How Soon Is The Future?

A trade magazine recently used its editorial page to comment on new trends in consumer packaging. The editorial noted that in some applications traditional packaging materials are losing ground to newer ones. Examples are plastic bottles, pouches and cartons seen on grocery shelves.

So it is with many kinds of products. Furniture makers have replaced horsehair padding with plastic foams, and the jet is edging out piston-powered airliners.

Synthetic fibres scarcely known at the end of the Second World War are now an important factor in the textile business, and even the traditional type bars on typewriters have been replaced by an ingenious invention on one manufacturer's new model.

A large proportion of the packages, clothes, machinery and other products now being manufactured are made in a different way or from different raw materials than they were 20 years ago. And changes in the next 20 years probably will be greater.

Manufacturing a product suitable for today's market doesn't assure a company's continuing success. If it is to be healthy in the future, the modern firm must anticipate changes and improvements and be prepared to manufacture the product that tomorrow's consumer wants.

Customer Must Be Pleased

The importance of the customer to each of us employed at Field-crest is realized when we give thought to the fact that our wages are paid ultimately by the company's customers, not by the owners or managers of the business. The only source of revenue a company has is the customer to which the product is sold or the service is rendered.

All wages and salaries, all employee benefits, and all of the taxes levied on a business are, in the end, paid for by the customer. The customer must pay all of the expenses of the business that serves him from the cost of the materials used to the charge for the money invested that makes the business possible.

In view of this, we are acting in our own interest when we perform our jobs in a way that will enable us to continue to please our customers. To keep our present customers and attract new ones requires that we continue to give superior service and the highest quality at the lowest possible cost.

On The Job At Fieldcrest

William Whaley is a finisher tender in the Carding Department at the Karastan Spinning Division at Greenville. He has an excellent record for getting high production of top quality roving from which are made pile yarns used by the Karastan Rug Mill.

As on the wool cards at the Blanket Mill, he must make sure that the roving is on standard weight, that it is wound under proper tension, and that there are no uneven feeds which would cause light or thin places. He must be careful to see that the roving is kept clean and not contaminated by grease or colored fly from other lots.

Starting with bales of wool from the Blending Department, Mr. Whaley's machines produce roving which is spun into yarn and then is twisted, reeled, inspected, and baled before shipment to the Karastan Mill at Leaksville.

One of the best-known and most-respected employees of the Karastan Spin-



WILLIAM WHALEY

ning Division, Mr. Whaley is a native of Pitt County and has been employed at the Greenville plant for eight years.

THE MILL WHISTLE

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OTIS MARLOWE

Member, South Atlantic Council Of Industrial Editors

REPORTING STAFF

Automatic Blanket Plant	Sue Creech
Bedspread Mill	Ada Joiles
Blanker Mill	Katherine Ullie.
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Draner Offices	Mamie Liii
General Delices	MIIOA GIOS
Gladys Holland	Katherine Manie
Karastan Offices	Mary Stephens
Karastan Spinning Div	Evalva Reasier
New York Offices	Inna Lolbin
	DAHA I BUCSOS
Sheeting Mill	Duth Talber
Towel Mill Fay Warren	, Fannie Hundley

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Fielderest Mills extends congratulations to the following employees who, since our last issue, have observed notable anniversaries of continuous service with the company.

Forty Years Herman D. Wilson	Bedspread	
Thinks Time Weems		
Claude C. Austin	Tower	
Banie W (Browns	10.	
DODELL A Librar	A AI GD	
Samuel A. Kallam	Finishing	
Thirty Years Burlie T. Gilley		

Reuben H. Garrett Draper Stds.
Melvin M. Underwood Blanket
John W. Pratt Karastan
Charlie O. Roach Blanket
Billy W. Trent Bedspread

Billy W. Trent	. Beash.
Fifteen Years	not.
Man T A 11 .	planke
Mabel B. Dooley	Blanker
Arnold F. Farmer	Sheeting
Roy H. Hazelwood	. Bedspreat
Sam W. Martin	Blanke
Elizabeth H. Rodgers	Blanke
William McGehee	Gen. Office
Frank S. Brown C	entral Whise
Ruby H. Thomasson	Gen. Office
Elbert D. Alderman	Town
Charlie A. Terry	Karast
J. Paul Crum	···· Totan
William Homer Marshall	Karasa Fin.
Fleta H. Martin Be	dspread
Sandy H. Woods Be Ola A. Angle	Sneeting
Ola A. Angle	Sneet

Forrest G. Wray Blanket		
Addie I. Munday Fieldcrest Lodge		
Addie I. Munday Fieldcrest Lines		
Addie I. Munday Fieldcrest Offices Jean G. Dunn General Offices Lucille M. Morris General Offices		
Jean G. Dunn General Offices Lucille M. Morris General Towel J. Russell Martin		
Lucille M. Morris General Towel		

THE MILL WHISTLE