

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



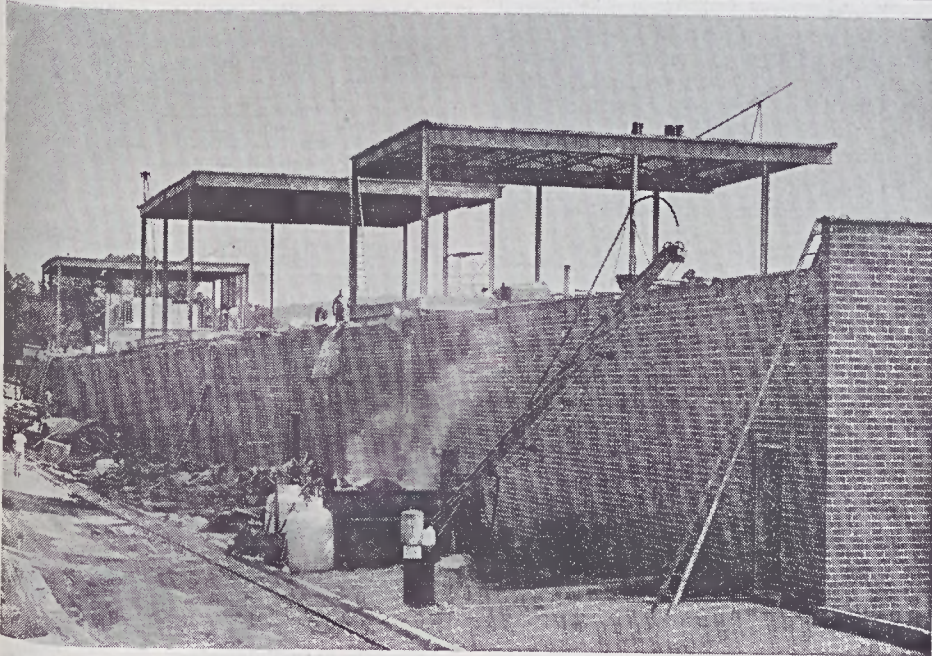
Karastan
AMERICA'S FINEST POWER-LOOKING RUG

PLANTS OF Asheville, Draper, Forest City, Greenville, Laurel Hill, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N.C.; Fieldale, Va.; Columbus, Ga.; Philadelphia, Pa.; and Auburn, N.Y.

VOL. XXVII

Eden, N. C., August 19, 1968

NO. 3



A part of the \$5-million expansion at the Fieldale Towel Mill is construction of this addition which will house additional yarn manufacturing facilities.

Towel Mill Expansion Going Forward

Substantial progress has been made in the \$5 million expansion at the Fieldale Towel Mill, Fieldale, Va.

The program involves the construction of two large additions to the mill, the installation of additional terry looms to produce high quality, highly styled terry towels and additional yarn manufacturing facilities to provide yarn for the additional looms.

The new looms have already been installed and are in operation. Construction began in April on the addition to be occupied by the yarn manufacturing

facilities and all of that new equipment is expected to be in operation about the end of the year.

Meanwhile, construction is nearly complete on a three-story addition on the east side of the Finishing Building which will provide space for cutting, sewing, warehousing, etc., of the additional towel production.

The total expansion program, upon completion, will provide approximately 250 additional jobs at the Fieldale Towel Mill, which now employs approximately 1,300 people.

Unfairness Of Textile Imports Condemned

"Deliberate distortion or determined misunderstanding" were the words used by a textile spokesman to describe the attitude of administration officials who accuse the industry of attempts to halt all imports of foreign textiles.

"The fact is," said F. Sadler Love, secretary-treasurer of the American Textile Manufacturers Institute, Inc., "that if the textile industry is protectionist, it is protectionist only in the sense that it wants to survive."

Speaking at a luncheon meeting of the Central Lions Club at Charlotte, Mr. Love said, "Instead of condemnation, the industry deserves praise for its restraint and its enlightened willingness to share its market with overseas producers.

"This industry does not ask that a textile curtain be raised against the rest of the world. It is perfectly willing that other countries both share in our market and in the growth of our market. We ask only that there be international agreements negotiated by our administration so that we, too, can share in the American market."

He pointed out that textile imports are running at a current annual rate of 3.2-billion square yards, over 10 per cent of domestic consumption and a new record. At their present rate of growth, Mr. Love said, imports will capture 41 per cent of the American market by 1975.

Some restraints are particularly necessary to the economic health of North Carolina, Mr. Love said, because the state's 271,000 textile employees represent 42 per cent of all Tar Heel manu-
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Most Clothing Fires Due To Carelessness

Textile manufacturers have joined with the International Association of Fire Chiefs in a national public service poster campaign to emphasize the importance of carelessness as the underlying cause of most so-called clothing fires.

The poster, for placement in elementary schools, was produced by the American Textile Manufacturers Institute and is being distributed locally by municipal fire departments as part of continuing fire safety campaigns in cities across the country.

Don Adams, bungling super-spy of NBC-TV's "Get Smart" series, contributed his photo and the show's title to the poster which highlights acts of carelessness that lead to disaster.

The poster warns:

1. Don't leave small children unattended.
2. Keep a safe distance from space heaters and open fireplaces.
3. Don't wear loose-fitting, floppy clothing when cooking.
4. Don't use kerosene or other dan-
(Continued on Page Eight)

Fieldale 25-Year Picnic Scheduled For Sept. 7

The annual picnic for the 25-Year Club members at the Fieldale Towel Mill, Fieldale, Va., has been scheduled for Saturday afternoon, September 7, at the picnic area at the Fieldale baseball park. The program is to begin at 4 p.m.

The 25-Year Club meetings for employees in plants and offices in other areas are to be held later in the fall. The schedules will be announced as soon as plans for the various get-togethers have been completed.