

# CaroLines



NEWS From Carolina Mills, Inc.

June, 1989

***"Change creates opportunity. So this year we plan to chart our course in new directions".***

**E**dward P. Schrum, president and chief executive officer of Carolina Mills, Inc. in Maiden, NC, was elected president of the American Textile Manufacturers Institute (ATMI) at the national trade association's 40th annual meeting held in Boca Raton, Florida.

As ATMI president, Schrum will serve as chief spokesman for the US Textile Industry. He was elected second vice president of ATMI in 1987 and first vice president in 1988.

ATMI is the national trade association of the US Textile Industry, provides international trade, government relations, economic information and communication services in support of the industry.

Schrum has served as a member of ATMI's Board of Directors and chairman of the Institute's Crafted With Pride and Communications committees. In addition, he was chairman of the Budget, Finance and Membership committees.

Schrum serves on the board of directors of the North Carolina Textile Manufacturers Association, the Southern Textile Association, the North Carolina Textile Foundation, the North Carolina Vocational Textile School and the Southeast Region board of the National Association of Manufacturers.

He is a past president of the American Yarn Spinners Association, the Southern Textile Association and the North



**Ed Schrum Elected President of ATMI**

Carolina Textile Manufacturers Association.

Schrum began his career with Carolina Mills in 1951 and held a number of executive positions with the company before being elected president and chief executive officer in 1976. In 1985, he was elected treasurer of the company. He serves on the board of directors of Carolina Mills and is chairman of the boards of Carolina Mills' subsidiaries, Carolina Maiden Corporation and CM Furniture, Inc.

He graduated from North

Carolina State University in 1949.

As President of ATMI, Schrum plans to make 1989 a year of changes for the association. "Change creates opportunity. So this year we plan to chart our course in new directions." He plans to emphasize the positive things that the employees and companies do to improve the image of the textile industry. Another emphasis will be on keeping the textile workplace free of drugs. He also states that he will keep diligently working on the import situation.

# The 1988 Governors Award for Humanities in the Arts Awarded to Carolina Mills

**C**arolina Mills was one of 11 business and art groups to be named a recipient of the 1988 Governor's Business Awards for outstanding support of the arts in North Carolina. Carolina Mills was recognized for its generous support of the "Expressions of Liberty Great American Quilt Exhibition". "Carolina Mills played an important role in ensuring the success of "The Great American Quilt Exhibition," said Doug Booth, chairman of the Governor's Business Council on the Arts and Humanities and President of Duke Power Company. "The company's efforts contributed not only to the cultural well-being of Catawba County, but to the Southeast audience served by this impressive show."

When the Hickory Museum of Art was invited by New York's Museum of Folk Art to host the "Great American Quilt Exhibition," Carolina Mills enthusiastically undertook support and promotion of the show. The exhibition of contemporary patriotic quilts had traveled across the United States and to Japan; Hickory would be the show's last stop and would serve a five-state Southeastern audience.



*Nancy Schrum received the award from Governor Jim Martin.*



*The award was designed by the artist in residence in Davidson.*

Carolina Mills assisted with the financial backing necessary for the Hickory Museum of Art to receive a matching NC Arts Council Grant. Carolina Mills made a special effort to disseminate information about the show within the local and national textile industry, mailing notices to employee and trade publications and

communicating directly with employees and textile companies. The company sponsored free admission to the show for all its employees, and for all Catawba County fourth graders.

Over 13,000 people toured the quilt exhibition. The quilt exhibition has been described by participants as an "unqualified success".



*The 11 winners of the 1988 Governors Business Awards for Arts and Humanities.*

Carolina Mills, Inc.

CaroLines

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# Carolina Creations Named Company of the Year

Students involved in Junior Achievement were recognized at the 12th annual Future Unlimited banquet held at Country Adventures.

Junior Achievement is a national organization involving high school students with area businesses which sponsor the students in developing a company and manufacturing, marketing, and selling a product. Through the processes involved in Junior Achievement, students learn to overcome obstacles to be successful.

