

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan

AMERICA'S FINEST RUGS

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.

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NO. 10

Employees Donate \$65,249 In Campaign

In generous and unselfish support of the Tri-City Community Fund, employees of Fieldcrest Mills in Leaksville-Spray-Draper contributed \$65,249 in the recent campaign.

In addition to the employees' gifts, the company through the Fieldcrest Foundation donated \$6,500 to the fund. The combined gifts of the employees and the company amounted to \$71,749, representing a high percentage of the total amount raised in the campaign.

Of the 4,670 employees on the payroll, 3,409 or 73% pledged a day's pay. A total of 2,506, or 53.7%, signed up for a day's pay on a continuing basis. A grand total of 3,868, or 82.8%, participated in the campaign by making pledges in some amount.

Employees in the Sheeting operations (Sheeting Mill and Sheet Finishing Mill) with 76.6% won the President's Plaque given by President Harold W. Whitcomb to the mill in which the highest percentage of employees pledged a day's pay. They also won the plaque last year.

The Standards Department won the President's Plaque among the staff departments. Standards employees contributed an amount equal to 102% of a day's pay for all employees in the department.

Other staff departments in which 100% of the employees gave a day's pay were: Industrial Relations, Engineering, Fieldcrest Store, General Management.

The Industrial Relations Department includes the Canteen Service, and the

Engineering Department includes the central staff, Central Filter Plant, and Specials Department (Scrubbing, Office Janitors and Yard Cleaning).

Drawings, by mills, for the prizes given by the company among those who contributed a day's pay or more were held at the Fieldcrest Store.

James E. Woods, of the Karastan Mill won the grand prize, a 9 x 12 Karastan oriental design rug. His name was drawn from among the names of all employees, mill and staff, who contributed a day's pay.

Seventeen other winners received their choice of a bedspread, a blanket, a Happiness rug or a sheet and pillow case set.

Winners in the Bedspread division (Bedspread and Bedspread Finishing Mills) were Ronnie Horsley, Patricia A. (Continued on Page Eight)

Appreciation To Fieldcrest Employees

I want to express my heartfelt thanks for your generous support of the Tri-City Community Fund campaign. Once again your fine cooperation has provided an example for the Tri-City community. You can be proud that you have accepted your share of the responsibility and that you are part of the Fieldcrest organization which is recognized for its support of all that is good for the community.

May I say again most sincerely: Congratulations and Thank You.

LINK BARTON
General Chairman
Tri-City Community
Fund Campaign

Rochelle Named NCF President

The appointment of Morton D. Rochelle as president and general manager of the North Carolina Finishing Company division at Salisbury, effective November 22, has been announced by Robert A. Harris, vice president—manufacturing of Fieldcrest Mills, Inc.



MORTON D. ROCHELLE

Mr. Rochelle, who has been serving as assistant general manager of the plant, succeeds James H. Riddle, who died November 20.

A native of Clifton, N. J., and a graduate of Rutgers University, Mr. Rochelle joined the North Carolina Finishing Company in 1947 as assistant to the president. He later served as superintendent of services and assistant general manager.

Mr. Rochelle served five years in the army and was discharged in 1946 as a lieutenant colonel. He served in Australia, New Guinea, the Philippines, Japan and Korea. A graduate of the Command and General Staff School at Fort Leavenworth, Kan., he is a colonel in the inactive reserves.

He is a leader in civic and religious affairs and has been active in the Salisbury Industrial Management Club. He served as instructor for several courses sponsored by the club and as a result of this activity was selected as Rowan County's "Industrial Man of the Year" in 1963.

He is a member of the Salisbury Chamber of Commerce, the American Management Association and the American Association of Textile Chemists and Colorists.

Credit Union To Pay Dividend Of 4½%

Members of the Fieldcrest Mills Credit Union in all locations will receive a 4½ per cent per annum dividend, figured on their average monthly balances and credited to each member's share account as of December 31, 1966.

The dividend was authorized by the Credit Union's Board of Directors at their last regular monthly meeting.

The Credit Union, which has never paid less than 4 per cent per annum on savings, increased the per annum dividend rate from 4 per cent to 4¼ per cent effective January 1, 1965. It was increased to 4½ per cent for the six months ending June 30, 1966.