

Issued Every Two Weeks By and For
the Employees of Fieldcrest Mills, Inc.
Spray, North Carolina

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Work Population To Show Sharp Increase During Next Decade

The years between a person's 15th and 25th birthdays are usually the years in which he must find his place in the economic world. Therefore it is quite significant that the number of persons in this age group will grow by almost 50 per cent between 1960 and 1970, after having remained relatively unchanged for 30 years prior to 1960. Problems of absorbing these young people into the economic life of the nation will become much more serious in the 1960's.

Low Birthrate in '30's

Trends in the particular segment of the population which is between 15 and 25 are quite different from trends in the total population. Although the total population of the country grew phenomenally between 1940 and 1950, the number of 15 to 25-year olds actually declined. This was due to the low birth rate in the 1930's, which resulted in a comparatively low number of young people in 1950.

By contrast, the unexpectedly high birthrate in the years since World War II means that in 1970 there will be an exceptionally large number of persons between 15 and 25. This explains why the number of people in this age class will increase by almost 50 per cent in the decade of the 1960's, while the population as a whole will probably increase by less than 15 per cent.

Despite the astounding rapidity of our recent population growth we have so far had no increase in the number of young people for whom we must provide jobs each year. We had better be prepared for a drastic change in this situation after 1960.

Easy To Forecast

The number of persons between 15 and 25 can be forecast with fair accuracy for 1960 and 1970. Most of the individuals who will be in this age group in 1970 have already been born. All that is necessary is to estimate the effect of deaths and migration. The predictions indicated in the study can be accepted with much greater confidence than forecasts of future total population.

New S-T-R-E-T-C-H Panties Available At Store

FIELDCREST ADVERTISING

(Continued from page one)

"Aubuson" rugs will be featured in forthcoming advertisements. "Deauville" will appear in the September House and Gardens (on the newsstands August 18), and in the October House Beautiful (on sale September 22).

The Karastan ad will be in the September Better Homes and Gardens (on newsstands August 25), and October House and Gardens (on sale September 18).

Deauville towels (No. 5611) and the May Garden blanket (No. 2443) used with an electric blanket are included in a promotional supplement sent out by the National Cotton Council to all daily newspapers and about 1,000 weekly papers throughout the country. It is expected that a supplement also may carry a story on Karastan's Accent rugs.

Employees will be interested in seeing a full page in color devoted to Fieldcrest merchandise in the editorial section of SEVENTEEN in the October issue. For this editorial feature the editors of SEVENTEEN selected Fieldcrest products for their fresh styling, outstanding colors and reputation for quality.

Fieldcrest merchandise may also be seen in the following magazines now on the newsstands: LIVING FOR YOUNG HOMEMAKERS, August issue, yellow McLeod Tartan and mossstone Symphony towels on pages 58 and 59; BRIDE's magazine, Autumn issue, Surf blanket on page 166. Duracale sheets in pink and green, the Festival blanket and the Field-Ray blanket may be seen in HOUSE & GARDEN magazine's September issue.

A limited supply of the new S-T-R-E-T-C-H panties, manufactured by Fieldcrest, are available at the Employees Store. The panties were knitted at the Hosiery Mill at Fielddale from Helanca yarn produced at the Synthetic Fabrics Mill.

S-T-R-E-T-C-H panties are made in one size which because of the elastic characteristics of the Helanca yarn, fits Sizes 4 to 7. The panties are completely full-fashioned to give with every movement of the body. There is no uncomfortable crotch seam. The panties are light, soft and exceptionally long-wearing. They may be washed in a few seconds and will dry in a few minutes.

Available in white or blue the panties may be purchased by employees for \$1.25 per pair whereas they retail for \$1.95 to \$2.25.

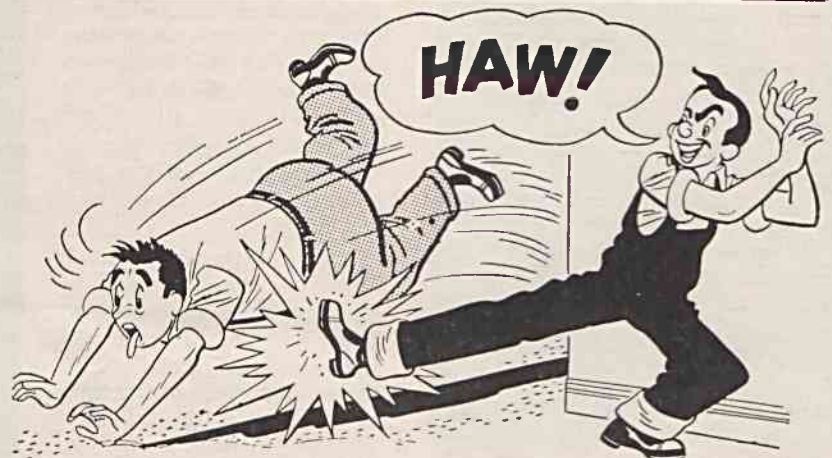
Market Being Studied

The panties were made by Fieldcrest on an experimental basis, our Hosiery Mill being the second mill in the country to produce this product. The Helanca yarn, made from continuous filament nylon yarn through a copyrighted principle of spinning, is used chiefly for men's half hose. The stretching quality allows hosiery manufacturers to make one size of sock to fit all sizes of feet.

Fieldcrest is studying the market acceptance of panties made of Helanca yarn to see if the demand justifies production of the panties at the Hosiery Mill.

Six sweetest phrases in the language, according to a survey, are "I love you," "Dinner is served," "All is forgiven," "Sleep till noon," "Keep the change," and "Here's that five."

HOW *Not* TO WIN FRIENDS



"Always engage in horseplay... it makes life worth living—if people live through it!"