

ACTION and REACTION

By LAWRENCE A. APPLEY

The following article appeared in the September 1964 issue of Management News. The author, Lawrence A. Appley, president of the American Management Association, is known to several men at Fieldcrest and has spoken here before a management group. The article is reprinted with the special permission of the American Management Association, Management News and Mr. Appley.—Ed.

Human beings are great institutions. Their performance is a tribute to the Creator, and their imperfections are a challenge to their fellow men. The frequency with which human beings react unfavorably to favorable action will always prove intriguing.

When asked why the Russian Communists seem to be more attractive to many citizens in Developing Countries, as compared with their criticism of the United States, a leading citizen of one of these countries said: "If you have been kicking somebody continually and stop, he will love you. If you have been helping him continually and stop, he will hate you." How profound! Maybe this is inherent in human relationships, and maybe it is good. This I do not propose to know; it is mystifying at least.

If you loan someone money that he fails to pay back and then do not lend him more, he criticizes you for the latter action and gives you no credit for the former. If you feed a starving man a good meal and do not have cream and sugar for his coffee when he wants it, he is displeased.

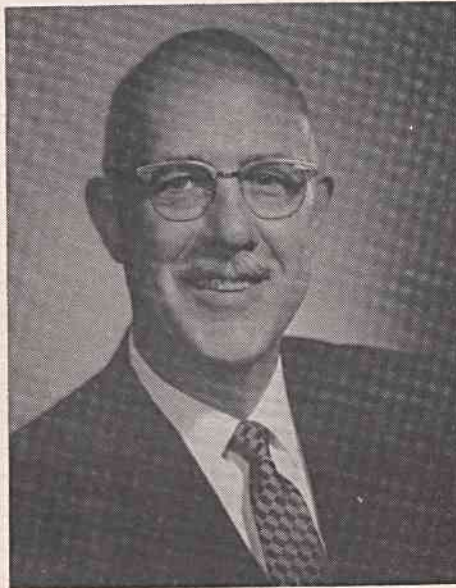
Pulling Its Weight?

There is much being said today to the effect that "business is not doing enough about the unemployed and the poor." If business doesn't do something about it, someone else will." Unquestionably, there is much business could and should do about unemployment and poverty, but would it not be fair and generous to take a few moments to consider what it is doing?

There are close to five million unemployed in this country. At the same time, there are 72 million employed—45 in business, industry, and commerce. That's a pretty good job. It takes a lot of brains, a lot of ability, a lot of dedication, and a lot of ulcers and coronaries to keep that many people working in the United States of America.

While business, industry, and commerce may not be doing enough, they are creating a large part of the economic wealth that makes this the greatest country in the history of the world, from the standpoint of material standard of living. There would be much more poverty and very little prosperity were it not for the magnificent part that the business community is already playing in the course of our lives.

It is often said that a businessman should be active in community affairs, in politics, in the church. There isn't any question about this. His first responsibility, however, is to his family and his job. To be successful at both of these is the greatest service he can render to



LAWRENCE A. APPLEY
... Has Visited Fieldcrest ...

his community. If ability and time permit, he should be active beyond these, but he should not be lambasted if he cannot be.

Positive Vs. Negative

When are we going to wake up to a very simple truth? The more that is given to those who do nothing, the less incentive there is for those who do something, and thereby we reduce the amount of handout available for those who do nothing. Encouragement is a great incentive. Unfair criticism is an unending deterrent.

In a public meeting recently, I heard a well-known author make this statement: "Business isn't doing anything yet about unemployment and poverty." May we repeat—there is more that they can do, but most of what has been done has been done by business and industry.

The cause of unemployment, the cause of poverty is that those who now work do not work hard and well enough to keep costs down and consumption up, thereby increasing the volume of jobs and the distribution of material wealth. Business and industry are the environment within which each can make a greater contribution.

Production Leaders At Greenville Plant

Winners of top production awards at the Karastan Spinning Division in Greenville for the month of September were:

Carding	Curtis Eakes
Spinning	Gayle Everette
	Sara Smith
Twisting	Alma Allen
Reeling	Rose Tripp

Bloodmobile To Visit Central Area Oct. 29

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all parts of the Tri-Cities. Donors in other sections who did not donate at the last blood collection are urged to give blood October 29 instead of waiting until the Bloodmobile visits their localities.

Members of the Virginia - Carolina Citizens Band Radio Club will again provide free transportation for those who need a ride to and from the Bloodmobile. Donors who need transportation will be able to telephone a number, to be announced later, and a radio-dispatched car will be sent for them.

In general comments on the Blood Program, Norman F. Young, co-chairman, said: "There has been increased interest in the program in recent months which can be attributed to the fine work of the Rescue Squad, Radio Club and other organizations in the highly-successful 'Operation Rescue' in May, 1964. Since that time we have managed to balance blood collections with blood usage, as opposed to a year ago when the usage far exceeded the blood donations."

Mr. Young pointed out that since the Tri-Cities began participation in the regional blood program in 1961, the people of the local area have received blood as needed without cost for the blood itself and without being required to replace it.

"In the long run, though," he said, "no community can continue to use more blood than is collected in that community. There are many in the Tri-Cities who have benefitted from the program whose family and friends have not yet given any help in recruiting donors. We would like to call on those whose loved ones have received blood to help us obtain donors so that life-giving blood might continue to be available when needed by the sick and injured."

Top Weavers, Fixers

The Towel Mill's top quality weavers and loomfixers are listed below for recent periods.

Weavers—W/E October 4

Dobby & Cam	Ralph Ballard
Jacquard Terry	Douglas Hundley
New C-7 Looms	James Meredith

(In Hosiery Mill building)

Fixers—W/E October 4

Dobby & Cam	Edward Stone
Jacquard Terry	John Wright
New C-7 Looms	Joe Jones

(In Hosiery Mill building)

Weavers—W/E September 26

Dobby & Cam	Harry Kennett
Jacquard Terry	None
New C-7 Looms	Charles Grindstaff

(In Hosiery Mill building)

Fixers—W/E September 26

Dobby & Cam	Edward Stone
Jacquard Terry	J. D. Handy
New C-7 Looms	John Hall

(In Hosiery Mill building)