

Looking over a part of the upgraded waste water treatment plant at Laurel Hill are Robert S. Adams, left, plant engineer at the Carpet Mill, and Clyde Smith, department foreman, Plant Services Department.

At Bedsread and Sheet Finishing treatment facility, from left, L. C. Cheek of Olsen Associates, who designed plant; H. E. Williams, Fieldcrest chemical engineer; E. G. Singletary of King-Hunter, Inc., who built plant.

Over \$1 Million Spent On Pollution Control

Fieldcrest Mills, Inc., through the years, has had a concern for the environment and has spent a lot of time and money in efforts to protect and improve the air, water, and land around the mills.

Achieving clean air and water is a problem for which there are no easy solutions. It is an expensive, complicated and time-consuming process. State and federal regulations have become more stringent and are scheduled to become even tougher in the future.

Waste water treatment plants which Fieldcrest built years ago, although they met existing

regulations at the time they were built, must now be modified or upgraded to comply with new standards.

Whereas the states originally regulated the discharge of waste water into streams, the federal Environmental Protection Agency in 1972 was given responsibility for the natural waters of the U.S.

The law now requires that an industry obtain a permit from the EPA in order to discharge waste water into a stream, unless the waste water goes through a city treatment plant.

To obtain a permit for existing or proposed discharge, an

industry's waste water must meet criteria set by the state and must be as good as or better than

the criteria established by the EPA.

In order to comply with the

changed, more stringent regulations now in effect, Fieldcrest is

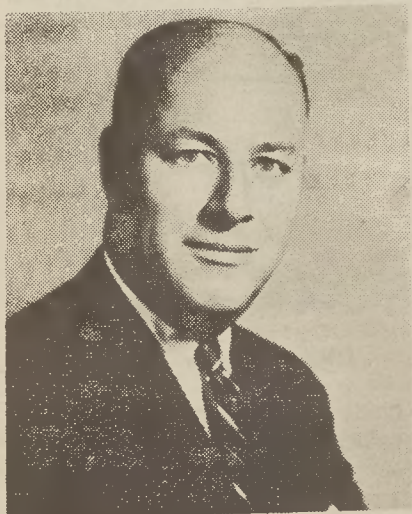
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Larkin Is Named To Rug Marketing Post

Francis X. Larkin has been named to the newly-created position of executive vice president of the Karastan and Laurelcrest carpet marketing divisions of Fieldcrest Mills, Inc.

The announcement was made here by William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., who said Mr. Larkin will report directly to Walter B. Guinan, president of the Karastan and Laurelcrest marketing divisions.

Mr. Larkin has been with Fieldcrest Mills, Inc., since 1956 in various sales and marketing



FRANCIS X. LARKIN

Beaver, Richardson Given New Positions

Rufus R. Beaver, director of security for Fieldcrest Mills, Inc., since August, 1971, and former FBI executive, has been designated special assistant to the president of Fieldcrest Mills, Inc.

Howard E. Richardson, assistant director of security, was appointed director of security continuing to report to Mr. Beaver.

The promotions, effective June 7, were announced by William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc.

In his new position, Mr. Beaver will be responsible for projects and special assignments in addition to security and real estate matters which he has been handling, Mr. Battle said.



RUFUS R. BEAVER

A native of Rockwell and a graduate of North Carolina State



HOWARD E. RICHARDSON

University, Mr. Beaver also

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Dumaine and Battle Are Given Honor

F. C. Dumaine, president of the Amoskeag Company and a member of the board of directors of Fieldcrest Mills, Inc., and W. C. Battle, president and chief executive officer of Fieldcrest, are serving as honorary chairmen for the sixth annual "Old Fashioned Fourth" celebration to be held at

Morehead Stadium on July 4, beginning at noon.

The celebration will feature rock bands, chorus groups, gospel groups and country music groups which will be performing throughout the day.

Robert Martin, band director at Morehead High School, announced recently that the

Morehead band has accepted an invitation to perform at the event. The band will form the nucleus of what Mr. Martin hopes will be a "community band."

Many Eden church and community groups will have food booths, games, toys and balloons

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