



At the awards presentation, from left, W. Joseph Strickland, guest speaker; Robert Tart who presented the national award; S. L. Shaver who presented the state award; and M. D. Rochelle, president and general manager at NCF.

Awards Are Presented To NCF

The North Carolina Finishing Company division at Salisbury was presented the "North Carolina American Legion Employer of the Year Award for Hiring the

Handicapped" on September 17 in Salisbury. The Employer of the Year Award banquet, which was sponsored by the North Carolina American Legion, was

held at the Harold B. Jarrett Post.

The company was also presented the "National

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Battle Elected Member Of Conference Board

William C. Battle, president of Fieldcrest Mills, Inc., was elected a member of The Conference Board on September 18 in New York.

At the same meeting, J. Paul Sticht, president of R. J. Reynolds Industries, Inc., was reelected a member of the Board for a two-year term.

The Conference Board is an independent and nonprofit business and economic research organization. Founded in 1916, its work is supported by approximately 4,000 associates, including small, medium and large companies, colleges and universities, labor unions, trade associations and government agencies.

The Board is wholly independent, and has never been an agency or affiliate of any other organization.

The organization's research is carried out in a scientific manner, fully utilizing the views and experiences of those most familiar with the subjects under study. Because of its reputation for handling confidential information in a discreet



WILLIAM C. BATTLE

manner, its staff enjoys unique access to the inner workings of United States and Canadian companies. This gives the Board's work unparalleled depth and authenticity.

With a full-time staff of nearly 300, over 100 of whom are fully trained research professionals, the Board offers associates a wide range of talents and

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UF Drive To Start Oct. 7 Alexander Will Head Motor Vehicles Dept.

The United Fund campaign in the Eden plants and offices will open today, Monday, October 7, simultaneously with the community-wide campaign which has as its goal \$165,000 for the support of the 11 health, welfare, recreational and character-building youth services included in the fund.

Thomas P. Webster, Jr., manager of general accounting, will serve as chairman for this year's campaign at Fieldcrest Mills, Inc., in Eden. Dick Rutland, manager of technical services-blanket manufacturing, will be the vice chairman.

Division vice presidents of Fieldcrest are chairmen for their respective divisions with the plant managers and the major staff department heads serving as co-chairmen.

Each employee in the Fieldcrest plants and offices will be contacted and invited to pledge a contribution in the campaign which will continue

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J. F. Alexander, purchasing agent at the North Carolina Finishing Company division at Salisbury, will succeed Boyd Miller as Commissioner of Motor Vehicles in North Carolina on November 1.

Mr. Alexander, a member of the State Board of Transportation, is a Republican and is past chairman of the party's executive committee in Rowan County. He moved to Salisbury in 1948 when he joined NCF and has been active in all facets of community life since that time.

He has served as a member of the Salisbury School Board and as a director of the N.C. School Boards Association as well as on the legislative committee of that group. He served six years as chairman of the Rowan County Board of Social Services and is a trustee of the Alexander School, Inc., an orphanage in Union Mills.

In 1969, he was selected "Rowan County Industrial Man of the Year" by the Industrial Management Club. He is a former board member and



J. F. ALEXANDER

publicity chairman of the Salisbury-Rowan Chamber of Commerce.

He attended Davidson College from 1941 through 1943 and then joined the U.S. Army and served overseas in the ETO with the 30th Division. He was awarded the Purple Heart Medal for injuries sustained when he stepped on a land mine.

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Designs Feature American Heritage

"Hempfield Railroad" is part of a new collection by Fieldcrest which is inspired by treasures from the Smithsonian Institution which houses artifacts from our nation's past. The collection is entitled "The American Treasures Collection". See more pictures and story on the new collection on page five.