

Pat Donovan Joins Marketing Division

Patricia Donovan joined the Fieldcrest Advertising and Sales Promotion Department in March of this year. As staff assistant she will handle special projects for J. P. Robertson, vice president and director of advertising and sales promotion, Fieldcrest Marketing Division.

Miss Donovan will also assist Mrs. June Mohler, manager of sales training and publicity, in doing sales promotions for leading department stores throughout the country.

Formerly a senior national editor and writer for the United Parcel Service internal magazine, Miss Donovan will report on company news events in stories for *The Mill Whistle*, prepare sales training brochures for the Fieldcrest Marketing Division and write press releases.

The mother of two teen-age sons, Miss Donovan, who uses her maiden name professionally, has spent many years before T.V. cameras and "live" audiences as a television spokeswoman and fashion show commentator for DuPont, Timex, Genesco, General Motors and Sears, Roebuck and Co.

Miss Donovan and her family center their interests, weekends and summers, around a 150-year-old Long Island home, previously owned by a sea captain, in the quaint whaling town of Sag Harbor.

Red Carpet For AA

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carpet is also featured on the jet bridges leading to the aircraft.

Norman Rosenblatt of Contract Distributors Corporation explained that executives at American Airlines and its industrial design consultant firm of Henry Dreyfus & Co. were particularly concerned that the carpet's coloration be exact. Mr. Rosenblatt noted that Karastan's designers were able to achieve the right mixture of red with black to create the specific color effect that American demanded.

The red carpeting is used throughout the installations except for the areas immediately facing the check-in counters. Here a black striped design was created by blending more black with the reds in the carpet.

Buy . . . Sell . . . Swap

FOR SALE: T.V. antenna, black-white and color. See Thomas Hall, Sheeting Weave Room, or 1726 South Avenue. Telephone 635-8321.

FOUND: Two sets of keys. Owners should contact The Mill Whistle office, extension 53356.

FOR SALE: GE refrigerator in good condition. Call 635-4301 after 4 p.m.



New Jaycee officers and directors, from left, are Russell Cobb, Larry Woods, George Rudy and Ray Lewis, directors; Bobby Brooks, external vice president; Tommy Flynt, internal vice president; Henry Davis, president; Reginald Cates, director; Melvin Smith, treasurer; and Ron Norwood, immediate past president.

Fieldcresters Are Elected To Jaycee Offices

A number of Fieldcrest employees were among the 1970-71 officers installed at the Eden Jaycees' 22nd Anniversary installation banquet, held at the Leaksville-Spray Moose Lodge.

The new officers are: Henry Davis, president; Tommy Flynt, internal vice president; Bobby Brooks, Canteen, external vice president; R. W. Rutland, Blanket Mill, state director; Melvin Smith, Blanket Finishing, treasurer; Bill Peters, Bedspread Finishing, secretary; and Reginald Cates, Russell Cobb, Ray Lewis, George Rudy, Karastan; John Small, Research; and Larry Woods, directors.

M. L. Hyler was named "Jaycee of the Year" and won one of four "Key Man" awards. Other "Key Man" award winners were Henry Davis, Bobby Brooks and Jimmy Wright.

The featured speaker was Larry Ward, candidate for the state Jaycee presidency and current administrative national director.

Mr. Ward urged Jaycees to "get involved with issues facing not only North Carolina but also the country." The drug problem, pollution and government were three particular areas in which he felt Jaycees should become involved.

Bedspread Mills Receive 'Excellence' Award

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spread Finishing Mill, Lorene Bailey, Elizabeth Jumper, Eris Mabes and Lawrence Strange; and third shift, Bedspread Mill, Lena Ellis, Otha Gammon and John Simpson.

Prizes awarded in drawings at the various ceremonies went to: Bedspread Mill, Shuford Lollis, Raish Lampkin, Jr., Pauline Ratliff, and Marion Wilson; Bedspread Finishing, James W. Ray, Carolyn Wilson and Joyce Young. All received bedspreads.

As part of the celebration, a barbecue dinner was served in the mills to all employees. Retirees of the two mills were invited back to have lunch and attend the ceremonies.

The next day, the general management of Fieldcrest honored Mr. Steffy at a luncheon at Meadow Greens Country Club. In a brief talk, G. William Moore, president of Fieldcrest Mills, Inc., described the fine relationship between Fieldcrest and Sears through the years and pointed out several ways in which Fieldcrest and Sears

are important to each other.

Guests recognized at the luncheon included Hugh A. Brown, Jr., vice president—merchandising in the Fieldcrest Marketing Division; and James H. Byler, division vice president—bedspread sales. Mr. Brown and Mr. Byler came from New York to attend the award ceremonies.

Old-Fashioned July 4

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youngsters, horse shoe pitching, bingo and other games, with a large number of prizes. There will be the traditional greasy pole climb and greasy pig race. Valuable gate prizes will be awarded in drawings from among the names of those attending.

Efforts are under way to obtain at least one band from some military installation in the state and it is planned to have a prominent speaker for the patriotic address. Details on these and other phases of the program are to be announced.