Carolina Creations, sponsored by Carolina Mills was named Company of the Year. This is the ninth consecutive time that Carolina Creations has been so honored. Other awards that were presented to Carolina Creations were:

- Four years perfect attendance; Jeff Dillingham
- Two years perfect attendance; Aaron Martin, Donna Beal, Iris Brigman
- One year perfect attendance; Susan Cansler, Regina Smith, Jennifer Darnell, Michelle James, Eddie Loden
- Top salesperson award; Regina Smith with a total of \$1,700

Achiever of the Year; Jeff Dillingham

Officer of the year; Vice President of Production: Regina Smith, Vice President of Finance: Jeff Dillingham; Vice President of Marketing: Donna Beal

JA stock market game award: Aaron Martin, Lynette Good, Sarah Laney, Marya Nilsson, and advisor Richard Miller

JA executive award: Regina Smith, Iris Brigman, Jeff Dillingham, Jennifer Darnell

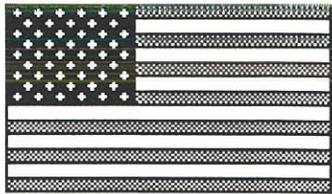
Junior Executive award: Tina Warnke, Jennifer Reid, Donna Propst, Aaron Martin

Achievement award: Johnny Leatherman, Chasity Smith, Michael Jennings

Business basics: Jennifer Darnell, Jeff Dillingham, Iris Brigman, Regina Smith, Donna Propst

Scholarships: Jeff Dillingham, Regina Smith

4<sup>th</sup> of July



**HOLIDAY**

Carolina Mills corporate office and plants will be closed for the Fourth of July holiday. The offices will close on Friday, June 30 and re-open on Monday, July 10. Everyone have a fun vacation and return to Carolina Mills safely.

Carolina Mills was honored with a plaque for dedication to the Junior Achievement program.

The advisors for Carolina Creations were Richard Miller, Executive Advisor, Tim Abernethy, Tracy Philyaw, Dale Wilson and Steve Biggerstaff.

## Blood Mobile, April 1989

### Plant No. 1

Bill Brotherton  
Charles McCaslin

### Plant No. 2

Gary Harvell  
Geneva Moore  
Thomas Moore  
Linda Smith  
David Williams

### Plant No. 3

Wilbert Mathis  
Shirley Mathis  
Millard Rhyne

### Plant No. 4

Jerrel Bolick  
Danny Bolick  
Chris Boyd  
Charles Bumgarner  
Baxter Butler  
Charles Butts  
Timothy Caldwell  
Matt Forner  
Keith Goodson  
Joel Hollar  
Kenneth Killian  
Randy Ladd  
Mack Lail  
Evelyn Lail  
Jerril Loftin  
Farley Lowe  
Vanessa Michael  
Teresa Moose  
Robert Philyaw  
Lawrence Propst

Randy Pruitt  
Reginald Reinhardt  
Mark Rowe  
Dorothy Rudisill  
Tony Senyer  
Dennis Sigmon  
Terry Sipe  
Larry Sipe  
Bryan Smith  
Michael Toler  
Jerry Walker  
Gail Weaver  
Greg Withers

### Plant No. 14

Daniel Boyd  
Donna Bumgarner  
John Butler  
Margo Campbell  
David Carswell  
David Dotson  
Lloyd Fox  
Deborah Hardin  
Laura Hatchett  
Donna Huffman  
Jerry Hunt  
Roy Hunt  
Robert Klutz  
Janie Lail  
Mark Martin  
William Mecimore  
Patricia Spann  
David Spann

### CM Furniture, Inc.

Mary Armstrong  
Wesley Auton  
Jack Bailey  
Maxine Beal  
David Black  
Penny Black  
Josephine Braddy  
Keith Branton  
Angela Brown  
Terri Brown  
Ashley Brumley  
Steven Burgess  
Kathy Campa  
Russell Campbell  
Donna Deal  
Janice Fish  
Rickey Greer  
Faye Hedrick  
Barbara Johnson  
Patsy Johnson  
Pat Lail  
Nancy Lowman  
Tammy Mason  
Theresa Milburn  
Donnie Nidiffer  
Terry Parker  
Clarence Scronce  
Lydia Shaw  
Judy Sisk  
Lonnie Smith  
Rena Stamey  
Anne Swaim  
Donald Weathers

