

# People Make A Company

Some Representative Employees of the Bedspread Greige Mill

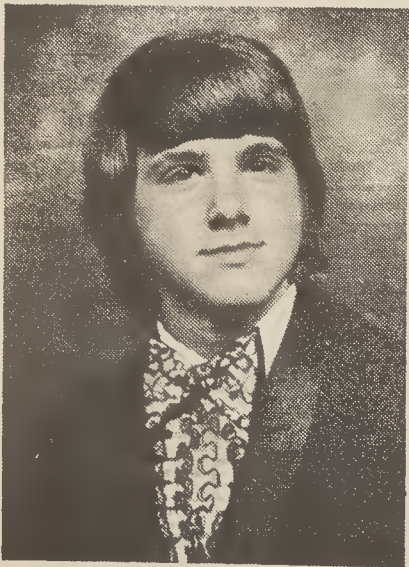


Frank Craddock is a fringe machine operator in the Fringing Department at the Bedspread Greige Mill, Eden. He has worked for Fieldcrest since 1929, and lives on Route 1, Stoneville.



Kermit Thompson is an overhauler in the Spinning Department at the Bedspread Mill. He has been a Fieldcrest employee since 1927 and presently resides on Route 2, Eden.

## 1st Prize Winner



Rickey Earl Cherry was the first place winner in the seventh annual Soroptimist Youth Citizenship Award in Columbus, Ga.

A senior at Jordan High School, he was awarded \$500 for outstanding service in the home, school and community and is now eligible for the Soroptimist Southern Region Award of \$1,000. He plans to attend Mercer University in Macon, Ga., in the fall.

Rickey is the son of Mr. and Mrs. Kenneth Cherry of Columbus. His mother, Audrey, is employed in the Washcloth Department at the Phenix City Towel Finishing Plant.

## 'Karastan Celebrates Americana'

The Karastan Marketing Division capitalizes on the excitement and activity developing for the nation's Bicentennial in 1976 with its latest double-page advertisement appearing in key magazines and newspaper rotogravure sections this spring.

Headlined "Karastan . . . in celebration of Americana", the full-color ad features Karastan broadloom and rug fashions in the Nathaniel Russell House, an historical home located in Charleston, S.C.

The home, built around 1809, is considered one of the finest examples of post-colonial architecture, and is part of the group of historic buildings that have been restored in Charleston.

The color photographs highlight Karastan's "Empereau" broadloom in a dining room setting in which the silk damask patterns on the chairs blend beautifully with the damask design in the carpet. Other areas of the home highlight Karastan's No. 784 Kirman design and the No. 718 carved Chinese pattern from the Oriental design rugs.

A music room presents the "Yorktown Hall" pattern from the Constitution Classics

collection and a sitting room shows "Repatee", one of the recently-introduced area rugs.

All the furnishings are antiques from the Nathaniel Russell House. The Karastan styles making a "guest appearance" in the home were selected on the basis of color and design in keeping with the period and decor of the rooms.

The new advertisement will appear in April issues of House & Garden, House Beautiful and New Yorker magazines. It will also run in April or May editions of the rotogravure magazine sections of newspapers in Boston; Hartford; Buffalo; Rochester, N.Y.; New York; Philadelphia; Baltimore; Washington, D.C.; Miami; Pittsburgh; Cleveland; Detroit; Chicago; Minneapolis; Des Moines; St. Louis; Denver; Los Angeles; San Francisco and Seattle.

Plans have been made for Karastan dealers in these cities to tie-in their local advertising of Karastan fashions in the same issues in which this two-page national ad will be published.

Copy in the Karastan ad states: "This historic home hosts a guest appearance by Karastan . . . with a present-day collection perfect for an

American mood.

"Treasures from the Orient were prized in those early days, as you will prize Karastan Oriental design rugs today. And the graciousness of that era is captured in broadlooms and rugs inspired by designs from our nation's past."

As the Bicentennial nears, many stores are celebrating plans to stage events commemorating the nation's 200th anniversary. Karastan's Constitutional Classics collection of broadloom and fringed area rugs was created with the Bicentennial in mind.

However, as the new ad illustrates, many Karastan styles are ideally suited for the renewed interest in furnishings dating to the early days of the republic.

## Quote

" . . . Now we are paying the piper. The high cost of government is the biggest single cause of inflation. Let's think twice before demanding more services from the government."

— Frederic W. West, Jr., President, Bethlehem Steel Corporation, Town Hall, Los Angeles

## 'Colorburst' TV Promotions

Colorburst towels, Fieldcrest made exclusively for Sears, Roebuck and Co., will be among the products featured in Sears' "Colorburst" nationwide television promotion during April.

The programs on which the "Colorburst" commercials will appear are as follows:

Wednesday, April 7 — Joker Is Wild, CBS, 10:30 to 10:30 a. m.; and How to Survive A Marriage, 1:30 p. m. to 2 p. m.

Thursday, April 8 — Movin' On, NBC, 10:30 to 11:00 p. m.; CBS Sweepstakes, NBC, 10:30 to 10:30 a. m.; and Wheel of Fortune, NBC, 10:30 a. m. to 11 a. m.

Friday, April 9 — Nite Movie, CBS Showdown, ABC, 2:30 to 3 p. m.; and Blank Check, NBC, 12:30 p. m. to 1 p. m.

Sunday, April 11 — Mystery Movie, NBC, 10:30 p. m. to 10:30 p. m.

Monday, April 12 — Life To Live, CBS, 3:30 to 4 p. m.; Tattletales, 4 p. m. to 4:30 p. m.; You See It, CBS, 11 a. m. to 11:30 a. m.

Tuesday, April 13 — Gambit, CBS; and Evening News, CBS, 2:30 p. m.

Wednesday, April 14 — High Rollers, NBC.

Thursday, April 15 — Pilot Movie, NBC; Price Is Right, CBS, 3 to 3:30 p. m.

## Sheet Finishing

(Continued From Page 1)

for data processing equipment. With the new addition, Sheet Finishing Mill utilizes 190,772 square feet of space. The mill now employs approximately 100 persons.

The Sheet Finishing Mill is conditioned for the employee's health and comfort. The mill operates some of the most advanced equipment in its area of the industry. The exclusive automatic machinery was developed by Fieldcrest especially for sheet finishing operations.

The mill has added improved equipment for the years for greater efficiency and quality and convenience. It is to be expected that the future will continue progress as an important part of the company's operations.

## Big Spender

In the past nine fiscal years the federal government has spent almost \$1.8 trillion on the Tax Foundation. It is twice as much as the federal outlays in the past 10 fiscal years. Of that trillion, almost \$1 trillion was spent during the past five

THE MILL WEEK