



Fieldcrest
Mills, Inc.

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45 New Grants-In-Aid Awarded

The Fieldcrest Foundation has awarded grants-in-aid to 45 additional sons and daughters of Fieldcrest employees for the 1975-76 school year.

The individual grants range upward to \$1,000 per year. In addition to the 45 new grants-in-aid, 69 grants were renewed, making a total of 114 students enrolled this year and receiving grants.

The latest grants together with the 140 grants awarded previously make a total of 185 grants-in-aid that have been given since the program was established in the spring of 1972.

The grants program is designed to aid employees' children who wish to attend technical schools or take technical courses such as mechanics, secretarial work or paramedical courses (nursing, medical technicians, etc.). The grants are made, also, to students attending four-year colleges and universities.

The grants differ from Fieldcrest Scholarships, also given by the Foundation, in that grants are primarily for aiding

employees' children in line with their financial need as well as their desire and ability to complete a given course of study. The scholarships are based on academic achievement as well as financial need.

The names of the newest grant recipients along with brief information about each follows:

Debra Lynn Allen is the daughter of Mr. and Mrs. Oscar L. Allen. Her mother is an

inspector at the Bedspread Mill. Debra Lynn is in her second year at Rockingham Community College and is studying nursing.

Denise Mae Arnold is the daughter of Ruth Ann R. Arnold, a second hand in the Sewing Department at the Fieldale Towel Mill. Denise Mae will attend Averett College and plans to major in sociology.

Betty Joyce Barber has been admitted to Appalachian State

University and will major in psychology. Her parents are Mr. and Mrs. Eugene D. Barber, Jr. Her father is a shift foreman at the North Carolina Finishing Company division.

Eddie C. Bartell plans to attend Lees McRae College and major in physical education. He is the son of Mr. and Mrs. Stanley E. Bartell. His father is a canteen serviceman and his mother (Jeanette) a clerk at the Laurelcrest Carpet Plant.

Sandra Jane Beck is the daughter of Mr. and Mrs. James T. Beck. Her father is a washer mix man and her mother

(Patricia) a clerk at the North Carolina Finishing Company division. Sandra Jane will attend the American Business and Fashion Institute and will major in accounting-secretarial.

Dewey R. Braswell is the son of Mr. and Mrs. Dewey Roland Braswell. He will attend East Carolina University and major in business administration. His mother (Madeline) is employed at the Automatic Blanket Plant.

Joseph A. Brown will attend Howard University and plans to become a dentist. He is the son of Mrs. Janie E. Barham, a battery

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Award Ceremonies Planned For Aug. 7

The Sears Symbol of Excellence award is to be presented to the Fieldale Towel Mill in special ceremonies at the mill Thursday, August 7. As part of the program and celebration, a barbecue dinner will be served in the mill to employees on all shifts.

The "Symbol of Excellence" plaque is being awarded the Fieldale Towel Mill for

outstanding performance in manufacturing goods for Sears, Roebuck and Co. during the past year.

The award is based on the general excellence of merchandise produced by Fieldcrest Mills, Inc. for Sears during the past year. It also recognizes the general excellence of the Fieldale Towel Mill's performances in such matters as shipping goods on schedule and initiative in developing new and improved merchandise.

Special guests from Sears' Chicago headquarters and Fieldcrest sales officials from New York will be at Fieldale to take part in the ceremonies. On Friday, August 8, the general management of Fieldcrest Mills, Inc. will honor the Sears visitors at a luncheon at Meadow Greens Country Club, Eden. Those attending will include the company officers, Fieldcrest sales officials, members of the Fieldale Towel Mill management and key staff personnel.

"The award to the Fieldale Towel Mill is one of 479 that Sears is presenting this year to suppliers judged most outstanding among its 12,000 merchandising sources," said James P. Hite, towel buyer for Sears.

"This award is our salute to those suppliers who have, through their excellence, made significant contribution to Sears' reputation for quality merchandise," Mr. Hite said. "It also recognizes each employee for his contribution to the superior performance of the plant."

The Sears "Symbol of Excellence" award was won by Fieldcrest's bedspread operation for four consecutive years, 1967-1970. The award this year is the first for the Fieldale Towel Mill.



HALSTON, noted designer of women's clothing.

Halston Will Design Fieldcrest Collection

Halston, one of the most successful young designers of women's clothes in America, will design a collection of bed and bath fashions for Fieldcrest. David M. Tracy, president of the Fieldcrest Marketing Division, has announced that an agreement has been signed and that the first Halston collection will include sheets, towels, bedspreads and blankets.

Halston is a member of the Coty Award Hall of Fame and received that honor, the highest that the fashion industry can bestow upon a designer, in the fall of 1974. He had previously

received four Coty awards for excellence in design.

Elegance is Halston's trademark, and his classic silhouettes have influenced fashion here and abroad. His revival of the sweater returned knitwear to popularity as a high fashion item; his use of synthetic "Ultrasuede" for a classic shirt-dress design has sold over 18,000 copies and popularized the use of synthetic suede in both couture and ready to wear collections.

The Halston clientele includes some of the world's most famous and talented women; among

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Fieldcrest Jointly Sponsors ATP Tennis Tournaments

For the second consecutive summer Fieldcrest will participate in the sponsorship of the Association of Tennis Professionals (ATP) tennis tournaments, to be held in eight cities throughout the U.S. and Canada. Sponsorship will be shared with American Airlines and Aetna Life and Casualty.

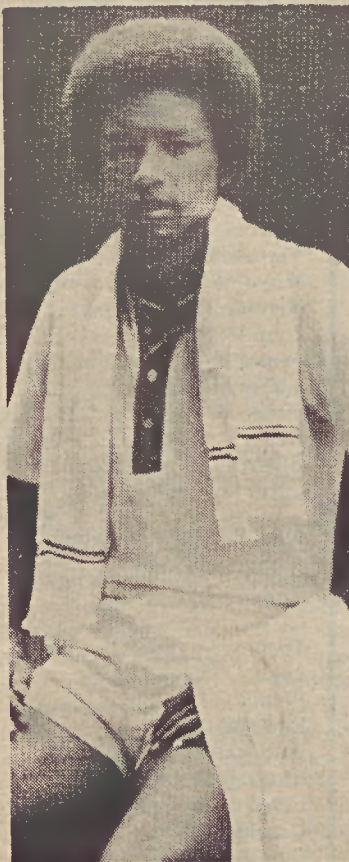
The semi-finals and finals of these popular events will be broadcast live over Public Broadcasting stations on Saturday and Sunday afternoons and Monday evenings throughout July and August.

Fieldcrest's "Wimbledon" towel and tennis scarf will be used by tournament players, and Fieldcrest will be identified during the television coverage as a sponsor of the events.

The Association of Tennis Professionals is a prestigious tennis organization which lists among its membership such well-known players as Arthur Ashe (recent Wimbledon winner), Rod Laver, John Newcombe, Stan Smith and Roscoe Tanner.

Special store events have been arranged in cities hosting the tournaments, and stores have responded enthusiastically to

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Arthur Ashe with Fieldcrest's "Wimbledon" towel.