

Successful Retailer Worked At Adams-Millis As Young Man

A High Point man, who as a teenager worked at Adams-Millis for 20 cents an hour, heads a local retail clothing business which grosses two million dollars annually. Arnold Craven, whose business on North Main Street bears his name, also would qualify as a person with one of the most recognized names in the country since a catalog for another business, "Arnold Craven Direct Marketing," is mailed to a million households four times a year.

Mr. Craven, a native High Pointer, recalled that numbers of young High Pointers worked for Adams-Millis in the "Great Depression Era" and all felt lucky to have the jobs. He recalled, however, that many of the young men were working to put themselves through college, while he had left high school and was working to augment his family's income. During the four years he was with Adams-Millis he also married his high school sweetheart, Kathryn Durham.

When the young couple was expecting their first child, young Craven took a Saturday job in a clothing store because of his added responsibilities.

Later he was offered a job in one of the leading men's stores in High Point. Sixteen years ago, after many years' experience in stores in High Point and Winston-



Arnold Craven

Salem, Mr. Craven decided to go into business for himself.

His first store was in the Sheraton Hotel building. His first year's sales were \$145,000; however in ten years the business was so successful that he purchased prime Main Street property and built a 7,500 square-foot store which since has been expanded to 10,500 feet. Last year the direct marketing business was launched under the direction of Mr. Craven's son, Mark. Projections for this business are that in three years sales will amount to from three to five million

dollars annually. An outlet store also has grown out of this enterprise.

Mr. Craven is quick to give credit to his family for the support and encouragement they gave him through the years. He said his wife worked in his business from the beginning and still is actively involved. His son, Mark, while still a high school student, designed the interior of Mr. Craven's first store and also drew the preliminary plans for the present store. Although he now has passed the presidency of his business to his son, retailing remains Mr. Craven's "work and hobby." A daughter and son-in-law who formerly worked for Mr. Craven now own their own retail store in Hilton Head, a posh South Carolina resort.

When asked what has contributed to his successful career, Mr. Craven said that in addition to the cooperation of his family, he would say his belief that clothing should be an investment.

"We sell only the highest quality clothes," he stated, noting that clothing is rated on a scale from 1 to 6. "We will not go below the point where we feel the quality of the garment would not represent a sound investment," he added. His store does sell some 6- lines, which are the finest hand-sewn clothes available anywhere.

Because of the local furniture markets, some regular customers of Arnold Craven's are from throughout the United States and other countries. "We stay open five nights during each market for the buyers' convenience," Mr. Craven said, adding that even some residents of New York City shop with him regularly because he can offer the clothes at a lower price, because

of lower overhead.

Another feature of Mr. Craven's business is the sponsorship of a stagershow, "Motion," which each year is a showcase for area talent and for new fashions. Last year this project was nominated for a state art award. Last year, also, the Arnold Craven Direct Marketing catalog was selected as one of the four best Christmas catalogs out of some 600 in the United States.

All proceeds from the "Motion" stagershow are donated to the High Point Community Theater, making Arnold Craven the largest benefactor in High Point's business community, to this project.

TexElastic To Exhibit

In May, TexElastic Corporation, an operating division of Adams-Millis Corporation, will exhibit the products made at their plants in Archdale and Raeford at an international hosiery exhibition in Charlotte.

Al Godley, Customer-Service Export Manager for TexElastic, said in addition to the TexElastic products, the exhibit also will include products which use elastic covered yarns in their manufacture. These include such items as ladies' hosiery, socks for the entire family, elastic bandages and narrow fabric for lingerie garments and for some outerwear garments.

TexElastic's sales force will operate the booth TexElastic will set up at the exhibition which is expected to draw many thousands of visitors from throughout the United States and the world.

In Memoriam

Thomas Wishon
Husband of Leila Wishon
Plant 1

Arvie White
Husband of Laura White
Plant 2

RETIRED

Turner G. Pike
Plant 1

Jessie Galloway
Plant 2

Frank Chapman
Plant 3

Leva Kirkman
Plant 3

Lula Shore
Plant 4

Geneva Holt
Plant 4

John Merrick
Account Executive
Former Chicago Office

United Way Award Goes To Plant 4

Adams-Millis Corporation's Plant 4 in Kernersville received a "You Make A Difference" award in last year's United Way Appeal in Forsyth County. The award was given to 24 employee groups in the county which attained the most outstanding employee campaign results in the fund raising drive.

Ron Stroup Now SPEBQSA Member

Ron Stroup, a Hosiery Division Vice-President and Account Executive for Supermarket and Special Accounts, from early childhood sang in his church choir and in school programs. He recently was accepted for membership in the Winston-Salem chapter of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America.

Membership in the organization requires a weekly three-hour practice session and in the begin-

ning, members sing with the chorus, which includes all 66 members of the chapter. Before and after these practices, members participate in "woodshedding," which is a form of practice in quarters, to improve their performances.

Ron said the complete repertoire of some 20 songs, as well as some choreography, must be learned letter-perfect.

Once each month, the members sing in area churches to share their harmony in sacred music. Ron said in July he plans to go with the Winston-Salem chapter to Pittsburgh to observe the international competition. Some 12,000, including performers and their families, are expected to attend.

Another hobby of Ron's is square dancing, and he and his wife Ann, currently are taking instruction in this American folk dance art and are looking forward to joining the Oak Hollow Squares, a local square dance group, after about three months of instruction.

Ron is a native of Shelby and has been with Adams-Millis since 1976. He and his wife have two sons, Ronald, Jr., who is 16, and Craig, 14.



Quick Quiz

How much do you know about the form-fitting stockings and hosiery most people take for granted? This quiz can help you tell:

1. The first man said to have worn silk knitted hosiery was (a) Rodrigo Diaz de Vival (El Cid) (b) Henry VIII of England (c) Henry II of France?
2. The first man-made hosiery fiber was (a) nylon (b) artificial silk (c) rayon?
3. The sheerest hosiery made today has fibers measuring (a) 6 denier (b) 9 denier (c) 12 denier?

ANSWERS: 1. (c) Henry II is given credit for wearing the first silk stockings knitted to fit. In the next century, Elizabeth I of England set a trend by wearing black silk stockings. 2. (b) As

France a similar method was patented by Comte Hilaire de Chardonnet, who built the first factory for its manufacture, but his fiber was inadequate for woven goods. Finally, in 1910, a

rayon factory in Germany produced the first stockings from a synthetic fiber. 3. (b) 12 denier is considered quite sheer, but stockings of only 6 denier were exhibited in London in 1956.

Garden Tips

From Kathy Yoder
Plant 6, Hickory

1. If you are planning Irish potatoes, cut them about two weeks before planting so they can dry. This will cut down on rot and mildew.

2. Put a row of marigolds every 25 to 30 feet in your vegetable garden. This will be a natural insecticide.

3. The best time to water your garden is in the morning. This gives the leaves a chance to dry before nightfall and cuts down on the risk of plant diseases.

degrees F. generally is adequate for hot water purposes.

2. A faucet that drips a drop of water per second will waste about 2,500 gallons a year. That's money down the drain. If it's hot water, that's even more money wasted.

3. Color television sets consume over 50 percent more electricity than black and white.

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Photos, Articles Win Awards

Kernersville News has been awarded the first place prize for 1981 news coverage among the 89 weekly papers in North Carolina, for their reporting of the Adams-Millis fire last year.

Also, the photographs of the fire taken by the paper staff and including one of Robert M. Bundy, Jr. President of Adams-Millis Hosiery Company, took third place in the weekly paper photography division.

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