



Fieldcrest
Mills, Inc.

THE MILL WHISTLE

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8 Receive Fieldcrest Scholarships

The Fieldcrest Foundation has awarded 8 additional scholarships to assist the children of employees in obtaining a college education. This year's awards make a total of 100 Fieldcrest Scholarships that have been given since the program was started in 1960.

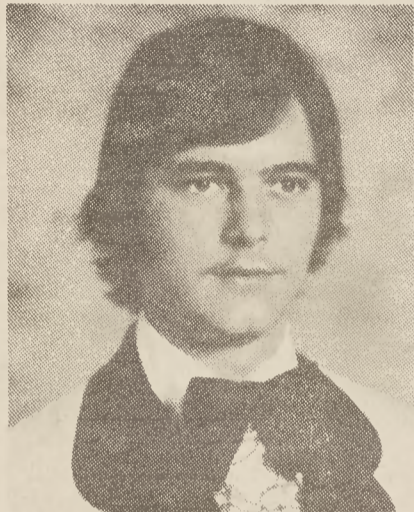
Each of the scholarships is worth \$4,800 over the four years of college.

At present there are 38 children of Fieldcrest employees attending colleges or universities with the aid of Fieldcrest Scholarships.

The newest recipients are Terry Gene Aldridge, Joyce Lynn DeLancey, Patricia Anne Elliott, Jeannie Darlene Law, Patsy Ann McEntire, Teresa Irene Newsome, Anna Olivia Pratt and Wilson Manning Smith, Jr.

Terry Gene Aldridge is the son of Mr. and Mrs. Eugene H. Aldridge and is a member of the graduating class at John D. Bassett High School. He plans to attend the University of Virginia and study nuclear engineering. His father is a maintenance supervisor at the Fieldale Towel Mill, Fieldale, Va.

Joyce Lynn DeLancey, daughter of Mr. and Mrs. Earl R. DeLancey, will graduate from Ruffin High School. She plans to attend Appalachian State University and major in special education. Her mother (Naomi)



TERRY GENE ALDRIDGE



JOYCE LYNN DeLANCEY



PATRICIA ANNE ELLIOTT



JEANNIE DARLENE LAW



PATSY ANN McENTIRE

is a sewer-repair pillow cases at the Sheet Finishing Mill.



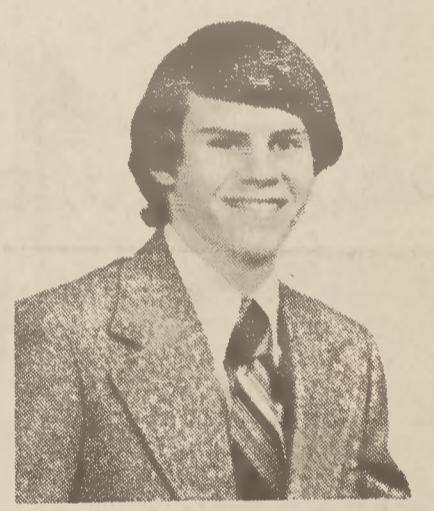
TERESA IRENE NEWSOME

daughter of Mr. and Mrs. Charles E. Elliott, will graduate from Connetquot Senior High



ANNA OLIVIA PRATT

School, Bohemia, N.Y. She plans to become a doctor of general medicine and has been accepted



WILSON M. SMITH, JR.

in the medical programs at both Pennsylvania State University
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N. C. Finishing Receives State Award For Hiring Handicapped

The North Carolina Finishing Company division received the Outstanding Employer of the Year Award from the Governor's Council on Employment of the Handicapped at a ceremony in Raleigh on Friday, March 28. Governor Holshouser presented the Award to W. Curtis Rogers, plant manager, and congratulated the company on its work in hiring and providing opportunities for handicapped people.

Also present at the luncheon and ceremonies were Harold Russell, Chairman of the President's Council on Employment of the Handicapped, and many other representatives of government, industry, and the medical profession.

N. C. Finishing received the award on the basis of the
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W. C. Rogers, left, plant manager at the North Carolina Finishing Company, receives the "Outstanding Employer of the Year" award from Governor James E. Holshouser, Jr. At right is W. Joseph Strickland, executive director of the Governor's Council on the Employment of the Handicapped.

'Colorburst' Towels On TV Shows

Fieldcrest's "Colorburst" towels made exclusively for Sears, Roebuck & Co. are being shown nationally on network television, in color Sunday roto sections, and on local radio and television and newspapers by Sears during a concentrated three week period in April. This is the most extensive advertising campaign ever devoted to the store's bath shop "Colormates" items.

The Colorburst towel is the key item in "Colormates" which include bath carpets and rugs, shower curtains, hampers, and scales. The unprecedented advertising support announces a "1/4 Off" regular price promotion on all items for a three week period.

Colorburst is a sheared cotton terry dobby bordered towel offered in fifteen colors and six sizes plus a mat and is the first product in history of Fieldcrest to receive such concentrated advertising support.

The television commercials

ran for nine days, between April 2 and April 9 with the roto backup the second week of April and local advertising the third week of the month. A television schedule was published in the March 21 Mill Whistle.

Beat Inflation!

Have rising food prices mangled your budget beyond recognition? See pages four and five for some ideas on how to get more for your money at the grocery store and at the same time have attractive, nutritious meals.

