

EXTRA!

THE TRANSYLVANIA TIMES

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New Industry For Transylvania



American Thread To Build Plant, Calvert

American Thread President E. B. Shaw yesterday told community leaders from Brevard and Rosman his company will start construction of a new cotton spinning mill on a site at Calvert, near Rosman this year. He estimated the new mill would be fully operating by late 1965.

Speaking at a special luncheon Wednesday at Gaither's restaurant, Mr. Shaw described the mill as a one-story, fully air-conditioned structure, producing a variety of thread yarn products and employing about 300 people.

It will be located on a 50 acre tract on U.S. Highway 64 about 2 miles north of Rosman, he said. Ground breaking ceremonies will take place in early April.

The highlight of the proceedings was the presentation of a check by Mr. Shaw to Mr. Thomas L. Hooper, owner of part of the land involved.

Over 50 civic, industry and business leaders were in attendance for the important pronouncement. Among those present were Mayors B. W. Thomason of Brevard and Austin Hogged of Rosman; R. M. Boyd, Chairman, Board of County Commissioners; C. Wayne Bradburn and B. E. Keisler, presidents respectively of the Brevard and Rosman Chambers of Commerce; as well as other county commissioners, members of both Chambers, and industry and bank officials from both communities. Mr. Bradburn presided at the meeting.

Representing American Thread were members of the company's top management group. In addition to Mr. Shaw these included H. Horrocks, vice president; H. E. Williams, vice president; D. E. Howe, director of operations; J. B. Love, director of general executive services; B. V. Lavery, general manager, industrial sales division.

Also present was A. K. Pooser, a former resident of Brevard and the company's general engineer for the past 11 years.

Like most of American Thread's other spinning mills, the new mill will ship the bulk of its output to the company's 500,000 sq. ft. Sevier, N. C., finishing plant, about 90 miles away, Shaw pointed out, thus achieving "fuller utilization" of that plant's capacity.

"We are building this new facility because we firmly believe in the future of the textile industry in this country," Mr. Shaw said. "Our nation's population is growing and the market for textiles is growing with it. We intend to serve this market in every way we can.

"The new mill will help the company meet the challenge and harvest the opportunities of the future," he added.

"With the aid of the latest and best cotton manufacturing design features and techniques available to our industry, we plan in this unit to achieve maximum efficiency, maximum cleanliness and comfort... all at a minimum per unit of product cost," he said.

"We want it to be the thread mill of the future," he concluded, "a textile man's showplace."

Proposed Site For New Plant Of American Thread Company At Calvert

"Blackout" Monday Night

Duke Men Battle Elements Of Winter To Restore Power Here

The Brevard area was "blacked out" for two hours and 53 minutes Monday night because of a break in the transmission line between the Davidson River sub-station near Pisgah Forest and the town of Brevard.

The electricity went off at approximately 9:12 Monday evening.

According to John Clark, manager of the local branch of Duke Power, the company was fortunate in being able to restore power as quickly as it did.

He was high in his praise for the fine performance of the employees of the company.

"These men reported for duty in the absence of telephone communication and they immediately began a pre-arranged operating procedure for an emergency."

Additional help was immediately summoned from Hendersonville via radio to assist in the work already underway by the Brevard personnel.

The cause of the break in the line has not been determined, but the investigation is still underway, Mr. Clark continued.

This particular transmission line, which is inspected monthly, carried 44,000 volts.

The "break" was discovered after Bobby Hunter reported to

Arnold Monteith at the Casifiers Valley road operating center that he had just seen brilliant flashes along the power lines behind his sheet metal shop and near the Brevard Drive-in theatre.

The Hendersonville line maintenance crew arrived shortly after the Brevard crew had located the trouble and was clearing the line for repair.

The difficult work was hampered by the weather conditions and "knee-deep" mud.

