va., during an "open house" program Wednesday, May 6.**

**During their tours, visitors saw the results of a $5 million expansion and modernization program completed in 1969. W. O. Stone, the mill manager, and other officials stood by to greet the guests.**

**A display showing the products of the mill was arranged in the Sewing Department. All visitors were served refreshments.**