

# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWERLOOMED RUGS

Vol. 30

Eden, N. C., January 10, 1972

No. 13

## Deery Named Division VP—Marketing



JOHN F. DEERY

John F. Deery has been named to the newly-created position of divisional vice president of marketing for the Karastan Marketing Division, of Fieldcrest Mills, Inc., effective January 1.

The announcement was made by Walter B. Guinan, president of the Karastan Marketing Division.

Mr. Deery has been vice president of sales for Karastan since 1969. He joined the company in 1961, holding various sales and marketing positions until his promotion to sales manager in 1968.

A veteran of 20 years in the carpet industry, Mr. Deery previously held posts with Bigelow-Sanford and Roxbury Carpet Company.

Born in Scotland, Mr. Deery was a youngster when his family moved to the United States. He is married, the father of two sons, and lives in Upper Montclair, N. J.

Mr. Deery received his undergraduate degree from St. John's University. He also was awarded a master's degree in business administration by Syracuse University.

## ATMI President Cites Industry's Challenges

The president of the American Textile Manufacturers Institute (ATMI) said recently that "consumer affairs" is a new dimension that is becoming as necessary a part of business operation as production or sales.

John E. Reeves, who is also chairman of Reeves Bros., Inc., said this new activity "will consist of an endless dialogue between business and the public and between business and the government, a dialogue in which business must constantly explain and justify itself.

"The days are gone when we could work hard, pay our taxes, try to make a profit and let it go at that. Today we have to do more and we have to prove it. Furthermore, we have to prove it in an atmosphere becoming increasingly hostile and suspicious."

Mr. Reeves, who lives in New York City, was guest speaker at a luncheon meeting of the Charlotte Textile Club.

He said that because of increasing attacks by "professional critics," industry is having to learn to communicate to defend itself. He gave water preservation as an example of a field in which industry has made great progress but has failed to communicate this to the public.

A recent ATMI survey, he said, showed that "just under 80 percent of textile plants engaged in wet processing are meeting or surpassing the latest standards set by federal and state

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## Schedule Is Announced For County Tax Listing

The schedule for listing Rockingham County taxes in Leaksville Township has been announced by Mrs. Margaret M. Barker, township tax lister.

Taxes may be listed at the Leaksville Armory January 1 through 31, except on January 12, 13 and 14. The listing hours are from 9 a.m. until 5 p.m. Monday through Friday and from 9 a.m. until noon on Saturday.

The tax listers will be at the old Draper Town Hall January 12 and 13 from 9 a.m. until 5 p.m. and at the old Spray Town Hall January 14 from 9 a.m. until 5 p.m.

## Scholarship Applications Are Available Now

Forms are available now for students who wish to apply for a Fieldcrest Scholarship or a Muscogee Scholarship. All applications must be submitted by March 1 in order for the student to be considered for a scholarship.

The applications were made available earlier than usual and the deadline for returning them advanced in order to help the students in their planning. Awards of the scholarships will be announced early in May instead of June, as heretofore.

Those who wish to apply for a scholarship should obtain a form from their area personnel manager or mill personnel office; or call at the Employment Office of Fieldcrest Mills, Inc., in the General Offices building, Eden; or write to Dr. William McGehee, director of personnel research and development, Fieldcrest Mills, Inc., Eden, N. C.

The scholarships, each worth \$4,000 over the four years of college, are given to assist employees or children of employees of Fieldcrest Mills, Inc., in obtaining a college education.

Recipients are chosen by the Fieldcrest Scholarship Committee on the basis of academic aptitude, citizenship and financial need. Financial need is the determining factor in choosing from among students meeting the other requirements.

The scholarships are awarded to high school graduates who are entering college for the first time. The recipient must plan to enroll in an academic four-year college or university in a course of studies for a recognized undergraduate academic degree.

An employee must have been in the employment of Fieldcrest Mills, Inc., for at least one year to be considered for a scholarship.

The children of an employee of Fieldcrest Mills, Inc., are eligible for consideration for a scholarship award if the employee has been with the Company for one year or more.

The scholarships were first awarded by the Fieldcrest Foundation in the fall of 1960. To date, a total of 60 Fieldcrest Scholarships have been given.