All during the time the men were working, a wind whipped up a penetrating snow, while the mercury hovered around —Turn to Page Four

The Weather

Almost two and a half inches of precipitation in the form of rain, snow and sleet fell on Brevard during the past week. This included the sleet and snow, one and a half inches deep on the ground, Monday.

Monday's precipitation equated as rainfall was only three-tenths-of-an-inch.

High and low readings for the week were 52 and 10 degrees respectively.

Readings for the week were as follows:

	High	Low	Prec.
Wednesday	43	33	.12
Thursday	52	34	1.38
Friday	46	20	.01
Saturday	44	10	.00
Sunday	35	25	.58
Monday	33	16	.30
Tuesday	32	10	.00

The forecast calls for temperatures 8 to 10 degrees lower than long term averages through Monday of next week. Precipitation totaling one-half to three-quarters of an inch is expected Friday and Saturday.

Coming To Transylvania

History Of American Thread Company Dates Back To 1898

(Editor's note: The American Thread company announces today that it has purchased a plant site at Calvert, near Rosman, and that construction of a new cotton spinning mill will begin in April. Along with this announcement, we feel that a brief history of this outstanding company will be of interest to readers of The Times.)

American Thread, well known throughout the apparel and piece goods field, has long been the nation's leading producer of industrial stitching thread. Its more than 40,000 different products find countless end uses in everything from dresses, work clothes, shirts, suits and shoes to convertible auto tops, book bindings, parachutes, tea bags and baseballs.

It also markets sales yarn to the knitting and weaving trade and a wide range of notions and art needle work goods to consumers. Its STAR mercerized

sewing thread, DAWN knitting worsted, CONMAR zippers and AUNT LYDIA'S rug yarn, for example, enjoy a wide acceptance through the land.

Formed in 1898 the company employs 4400 people in 6 mills and 13 distribution centers spread across the nation. Other spinning and finishing mills are located in Sevier, (near Marion), Clover, S. C., Dalton, Ga., Tallapoosa, Ga., Willimantic, Conn. It makes its own wooden spools in still another mill located in Milo, Maine.

Until now, the company's newest mill has been its quarter-mile long Sevier, unit, built in 1952. This plant employs 850 persons. Located there are complete, modern bleaching, dyeing, mercerizing, and finishing facilities; extensive specialized packaging and cloth stamping equipment, 2 distribution centers, a district sales office; regional purchasing and data processing —Turn to Page Four

An Editorial

Welcome American Thread

On behalf of the citizens of this fine county, The Transylvania Times takes pleasure in welcoming the American Thread Company to this section of Western North Carolina.

Like this outstanding company, Transylvania is historically famous and is recognized as a center for industry, education, agriculture and tourist attractions.

We are also noted for our more than 16,000 friendly people.

We are delighted that the company has purchased this site at Calvert and that construction will begin soon on a modern building.

For many years it has been the dream of our citizens to get more and diversified industry in upper Transylvania.

Two years ago, the Mitchell-Bissell Company began operation of a plant above Rosman and today company officials are most pleased with their decision to locate here.

We are confident that the American Thread Company will enjoy the same excellent community relations and we pledge to them our continued support and cooperation.

Our largest industries, Olin and DuPont, are also happy with their locations here in the land of waterfalls.

Again we salute the American Thread Company and bid them welcome!



LOOKING OVER A PLAT which depicts the site for the American Thread company's new plant at Calvert are three of the local men who have been handling the land negotiations. Left to right, are; At-

orney Ralph H. Ramsey, Jr., Supt. of Schools Wayne Bradburn and Brevard Realtor Gil Coan. The 50-acre tract is located in the beautiful flat lands across from the old prison camp. (Times Staff Photo)



SEVERAL TRANSYLVANIANS were instrumental in influencing the American Thread company to buy a plant site at Calvert. Two of them are pictured above. At the

left is Austin Hogged, mayor of Rosman, and at the right is Jack Mitchell, president of Mitchell-Bissell company. (Times Staff Photo)