

Health Education Is Of Vital Importance

By DR. A. D. GULLETT
Medical Director, Fieldcrest Mills

Health education and personal health counseling make up the fourth basic element of an occupational health service. Both phases are of equal importance in a health maintenance service and have overlapping meaning. We will use the term health education for this discussion.

Health education was never more important than it is today when everyone needs the knowledge that will enable him to take prompt advantage of the many protective health measures being developed through medical research.

There are of course many methods of health education, ranging from excellent TV programs like the National Health Test last Tuesday night, January 18, to advice from a friend, relative or fellow employee who may have had a similar symptom or sign 5-10 years ago.

Health Progress is Rapid

Health progress is so rapid today that knowing where sound health information can be obtained is invaluable. This is particularly true because of the vast amount of misinterpretation and misrepresentation that exists concerning health services and health products.

Being alert to health advances which might be beneficial to an employee's or his family's health is a responsibility that the majority of us as individuals readily accept.

A member of the medical profession, such as your family physician, is the best source of health information and personal health counseling.

Of course, a large number of Fieldcresters work during the time when their private physician's office is open. They may not wish to take time off to have something that seems minor investigated.

Others may work on the second or third shift and need to rest and sleep during the day when their private physician is most available. Still others (too many) do not have a private physician. Thus, health education and health counseling is not always available to everyone who seeks it.

Fills Important Need

Our occupational health service then can and does fulfill an important need in the area of health education and personal health counseling. You can obtain answers to your questions from a physician.

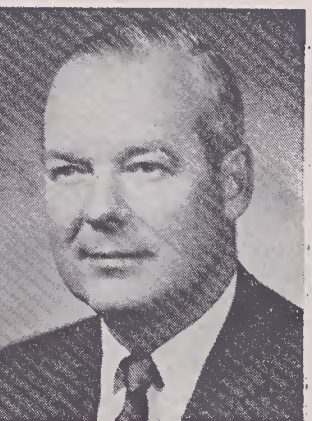
(Continued on Page Eight)



RANDOLPH C. JOHNSTON



ARTHUR S. THOMPSON, JR.



PAUL E. SCHICKLER, JR.



CHRIS A. FOX



WILLIAM I. KROHN



JACK A. SCHROETER

New Regional Sales Managers

The men above were appointed regional sales managers, effective January 1, and will supervise the field sales organization in the Fieldcrest Marketing Division, as announced.

Randolph C. Johnston will head the Lake States region, with headquarters in the company's service center in Cleveland. Arthur S. Thompson, Jr., will supervise sales operations in the Northeast and will be located in New York.

Paul E. Schickler, Jr., will direct sales in the Midwest, with headquarters in the Chicago Merchandise Mart.

Chris A. Fox, Atlanta, will supervise sales operations in the Southeast. William I. Krohn will head the West Coast region, with offices in Los Angeles. Jack A. Schroeter will be the regional manager for the Southwest. He will have his headquarters in the Dallas Apparel Mart.

Named Bank Director

D. A. Purcell, manager of the Fieldcrest Towel Mill at Fieldale, Va., has been elected a director of the First National Bank of Martinsville and Henry County. Mr. Purcell and A. J. McGinty, manager of the Martinsville DuPont plant, were added to the 15-member board at the bank stockholders' recent annual meeting.

Named to the board earlier were William F. Fulton, president, and Judge John D. Hooker, a director of the former Patrick County Bank at Stuart, which merged with First National in November, 1965.

Mr. Purcell, a native of Rockingham County, has been with Fieldcrest in an executive capacity for 27 years and has been manager of the Fieldale plant for 10 years. He previously served as superintendent of the Blanket and Sheeting Mills and lived at Draper, where he was a town commissioner.



D. A. PURCELL

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