

# Binford, Eggleston Promoted

In a major organizational move, Ben W. Binford has been named to the newly-created position of vice president for merchandising of the Fieldcrest carpeting division.

At the same time it was disclosed that John S. Eggleston will succeed Mr. Binford as vice president for sales. Mr. Eggleston had been Western sales manager for Karastan.

Both men will report to Francis X. Larkin, executive vice president for the Fieldcrest carpeting division.

The announcements were made by Walter B. Guinan, president of the division. Mr. Guinan stated that Mr. Binford's new assignment represents a key new function in the Karastan marketing structure.

"Basically," he said, "Mr. Binford will be responsible for the programming and merchandising of all products including woven, tufted and Bondi carpets and rugs. This is being done to maximize sales and profit contribution in all product categories and will involve an important liaison role between manufacturing and marketing."

As the new head of sales, Mr. Eggleston will be in charge of the Karastan selling force across the country and will be responsible for expanding sales in both the residential and contract areas, Mr. Guinan stressed.

Mr. Binford had been vice president for sales since January, 1972. He had joined Karastan in 1967. Before that he had been vice president for Sales for Gould-Mersereau, drapery hardware manufacturers. His carpet sales background also includes nine years with Bigelow-Sanford.

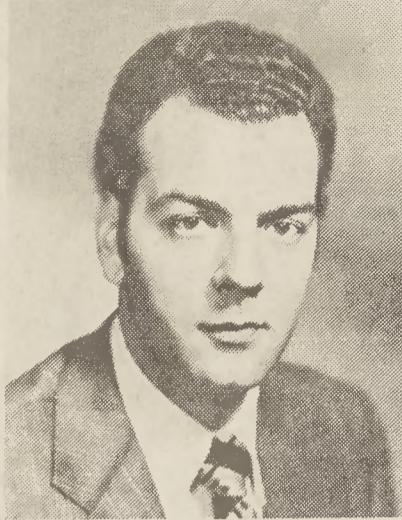
A native of Georgia, Mr. Binford currently makes his home in Old Tappan, N.J., where he resides with his wife and three children. He is a graduate



**BEN W. BINFORD**

of Georgia State University.

Mr. Guinan noted that Mr. Eggleston has spent his entire business career with Karastan, starting out in the sample department at the Karastan Rug Mill in Eden in 1958. In the ensuing years he has advanced through various positions in



**JOHN S. EGGLESTON**

sales service and selling. He was named Western sales manager in 1972. Since then he and his family have lived in San Carlos, Calif.

Messrs. Binford and Eggleston will have their headquarters at the Karastan Sales Offices in New York.

## Buy . . . Sell . . . Swap

**FOR SALE:** Iron Fireman floor furnace in real good condition. Complete with wall thermostat automatic control. Will sell for \$75. Call 623-3332.

**FOR SALE:** G. E. frost-free refrigerator, coppertone. In excellent condition. 14.7 cubic feet. Call 623-8908 after 5 p.m.

**FOR SALE:** coal at \$2 per 73-pound bag. Also a Yamaha 125 CC 1973 model. Will sell it for \$300. Call 623-6468 after 4 p.m.

**FOR SALE:** A 1973 mobile home. Three bedrooms, washer and dryer, complete with all appliances. For more information contact Barbara Durham, Purchasing Department, General Offices.

**FOR SALE:** Boy's 10-speed bicycle in real good condition. Also mixed shepherd and sheep dog puppies to give away. Call 635-1412 after 4 p.m.

