

Fieldcrest MILL WHISTLE

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Hayden Honored For 40 Years' Service



M. W. Hayden, foreman of the Plant Service Dept. at the Finishing Mill, receives congratulations on his completion of 40 years of continuous service with the Company. He was visited in his office by President Harold W. Whitcomb who presented a gift and a letter of appreciation from the management. Left to right are J. P. Powell, mill manager; Mr. Hayden; Mr. Whitcomb, and Frank T. Sutenfield, mill superintendent.

Born at Sharpsboro (now Draper) Mr. Hayden first worked at the old American Warehouse as a machinist in 1905—almost 50 years ago—but resigned to go to school. He worked as a machinist at the Riverside Mill in Danville, Va. for a short while and for several years at Spray Cotton Mill before rejoining our Company as foreman in February, 1914. He has never been off the payroll during his 40 years of service.

Thompson Discusses Sales Setup

Arthur S. Thompson, of New York, Fieldcrest's domestics sales manager, was the featured speaker at a joint meeting of the Carolina Cooperative Council and the Junior Carolina Council at Consolidated Central Y.M.C.A. on Thursday evening, February 18.

He discussed the new lines for this year citing several major improvements which he believes will help our position. Fieldcrest long ago recognized the problem of shrinkage in bedspreads and became the first and only manufacturer of Sanforized bedspreads. Our bedspread line is "tops" and consumers have the utmost respect for the Sanforized label. This will help us tremendously, Mr. Thompson said.

Fieldcrest makes the widest range in

the blanket line of any manufacturer and taken across the board our line has no equal, the sales manager said, predicting a good future for the nylon blends now being introduced. Because the big manufacturers are warring with each other and have cut prices, the sheeting business "is about as poor now as I've seen it in many years," Mr. Thompson said.

He showed some of the newest styles and colors in towels and said he believed we will be able to get our share of this business.

Mr. Thompson described the Fieldcrest electric blanket as "the best on the market" and said customers are

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Safety Experience Excellent In 1953

Fieldcrest Mills' overall safety record was good in 1953, though not as good as in 1952. Several mills continued to have outstanding safety performance and completed the calendar year without a disabling injury.

The Synthetic Fabrics Mill, with no accident causing lost time since January 26, 1950 and with 2,318,781 man-hours worked, continued to maintain its four-year no-accident record, a record made more remarkable by the fact that during the period the entire mill was moved to a new building.

The Karastan Rug Mill, which has achieved a steadily declining accident rate for the past six years and which has maintained the best safety record in the rug and carpet industry, has completed 1,406,192 man-hours of accident free operation, having gone since April 9, 1952 without a disabling injury.

The Electric Blanket Mill has never had a disabling injury since it was established as a mill unit, January 1, 1950, and has completed 907,669 man-hours (Continued on page eight)

Laid Off Employees Reminded Concerning Insurance, Mutual Aid

Employees who are laid off are reminded of the requirements for keeping their Mutual Aid and group insurance in force. The responsibility for keeping the protection in effect remains with the employees.

Any week that you do not have wages on the payroll from which the contributions can be deducted, it will be necessary for you to pay or to arrange for payment of the premiums to the mill cashier.

The above requirements are stated in the Mutual Aid and group insurance booklets which have been distributed to all employees. If you are laid off, you might want to review these booklets for your own protection and that of your family. If a booklet has been misplaced, you can obtain another by calling at the Personnel Office.