

Fieldcrest Fights Inflation

Fieldcrest Mills, Inc. has been commended by the Carter administration for its efforts to cooperate with voluntary anti-inflation restraints. The company has rescinded its planned price increase of approximately six percent for shipments of the Royal Velvet towel line made after September 1.

Robert Strauss, President Carter's special inflation counselor, called the rollback "the kind of corporate citizenship of which we are very proud and for which we will be looking to other American firms," according to a recent article in the Wall Street Journal.

Royal Velvet is the most important basic in the department

store community and has retail sales of more than \$30 million annually. The voluntary rollback means the company will forgo \$900,000 in revenue.

W. C. Battle, president and chief executive officer, said soaring costs for energy, labor and materials had dictated the need for the increase but after conferring with Strauss the decision was made to recall the announced increase. "We are trying to cooperate with voluntary restraints requested by the president," Battle said, "and hope this will benefit consumers by helping to maintain the existing prices on one of Fieldcrest's most popular products."

New Telephone System To Be Installed

Eden area employees making long distance telephone calls after June 29 will be literally talking to computers.

After that date, a new Datapoint Infoswitch system made up of three computers will handle all outgoing long distance telephone calls without going through the Fieldcrest switchboard or using the WATS lines.

For additional information on the new system, see the next issue of The Mill Whistle. Also, detailed instructions on using the system will be sent out by the Communications Department in the next few weeks.

Clifton Joins 50-Year Club

John Bruce Clifton, a Jacquard weaver at the Fieldale Towel Mill, will complete 50 years of continuous service with the company on June 8, and will become the newest member of the Fieldcrest 50-Year Club. He will be honored by the company and by the 50-Year Club members at a luncheon at Meadow Greens Country Club that day.

Born in Patrick County, Va., he began working at the Fieldale Towel Mill in 1928 as a sweeper, became a filling hand in 1932 and a weaver in 1933.

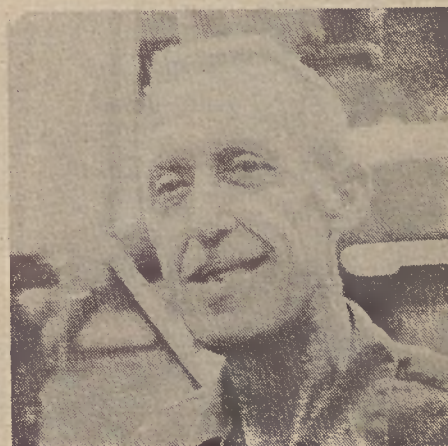
One of six children, he has a sister, Hazel Wade, who retired in 1971 from the Fieldale Towel Mill. Also, his father, Bryce Clifton, and a brother, Odell Clifton, at one time worked at the Towel Mill.

A part-time minister, he serves two Primitive Baptist Churches, one in Eden and one in Pulaski, Va. He also helps Fieldale area ministers on occasion and says that when he retires on January 1, 1979, he will probably do ministerial work full-time. "It's wonderful to be of help to

people," he said. "If you can really help just a few people in your life, then it's been worthwhile."

Looking back on 50 years of service at the Fieldale Towel Mill, he said the greatest and most beneficial change he had seen in those years was the air-conditioning of the plant.

Clifton and his wife, Dorothy, make their home in Fieldale and have one daughter who lives with them.



John Clifton

N.C. United Fund

Appreciation Award

Fieldcrest Mills in Eden and throughout North Carolina recently were recognized for outstanding contributions to the state's United Fund campaigns for 1977-78 and in the past. John Kincaid, Jr. (left), chairman of the Eden campaign and other state officials presented a plaque of appreciation to Haven Newton, vice president—Industrial Relations, who accepted on behalf of Fieldcrest's N.C. employees who contributed nearly \$225,000 in 1977.

Vacation Closing Schedules Set

The Fieldcrest Stores in Eden and Columbus will be closed on July 4 only for the Independence Day holiday. The annual summer sales at these two stores will be held June 12-August 19.

The Employee Outlet Store in Draper will be closed the entire week of July 3 for vacation.

The Karastan Employee Cash Sales Showroom in the AMP Building will close at the end of business on Friday, June 30 for inventory and vacation and will reopen at 1 p.m. July 10. The last day for picking up carpet at the Karastan Service Center will be June 30. Pickup schedules will resume on July 11.