

Fieldcrest® MILL WHISTLE

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Japanese Imports Take Big Jump

The seriousness of the Japanese threat to the American textile market was shown in a trade press report from Osaka August 22 which stated that sales in America of 36 million yards in July top the 27 million yards of sales reported for June. This news report said July sales to this country were the largest on record.

Imports of pillowcases and dish towels continue large and among the new items imported are substantial quantities of bedspreads, blankets and crib blankets in addition to a variety of apparel goods.

The most striking development was the stupendous increases in volume of low-priced pillowcases from 1,332,000 in all of 1954 to slightly less than one million monthly in 1955. Kitchen and dish towels, table napery and velev-teens, represents other branches of the textile industry which are being hit harder and harder by Japanese imports.

The Bureau of Census report on imports coming into the Port of New York shows that the amount of cotton towels coming in from Japan has been virtually doubled. With 4,338,936 square yards imported January-June, 1954, a total of 8,444,195 square yards was imported January-June, 1955.

The census bureau report showed a tremendous increase in Japanese cotton sheets and pillowcases. Square yards increased from 1,332,018 for the entire year 1954 to 5,464,519 for the first six months of 1955.

The big jump in imports presumably was stimulated by the tariff reductions which become effective September 10 under concessions granted by the U.S. government team in recent Geneva negotiations. It confirmed the textile industry's previously expressed fears over the impending flood of low-priced Japanese merchandise.

How We Employ

Gay Evans is an attractive young woman who was recently employed as a reclassifier-mender in the Bedspread Cutting and Sewing Dept. at Central Warehouse. Fieldcrest accumulated many facts about her before she was selected for this job.

For a picture-story on testing and other steps in our employment procedure, see pages four and five.

Governor Hodges Will Be Speaker For 35th Anniversary of Council

The Governor of North Carolina will speak in the Leaksville-Spray Junior High School Auditorium at 7:30 o'clock Thursday evening, September 13, on a program commemorating the 35th Anniversary of the founding of the Carolina Cooperative Council.

Governor Luther H. Hodges has accepted the invitation to speak, extended through Harold W. Whitcomb, president of Fieldcrest. The Governor will be driven here from Raleigh during the day and will attend a dinner with Company officials and council officers preceding the meeting.

Several committees are at work on arrangements for the anniversary program, to be highlighted by the address by the Governor and to include special ceremonies honoring the charter members of the council.

It will be a joint meeting of the Carolina Cooperative Council and the Junior Carolina Council. The wives and husbands of members will attend and various community groups will be invited. Details will be announced in the letters of invitation to be mailed to council members in advance of the meeting.

Governor Hodges, formerly vice-president of Mashall Field & Company and general manager of the mills, was affiliated with the Company for over 30 years, 1919-1950. He and the late L. W. Clark were co-founders of the council. Governor Hodges was long the guiding spirit behind the organization, comprised of key men at the mills, and served as secretary during the group's first ten years.



REV. H. D. McALISTER

... To Speak at Picnic ...

Picnic Planned For 25-Year Club

Rev. H. Dwight McAlister, of Cheraw, South Carolina, will speak at the picnic for long-service employees of the Company at Morehead Stadium Saturday afternoon, September 10 marking the 13th annual meeting of the Fieldcrest Mills 25-Year club.

The speaking part of the program will open at 4 p.m. and will be followed around 5 p.m. by a bountiful picnic supper served by the ladies of the Matrimony Grange under the direction of Mrs. Fred Davis. This is the same group which prepared the food for the 25-Year Club picnics in 1953 and in 1954.

The committee has arranged games, prizes, music and other entertainment for the enjoyment of the 25-Year Club members. President Harold W. Whitcomb and other Company officials will speak briefly to the group.

Mr. McAlister, a gifted speaker, is widely known for the humor and down-to-earth wisdom he intersperses in his addresses.

Wage Increase Effective August 22

Pay checks this week will reflect a general wage increase of five cents per hour for hourly paid and piece rate employees which was put into effect Monday, August 22.

The minimum wage was increased from \$1.03 to \$1.08 per hour, except to learners.

The increase applies to approximately 4150 Fieldcrest employees in the Tri-Cities and in Fieldale.