

# Happenings . . .

## Grant Recipient Is "Who's Who" Nominee

A Fieldcrest grant recipient, Ms. Marcia Anne Brown, has been nominated by the faculty and administrative staff of Jefferson College, Greensboro, N. C., to "Who's Who Among Vocational and Technical Students of America."

Ms. Brown, a secretarial science major, has been on the Dean's list at Jefferson College and she will be one of the top five graduates in next month's commencement ceremonies. Prior to attending Jefferson College, Ms. Brown went to Rockingham Community College. Upon graduation she will work full-time in the Admissions Department at Jefferson College. She is a Fieldcrest grant recipient.

She is the daughter of Mr. and Mrs. W. P. Brown, Jr., of Eden. Her mother, Barbara, works at the Blanket Warehouse.



MARCIA BROWN

## Higgs Wrestles For 2nd Place

Willard Higgs, the son of two Fieldcrest employees, recently captured second place in the heavy weight class in a North Carolina district contest in U. S. Kid Wrestling.

Higgs, 15, attends James E. Holmes Junior High in Eden. He is the son of Mr. and Mrs. Howard Higgs. His father works in the Weave Room at Draper Sheeting Mill. His mother, Marie, works in the Weave Room at the Bedsprea Greige Mill.



WILLARD HIGGS

## Daughter Of Employee Is 1st Runner-Up In Bee

"Chlorine" is a word Miss Dawn Burrow will probably remember with disappointment for a long time. That word cost her first place in the Eden city school spelling bee recently.

When the showdown came, two young ladies faced the final test. Dawn, a fourth-grader at Central elementary School, had to compete with a seventh-grade student. And as luck would have it, the seventh-grader knew how to spell at least one more word than Dawn.

But Dawn has the satisfaction of knowing it took a student three years



DAWN BURROW

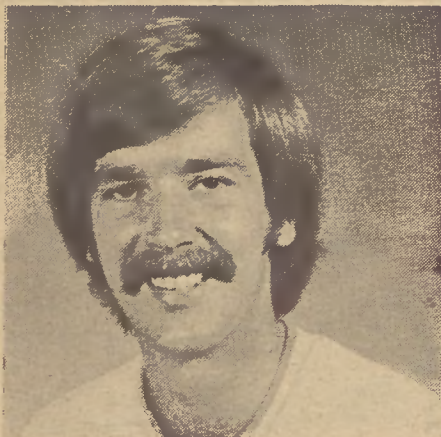
older to keep her from first place and she even won a copy of Webster's Dictionary for her efforts in spelling her way to runner-up in the citywide championship.

Dawn is the daughter of Mr. and Mrs. C. G. Burrow. Mr. Burrow works in the Carding Department at the Draper Sheeting Mill.

## May Sales Meeting

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## Whittemore To Be Student President



MIKE WHITTEMORE

Mike Whittemore, a rising senior, has been elected president of the Student Government Association at Limestone College, Gaffney, S. C. An active student in sports and organizations, Mike is a recipient of the Leadership Scholarship and Scholar Athlete Award given by the college.

He is the son of Mr. and Mrs. Fred Whittemore of Bostic, N. C. His mother, Betty, works in the Personnel Department at Alexander Sheeting Mill, Forest City, N.C.

## Wilson — Outstanding Secretary

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"Outstanding Member" after a secret ballot vote by all Eden NSA members:

As the club's outgoing president and outstanding member, Mrs. Wilson was honored at a banquet April 27 during National Secretaries Week. She was presented with an engraved silver tray and a floral arrangement. She also won a gift from Nora's, a local dress shop which sponsored a fashion show for the chapter that evening. Prior to serving as president, she was vice president and president-elect of the association.

In photo on page one, she shows her gift to her bosses, Jones Norman, personnel manager (left), and Bill Hicks, quality control manager (right).

comprehensive research unit, completed late in 1974 at a cost of \$1.5 million, was officially opened in January, 1975.

In some cases, presentation of new merchandise was given to each group in the plants where the merchandise is actually manufactured — sheets and bedspreads in the Sheet Finishing Mill, for instance. Other new merchandise — towels, rugs, blankets and automatic blankets — was presented to the individual teams at the Holiday Inn.

Presentations on advertising plans for Fall 1977 and the company's sales objectives were given on the final morning of the meeting, May 13.

Commenting on the decision to fly Fieldcrest people from all over the country to the Eden area, to see plants in operation and learn firsthand about such key matters as manufacturing and printing techniques, quality control and new product development, William C. Battle, Chief Executive Officer of Fieldcrest Mills, Inc., said:

"Good communication is one of the major keys to a successful oper-

ation in any industry. This means not only understanding individual as well as joint goals, but being aware of the production and marketing problems each person faces in his own area. Salesman, planner, worker, researcher, accountant, designer, advertising aide — we are all part of a team, each interdependent. Getting to see how others work, having the opportunity to talk together and learn about someone else's way of doing a job should be illuminating for all of us," he said, adding, "I believe this sales meeting will make 1977 a year to be remembered by us all — the year we got to know each other better, and understood each other better, and welded our great Fieldcrest group into an even stronger and more cohesive team than it has ever been in the company's 24-year history."

Mr. Battle also noted that since 1953 Fieldcrest has shown remarkable growth. Instead of one plant, the company now operates 15 and the number of employees jumped from 4,801 to 11,700. Sales have risen from \$39,000,000 in 1953 to over \$345,000,000 in 1976. The company's overall payroll is approximately \$100 million a year.