

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED FABRIC

FIELDCREST MILLS, INC. • Plants at Draper, Forest City, Greenville, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

VOL. XXIII

Spray, N. C., March 8, 1965

NO. 17



H. T. BUNDY

J. P. FOSTER

K. R. BAGGETT

Central Safety Committee Names New Officers

H. T. Bundy, manager of blanket operations, has been moved up from vice chairman to chairman of the Central Safety Committee, succeeding D. A. Purcell, manager of the Towel Mill.

J. P. Foster, superintendent of the Bedspread Finishing Mill, was elected vice chairman, replacing Mr. Bundy, and K. R. Baggett, safety director, was

named secretary, succeeding H. E. Williams, of the Engineering Department.

The Central Safety Committee, which establishes guidelines for safety activities throughout the mills, is composed of the mill managers, superintendents, industrial relations representatives, officials from various staff departments, and others directly concerned.

Credit Union Savings Now Grow Faster

Spectacular Growth Indicates That Credit Union Is Rendering Genuine Service For Members

With the new dividend rate of 4 1/4 per cent now being paid on share accounts, savings in the Fieldcrest Mills Credit Union are growing faster than ever before.

The Credit Union, which has paid a 4 per cent per annum dividend on savings each six months since it was organized, increased the dividend rate to 4 1/4 per cent effective January 1, 1965.

The Credit Union's board of directors, after careful consideration, felt that the soundness and the operating level of the Credit Union justified increasing the return on the money deposited in it by its members.

The purpose of the Credit Union is to help its members to save and to make low-cost loans available to them when they need to borrow money.

Because the company makes it easy to save systematically by deducting the employees' specified savings from pay-

checks, a large number of Fieldcrest people are saving regularly in the Credit Union who otherwise would not be putting aside any savings out of their earnings.

As evidence of the genuine service being performed for employees, Credit Union officials cite the spectacular growth of the Credit Union since it was organized at the Leaksville-Spray-Draper plants and offices in 1958. It was subsequently extended to employees at the other locations and now has over 6,000 members.

The Credit Union's total assets, which have grown steadily each year, now amount to over \$1 1/4 million. Since its organization, the Credit Union has made loans to members totaling over \$4 million. In the Leaksville-Spray-Draper area 83 per cent of all the employees belong to the Credit Union.

All Fieldcrest employees who are not members are invited to join the Credit Union and enjoy its benefits. Application forms can be obtained from supervisors, personnel offices, or industrial relations representatives.

New Fieldcrest Lines Shown In Spring Ads

Several million American homemakers will be seeing Fieldcrest ads and reading about our spring lines of merchandise in the current series of Fieldcrest national advertising.

To be shown in full-page colored ads in leading homemaker magazines are a violet pattern in the new Botanical Print One-Look Collection for bed and bath; Dawn to Dusk towels; the Noah's Ark pattern in children's coordinated bed and bath fashions; and the Tweed-spun Plaid pattern in open cellular weave blankets.

The Botanical Print Collection will be advertised in Bride's Summer Forecast issue, on sale March 18; in the March issue of House Beautiful; the April issues of House & Garden and McCall's; and the May issue of Sunset.

The towel ad appears in the March Ladies' Home Journal and will be in the April issue of House Beautiful, the May issue of House & Garden and in Bride's Autumn Forecast issue, to go on sale May 20.

The children's ensemble will be advertised in the April issue of Ladies' Home Journal and in the May issue of McCall's.

The cellular weave blanket ad will be carried in the Modern Bride summer issue, on sale March 18, in House Beautiful's May issue and in the June issue of McCall's.

Reprints of the ads in full color will be posted in the mills in advance of their appearance in most of the magazines.

—SEE PICTURES ON PAGE EIGHT—

Scholarship Deadline

Employees are reminded that the deadline for submitting an application for a Fieldcrest Scholarship or a Muscogee Scholarship is April 1. Applications must be received by that time to be considered by the Scholarship Committee.

An application form can be obtained from the industrial relations representatives at the mills, the personnel offices, the Employment Office of Fieldcrest Mills, Inc., in the General Offices building, Spray; or by writing to Dr. William McGehee, director of personnel research and training, Fieldcrest Mills, Inc., Spray, N. C.