

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOOMED RUG

Vol. 28

Eden, N. C., March 30, 1970

No. 19

April To Be Designated 'Textiles Month'

Career Opportunities In Textiles To Be Highlighted In Special Campaign Throughout South

Fieldcrest Mills in Eden and at most of its outlying locations will participate in an industry-wide program called Operation FUTURE (First United Textile Recruiting Effort) during April.

The program will include extensive advertising and promotion, using materials prepared by the American Textile Manufacturers Institute (ATMI), using the theme "Get A Real Job . . . In Textiles". Operation FUTURE has been planned as a means of acquainting the public, particularly young people, with the career opportunities in the textile industry.

Governors of textile states, mayors and chairmen of county commissioners have been contacted for special procla-

mations designating April as "Textile Month", highlighting the employment opportunities and the importance of the textile industry to local economies.

Although the campaign is scheduled to last for one month, it is hoped that the effects will be long-lasting; and, while recruitment of new employees is the broad aim, no specific goals have been set for the number of new people to be hired.

It is hoped that through simultaneous action a kind of massive exposure can be achieved which will make everyone more aware of the industry and the fact that textiles offers steady jobs, the kinds of satisfaction that result from doing worthwhile work, and opportunities for advancement.

While aimed at persons of all working ages, the heaviest concentration of activity will be targeted at young peo-

ple in the process of choosing a vocation.

Although the industry normally has openings for people with or without previous training, every effort will be made to encourage young people to remain in school and complete at least their high school education before seeking full-time employment.

O'Grady New Head Of Bath Fashions Dept.



John J. O'Grady has been promoted to manager of the Bath Fashions Department of the Fieldcrest Marketing Division. He replaces Fred L. Leighton who resigned to become executive vice president of Carol Reid Ski Shops, North Conway, N. H.

Mr. O'Grady joined Fieldcrest's New York sales staff in 1963. He was appointed product manager of the Sheet Department in 1968. In October, 1969, he was named assistant to Frank W. Green, president of the Fieldcrest Marketing Division, and held that position until his present promotion.

He is a native of Framingham, Mass., and was graduated from Bates College. He is married to the former Elizabeth Hickey, of Natick, Mass., and they live in Chatham, N. J.

Change In Status Should Be Reported

With this being income tax time when people are reviewing the past year to prepare tax forms, it is also a good time of the year to go over all records to be sure they are up-to-date.

The following is a check-list of things that everyone should keep current:

Insurance—Do you have the correct beneficiary listed? Marriage, death, children or divorce could mean this should be changed.

Income tax exemptions—Do you have the proper number listed on the form with the Payroll Department? Remember, this affects the amount of the deduction from your paycheck. If, for any reason, the number of your dependents should decrease, you must notify the Payroll Department, using this procedure:

Ask your area personnel representative or foreman for a W-4 form. Complete this form and return it to the personnel representative or your foreman who will send it to the Payroll Department.

Name change—Did you give the Personnel Office your new name if you were married? Also, all employees should be sure they have the right beneficiary or co-owner listed on such records as Retirement Plan, Group Insurance, Credit Union and Savings Bonds.

Address—Have you moved recently? If so, did you notify everyone who needs your address?

If you need to change an address, or a name, etc., on any Fieldcrest records, contact the personnel representative at your particular location.

1970 Census Will Get Under Way This Week

Fieldcresters, along with the general population, this week will be involved in one of the greatest do-it-yourself projects in history—the 1970 census.

Millions of big blue and white envelopes were put into the mail March 28 to be delivered to every household in the United States.

Four out of five households will answer 23 questions, requiring 15 minutes for a family of average size, about members of the household and their housing. One household in five will answer additional questions.

Two methods are being used to take the census: one-way mail and two-way mail. The two-way mail method is being used generally in the large cities and in areas which comprise ap-

(Continued on Page Five)