

Interview With W. C. Battle:

Company's Strong Recovery Credited To Employees

"This time last year, Fieldcrest had more machinery and equipment not running than it had running and more people out of work than working. Now we are running most of our plants seven days and some of them six and seven days a week."

This statement was made by William C. Battle, president of Fieldcrest Mills, Inc., in an interview with The Mill Whistle in which he discussed the company's recovery from the recession and some of the reasons for the recovery. He attributed the company's strong comeback mostly to the loyalty and dedication of employees.

When the recession struck and our customers' orders diminished, it was obvious that we had to take strong and severe measures to protect the health of the company. We realized that in saving the mills we were protecting our loyal workers to

undue financial hardships," Mr. Battle said.

"Even though we planned the closings so as to have as little impact as possible, we knew that things would be difficult. It was with tremendous satisfaction that I observed the understanding and cooperation of these people whose basic income had been severely affected.

"We also did much by way of reducing the salaried payroll, implementing efficiencies in every aspect of the business, asking people to do more than they had done before, and when the recovery came, asking them voluntarily to work at times seven days a week.

"Again, the response was tremendous. There is no doubt that the willingness of the employees of Fieldcrest to shoulder unusual burdens and to make sacrifices above the usual sacrifices has been the most important element in the strong recovery we are experiencing.

"When our policies came in for accounting in the third quarter of 1975, the element of profit increase over 1974 percentage-wise was way above the volume increase. The thing that is most gratifying to me is that our people have been able to achieve a very significant increase in profit with a much lesser increase in volume," Mr. Battle said.

He went on to say that the third quarter of this year was the

best quarter profitwise in the history of the company and that he feels the fourth quarter will be strong.

In discussing the steps which the company took during the recession, Mr. Battle said:

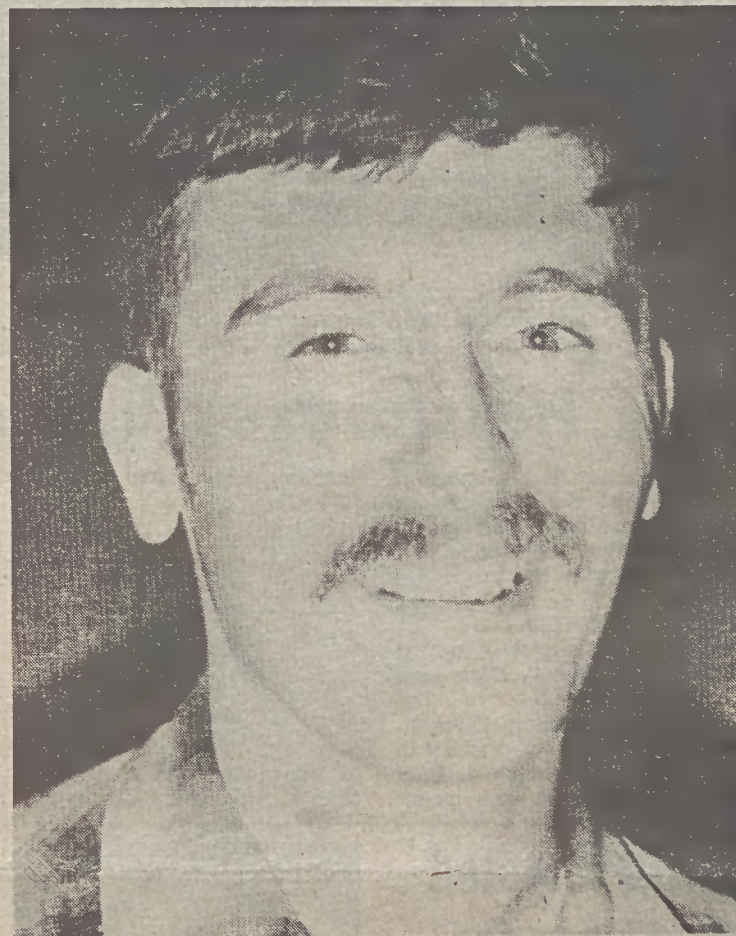
"The recession caused us to do many things that will, in the long run, be very beneficial. The recession caused us to look in depth to the efficiency of our company, of our operations from staff right on through manufacturing to marketing.

