



District Industrial Tournament's "Most Valuable Player", Pate Carter, pitcher for the Bedsread Finishing Mill, warms up before practice session.



DISTRICT INDUSTRIAL LEAGUE CHAMPIONS — Bedsread Finishing Mill team members, left to right, are: Randy Jeffries, Pate Carter, David Barksdale, Roy Land, (manager), Mike Crowder, Gary Minter, Nathan Collins and J. W. McCollum. Not present were Mike Brannon, Glenn Ellis and Roger Slaughter.

Bedsread Finishing Wins District Championship

The Bedsread Finishing Mill softball team, runners-up in the Fieldcrest YMCA League, defeated Carolina Container of High Point and Blanket Warehouse to become District Industrial League champions.

Pate Carter, Bedsread Finishing Mill pitcher, was voted Most Valuable Player for the tournament which was played at Duke Power Field in Eden, July 30 and 31.

The Bedsread Finishing team de-

feated Carolina Container 14-5 in their first game. In their second tournament game, they beat YMCA Fieldcrest League champions, Blanket Warehouse, 6-4. In the finals they took Carolina Container, 10-3.

Slugging power was a deciding factor for the Bedsread Finishing team. They racked up 47 hits while limiting their opponents to 23.

Bedsread Finishing Mill will represent the district in the State Industrial Tournament to be played August 26-29 at Duke Power Field, Eden. The Fieldcrest "A" League team will act as host for the tournament.



Lionel Hampton's band plays at party for Fieldcrest's 500 customer-guests.

Fieldcrest Hosts Party During Market Week

Store buyers and executives were delighted by more than Fieldcrest's fall line during the recent Market Week in New York. Fieldcrest held a gala festival at the exclusive St. Regis-Sheraton's rooftop ballroom. Lionel Hampton, with his band and singers, treated Fieldcrest's 500 guests to many hours

of old-time jazz and timely dance music.

In addition to buyers and merchandise managers, many store principals joined Fieldcrest's sales staff and executives for a memorable evening of music, dancing and renewing warm friendships.

W. C. Battle Elected Company President

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former Virginia Governor John S. and Lucy L. Battle. He received his B.A. degree from the University of Virginia and his L.L.B. degree from the University of Virginia Law School.

Mr. Battle served in the U. S. Navy 1942-45 on PT boats in the Pacific and was awarded the Silver Star for gallantry in action. He was in charge of the two PT boats which rescued Lt. John F. Kennedy after the loss of PT 109.

He married the former Barry Webb of Martinsville, Va. They have three children, ages 16, 15, and 13. Mr. Battle will have his headquarters at Eden and will move his family here as soon as housing arrangements can be made.

THE MILL WHISTLE