

THE MILL WHISTLE

Fieldcrest



Karastan

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NCF To Spend Million For Pollution Control

The North Carolina Finishing Company division will spend nearly \$1 million in 1973-74 for upgrading its waste water treatment plant and for improving smoke abatement facilities.

M. D. Rochelle, president and general manager of the NCF division, said the plant is presently operating under a permit issued by the Environmental Protection Agency and the North Carolina Office of Water and Air Resources.

Included in the permit is a timetable for upgrading the present treatment plant to meet the new and changing standards. North Carolina Finishing, a division of Fieldcrest Mills, has made a written commitment to be in complete compliance with the new water quality standards by December 31, 1974.

The estimated cost for adding secondary treatment to the present extended aeration system is \$750,000. This figure is in addition to the approximately \$500,000 spent to build the original plant in 1969.

When the treatment plant was built it was constructed in accordance with

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Textile Career Month Proclaimed For April

Persons looking for a career in textiles will have an opportunity to learn more about the industry during the next few weeks.

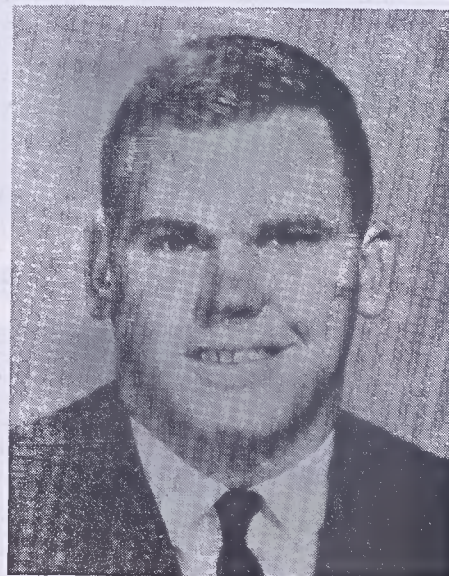
April has been designated as Textile Careers Month, a month-long recruiting effort designed to make the public more aware that the textile industry is career-oriented and offers job security and advancement.

Sponsored by textile manufacturers in cooperation with the American Textile Manufacturers Institute, the campaign will feature newspaper advertising, radio and TV commercials, billboards and the like. These will inform prospective job applicants that career opportunities are available in the textile industry for persons with every

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WALTER B. GUINAN



THOMAS W. GRAVES, JR.

Guinan Is Elected To Fieldcrest Board; Graves Named Secretary Of Company

Walter B. Guinan was elected to the board of directors of Fieldcrest Mills, Inc., at the board's regular meeting held in Boston on March 1.

Mr. Guinan is a senior vice president of Fieldcrest Mills, Inc., and is also president of the Karastan and Laurelcrest marketing divisions of Fieldcrest.

At its meeting the board approved a motion increasing the number of directors from 12 to 13 and Mr. Guinan was named to fill the vacancy.

With a career spanning more than four decades, Mr. Guinan is recognized as one of the carpet industry's leading "statesmen" because of his active role in representing the interests of the total industry.

Was CRI Chairman

For the 1971-72 term he served as chairman of the board of the Carpet and Rug Institute, the association representing the \$2.7 billion industry. He continues as a member of the CRI board.

Mr. Guinan joined Fieldcrest Mills as Karastan sales manager in 1954 and was elected vice president of that sales division in the same year. In 1957 he was elected a corporate vice president and was named president of the Karastan Marketing Division. He assumed

the additional responsibilities as president of the Laurelcrest Marketing Division when Fieldcrest entered into the production of tufted carpet in 1967. He was made a senior vice president of Fieldcrest Mills, Inc., in 1969.

The Fieldcrest directors also elected Thomas W. Graves, Jr., secretary of Fieldcrest Mills, Inc. He previously was assistant secretary and counsel and continues as counsel. Mr. Graves joined Fieldcrest in 1968 as assistant counsel. In May, 1971, he was elected assistant secretary as well as assistant counsel. He was named assistant secretary and counsel in July, 1972.

He is a 1962 graduate of Duke University and received his law degree in 1965 from Duke Law School. He was admitted to the North Carolina State Bar that same year. Before joining Fieldcrest he was engaged in the practice of law with the firm of Carr and Gibbons in Wilson for three years.

See "Bright New Ideas from St. Marys" pictured on page five