**SEWING:** Retired Fieldcrest employee will do plain sewing in home. Call 623-3540.

**WANTED:** Used lumber. Will tear down old building and haul away. Call 627-1821 after 3:30 p.m.

## Promoted

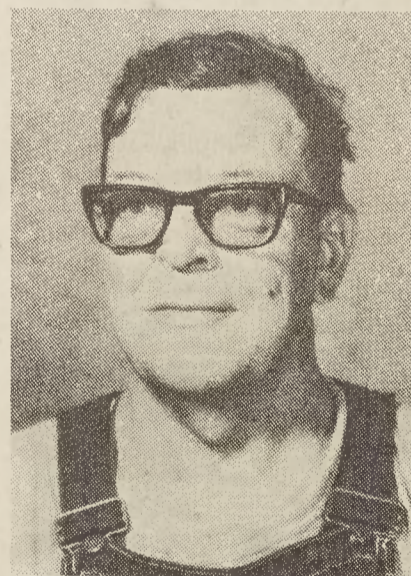


**WILBERT KING**

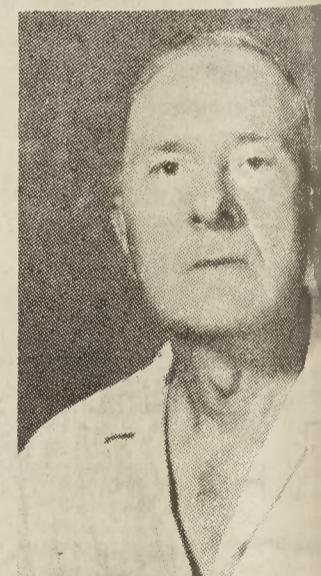
Wilbert King has been named a shift foreman in the Wool Spinning Department at the Blanket Greige Mill.

Mr. King joined Fieldcrest in 1963 as an unrolling machine operator at the Blanket Finishing Mill. He later worked at the Draper Sheeting Mill as a weaver in training and at the Blanket Warehouse as a cutting machine operator, machine operator and offset press operator. He became a supervisory trainee at the Blanket Greige Mill in March of this year.

## Salute To Recent Retirees



**KENNETH C. HONEYCUTT**  
N. C. Finishing  
33 Years



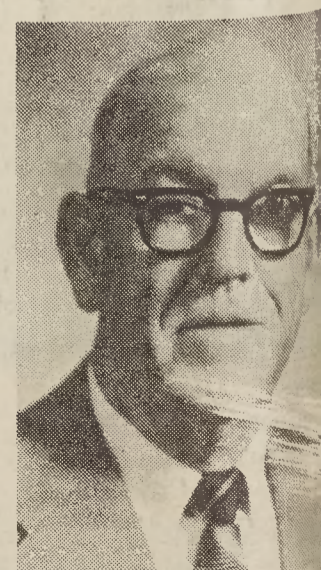
**ROBERT L. HUNSLY**  
N. C. Finishing  
36 Years



**WILLIAM R. JULIAN**  
N. C. Finishing  
32 Years



**MARY M. KETCHIE**  
N. C. Finishing  
31 Years



**W. FLETCHER TALBOT**  
Bedsread Mill  
39 Years  
THE MILL WELLS

## Grant Applications Due In Nov.

(Continued From Page Two)

Child may not be eligible if married or has established own residence and livelihood.

### 4-Year Scholarships

1. Applications taken only once per year, during February, with deadline of March 1.

2. Employee (parent) must have one-year continuous service as of date of application.

3. Applicant must be planning

to attend a 4-year college time.

4. Applicant must not have attended college before or college credits.

5. Scholarships awarded primarily on basis of high school grades and scholastic aptitude for college work, plus consideration of citizenship and financial need.

6. Employee of company 1-year service is also eligible to apply.

## Gilbert Gets New Post



**JAMES R. GILBERT**

James R. (Jim) Gilbert of Karastan has been promoted to the newly-created position of manager-consumer affairs with his office remaining at the Karastan Service Center, Eden. He previously was assistant manager of sales service.

The basic function of his new position is to organize and direct a systematic and orderly approach to all consumer inquiries, complaints and problems. Its objective will be to assure prompt settlement of complaints by coordinating the efforts of various corporate agencies.

A native of Eden, Mr. Gilbert attended Guilford College and the University of North Carolina at Chapel Hill. He has been with Karastan since 1966 when he was employed as a junior sales service clerk.

He subsequently worked as a sales service correspondent,

colorist in the Karastan Designing Department for three years and as assistant merchandise manager. He has been assistant manager of service for the past 3 1/2

## United Fund

The Eden United Fund campaign in the mills and offices has been virtually completed. The results will be announced as soon as the final tabulations have been made, according to Thomas P. Webster, Jr., manager of general accounting who chairman of the campaign at Fieldcrest.

Mr. Webster announced that the drawings among "Fair Share" givers in the campaign will be held October 31 in the Conference Room at the General Offices. Representatives from the various mills will attend the drawings.

The grand prize will be a 23" Zenith color television set. Also to be awarded among the "Fair Share" contributors will be a large number of \$15 gift certificates good for the purchase of company merchandise.