"We have made a great number of adjustments, and we called on our people to perform at a greater capacity, and they responded magnificently. We have substantially reduced our salaried payroll. We have substantially reduced the level of inventories, and we intend to maintain them at a lower level."

He said the company had reduced the numbers of stock keeping units in all lines. This has resulted in much more efficient manufacturing because it makes it easier to produce the products which are in the line as it is not necessary to be continually changing from one style to another.

"Also, our annual interest payments are way down. We have established very hard guidelines that will be used as danger signals for us to see that the levels of efficiency are main-

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Happy Winner!

Looking pleased is Frank Biegar, of Plant Service, Blanket Greige Mill, winner of a 9 x 12 Karastan Oriental design rug in Eden United Fund drawing. He chose pattern 716.

Redman Named Director

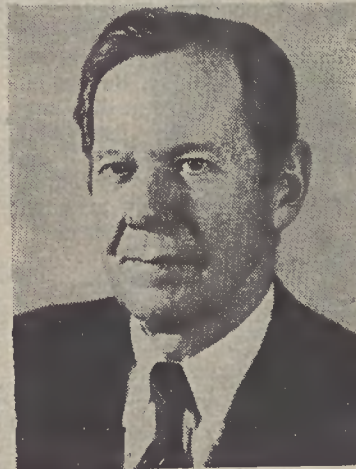
Hamilton M. Redman, retired vice president-finance and a present director of the Norfolk and Western Railway Company, has been elected to the board of directors of Fieldcrest Mills, Inc.

The announcement was made at Eden by William C. Battle, president and chief executive officer of the company.

Mr. Redman retired as an active officer of the Norfolk and Western in March, 1973. He is a director of the Virginia National Bank, is chairman of the board of trustees of Southern Seminary Junior College, and is a coporator of the Presbyterian Ministers' Fund.

He joined Norfolk and Western in Roanoke, Va., as a vice president in 1958. He was named vice president-finance January 1, 1959, and was elected a director in April, 1960. He went to the Norfolk and Western from the Berkshire Life Insurance Co., Pittsfield, Mass., where he was a vice president and treasurer and a director.

A cum laude graduate of Pennsylvania State University, Mr.



HAMILTON M. REDMAN

Redman began his business career as a security analyst for Eastman, Dillon and Co. Then he was the trust officer at the Provident Trust Co., Philadelphia, and vice president and manager of the Trust Department of the National Bank of Commerce of Seattle, Wash., before moving to Berkshire Life in March of 1951.

Mr. and Mrs. Redman live in Botetourt County, Va.

ACC Course Announced

The Business Department of Edinboro Community College will offer a course in Personal Awareness (Psychology 100) in Eden in the next quarter.

The course is a required course for degree candidates in Business Administration and Secretarial Science and carries quarter hours of credit. However, it is open as an individual course to adults not seeking the AA degree.

The class will meet on Wednesdays from 7 to 9 p.m. for three weeks, beginning December 3 at the Leaksville Township Administration Building, 405 Highland Drive. Those not already registered for the course may register on the night of the first class. Edinboro will instruct the class.

The course is aimed at the discovery of and capitalization on personal capabilities and strengths and will utilize the instructional techniques of self-experience, discussions, class participation, decision making to direct enrollees toward greater awareness of themselves and

Children's Parties Set

"Pecos Pete," who performed on the Old Rebel Show over Channel 2, WFMV-TV in Greensboro, for several years, will be the featured entertainment at the annual Christmas parties for the children of Fieldcrest employees at Eden and at Fieldale, Va. Sunday afternoon, December 14.

He will present a Western show consisting of sharp-shooting, trick and fancy roping and bullwhip tricks. He was on the Old Rebel Show for 12 years and then was with Channel 12, WXII-TV and WQTR radio in Winston-Salem.

The Fieldale party will be in the auditorium at the Fieldale-Collinsville High School at 2 p.m.

The Eden party will follow at 4 p.m. in the auditorium at Morehead High School.

Beginning Monday, December 8, tickets to the parties will be available from the supervisors. Employees should request tickets as promptly as possible and should ask for only the number that will actually be used.

Musical entertainment will be furnished by Mamie Dickson of the Sheeting Mill Accounting Department and Harold Squires of the Draper Industrial Engineering Department. They will also lead the children in the singing of Christmas songs.

The highlight of each party will be the arrival of Santa

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