

Happenings . . .

Five Generations

Five generations of the McBride family got together for a picture. They are, from right, Elsie B. McBride, great-great grandmother holding her great-great granddaughter, Carrie Brandon Gibson; Carrie J. Howell, great-grandmother who is retired employee of the Blanket Greige Mill; Sybil H. Robertson, grandmother; and Ginger Gibson, mother of Carrie Gibson. Ronnie Gibson, father of Carrie Gibson, is employed as a weaver at the Karastan Rug Mill.



Wright Grandchildren



Jaison Edward Plogger, three and one-half months old, is the son of Mr. and Mrs. Edward Plogger of Bassett, Va. Brandon Wayne Helms, 11 months old, is the son of Mr. and Mrs. Wayne



Helms of Bassett. They are grandsons of Mr. and Mrs. Richard Wright. Mr. Wright employed in the Weaving Department at the Fieldcrest Towel Mill.

Sales Meet

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Karastan dealers from all parts of the nation.

Merchandising programs for the new products were presented to the sales staff by Ben W. Binford, division vice president for merchandising; Richard Laino, department manager for the Karastan Rug Mill; and Bruck Stuckel, department manager for the Laurelcrest Carpet Plant.

Sales and promotion programs for the coming season were introduced by W. T. Barton, division vice president of sales.

Each member of the sales staff was given a new compact "merchandising kit" created to enable them to present Karastan's complete Spring product and marketing programs, store events, promotions, suggested advertising and new consumer brochures.

New advertising and fashion-orientated store event programs were presented by George V. Grulich, division vice president for marketing services. Mr. Grulich revealed that Karastan will continue to stress national television in its Spring advertising plans.

He reported that Karastan commercials underscoring the brand's fashion and quality image will not only appear on regularly scheduled programs on the CBS and NBC networks,

COLUMBUS

Top Weavers, Fixers

Weavers W/E December 19, 1976

Jacquard John Warren
Plain and Dobby Lonnie Cobb, Jr.

Fixers W/E December 19, 1976

Jacquard Bill Daughtry
Plain and Dobby Harold Wombles

Weavers W/E December 12, 1976

Jacquard Shirley Myers
Plain and Dobby Ida King

Fixers W/E December 12, 1976

Jacquard Roy McLendon
Plain and Dobby Fletcher Moss

but also on a number of important prime-time television programs as they become available to obtain the maximum viewing audience for the advertising dollars.

Fred Williamson, national contract sales manager, discussed Karastan's increasingly important role in the commercial carpet market, emphasizing the "strong" new products and marketing programs designed to expand the company's growing position in this area.

Also addressing the meeting were Arthur L. Jackson, senior vice president-manufacturing; Dr. L. H. Hance, vice president-research and engineering; W. O. Stone, division vice president-rug and carpet manufacturing; and Haven H. Newton, vice president-industrial relations.

Perfect Attendance

Twenty employees at the Mt. Holly Spinning Mill had perfect attendance during 1976. They are Claster Abernathy, Clifford Grant, Hughes Murphy, Lincie Huffstetler, Brenda Windsor, Betty McCorkle and Lewis Tankersley.

Also, Betty Wall, Raymond Grice, Paul Kirkpatrick, Joanne McLean, Walter Moore, Frank Smith, Ellis Chavis, Willie Shuford, Eva Bridges, Charles Haynes, Sibyl Bolton, Louise Helms and Elizabeth Moore.

Two Years Old



Guy Sexton celebrated his second birthday on November 3. He is the son of Mr. and Mrs. Elmer Sexton of Iron Station. His father is a card tender at the Mt. Holly Spinning Mill.

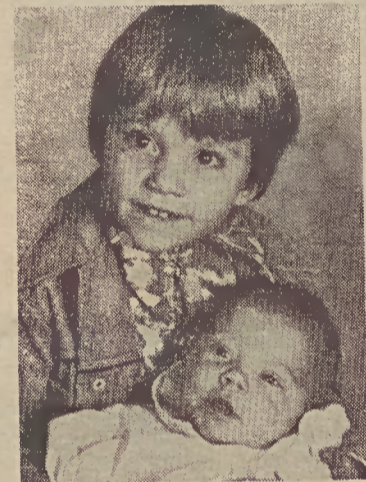
Energy Ideas

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textile industry's contest for saving energy with textiles may submit their ideas to ENERGY BOOKKET, American Textile Manufacturers Institute, 400 South Tryon St., Charlotte, N.C. 28285.

The textile industry will pay \$5 for each idea accepted for publication in a new consumer handbook to be distributed free to consumers in early 1977. In the event of duplicate winning entries, payment will be made only to the first person who submits the idea.

According to ATMI, entries will be selected for publication on the basis of their originality, simplicity, relationship to use of textiles and the potential amount of energy to be saved. The deadline for all entries is January 31, 1977.



Carl B. Morris, III, three years old, Anita Dawn Morris, three months old, and Rachel Dare James, one year old, are the grandchildren of Mrs. Billie B. Morris, a reeler at the



Karastan Worsted Plant. Parents are Mr. and Mrs. Morris, Jr., of Stokes; and Mrs. Kenneth Earl Jamison of Vanceboro.

SS Maximum Is Increased

The maximum amount that Social Security beneficiaries can earn without being penalized automatically increased to \$3,000 a year, effective January 1, 1977. The previous earnings limit was \$2,760.

Another automatic provision of the law, also effective January 1, increases the wage base on which Social Security taxes are withheld from \$15,300 to \$16,500.

The Social Security tax rate, however, remains unchanged at 5.85 percent for employees and employers and 7.9 percent for those self-employed.

Both of the automatic increases are based on a formula designed to keep both the contribution and benefit base and the retirement test exempt amount up-to-date as average wage levels rise.

Under the law, the increase can take effect only after a year in which there has been an automatic increase in benefits.

Deadline For Scholarships Is March 1

(Continued From Page One) must have at least one year of continuous service as of date of application.

The applicant must be planning to attend a 4-year college or university full time and not have attended college and have college credits.

The scholarships are awarded on the basis of high school grades and scholastic aptitude for college work, plus consideration of citizenship and financial need.

The Fieldcrest Foundation awarded 13 scholarships to children of employees in making a total of 116 Fieldcrest Scholarships that have started since the program began in 1960.

At present there are 46 and daughters of Fieldcrest employees attending colleges and universities with the Fieldcrest Scholarships.

THE MILL WHIST