Linda Weathers  
Dale Wilson  
Main Office and Departments

Scott Bolick  
Lynette Bridges  
Clifford Burke  
John Caldwell  
Annie Campbell  
Sharon Causby  
Allen Cook  
Steve Dobbins  
Jerry Harbinson  
Betty Isaac  
Susan Jones  
Gary Kanipe  
Ralph Kendrick  
Ailene McConnell  
Sherry McRee  
Mark Midgett  
Richard Miller  
Tim Miller  
Linda Murphy  
Donald Pritchard  
Jo Ann Shelton  
Len Smyre  
Maria Stroupe  
Larry Teague  
Carolyn Wilfong  
Salie Willis  
Retired Employees  
Fred Beal  
Rosalie Harrell

Thanks to all employees who participated!

# Secretary's Day

Personalized cups and coasters were presented to all the secretaries at Carolina Mills in appreciation of all their contributions. During the week, the secretaries were treated to lunch at a restaurant of their choice.



left to right: Kim Deal and Clyde Hatchett - Trucking Dept.

left to right: Ken Lawing and Carole Isenhour - CM Furniture, Inc.



left to right: Polly Reitzel and Faye Hedrick - CM Furniture, Inc.



left to right: Frances Ervin, Polly Abernathy, and Jean Jones - located at the Main Office.



left to right: Gary Bowers, Lisa Setzer and Debra Hollar - Plant No. 14.



left to right: Barbara Little, Bob Cook, and Tommye McNeely - No. 12



left to right: Robert Bristow and Jerry Loftin - Plant No. 4.



left to right: Shelia Davis, jim Bean, and Jan Carpenter - No. 2.



left to right: Donna Davis, Gary Hefner, Patty Martin, and Becky Brittain - Plant No. 1



Mildred Withers (right) - presenting girls in customer service with gifts - CM Furniture



left to right: Vickie Haun, Margaret Hartsell, Nancy Whitaker, J.C. Bridgeman, Judy Ratchford, and Erma Burgess - Plant Nos. 21 & 22.



left to right: (front row) - Debbie Newton, Berry Cauble, and Gail Auten, (back row) - Terry Hager, Bob Harrison, and Lynda Estes - Plant No. 24



left to right: Elizabeth Mercer, Connie Yarbrough and Dennis Henry - CM Furniture.



left to right: Dale Wilson and Lynn Triplett - CM Furniture.



left to right: Debbie Jenkins and Lori Peterson - Plant Nos. 5 & 6.



left to right: Michele Long and Parks Lowman - Cost Department.



left to right: Brenda Reel and Clyde Hatchett - from the Trucking Department.



left to right: Lynda Spence - Plant No. 8

# National Nurses Day

Carolina Mills nurses were honored May 6, National Nurses' Day. In recognition of the contributions of this country's two million registered nurses, the North Carolina Nurses Association join the American Nurses associations who sponsor the event each May 6. This year's theme focused on the critical role nurses play in the health care delivery system.



The nurses at Carolina Mills and the locations that they are responsible for are:

- Diane Goodson: Corporate Office, Plant No. 1, Plant No. 8
- Ronnie Thompson: Plant No.'s 21,22,24,29
- Robin Stout: Plant No. 4
- Connie Williams: Plant Nos. 5, 6, 14
- Betty Pruette: Plant No. 3
- Susan Plyler: Plant No. 2, 12;
- Carol Wilson: CM Furniture.



The nurses at Carolina Mills received personalized cups and coasters in recognition of National Nurses' Day and the company's appreciation for the services they provide.



(top picture) Harold Lineberger presented Diane Goodson her special gift. (bottom picture) Bob Cook presented Susan Plyler with her cup and coaster.

## Carolina Mills Nurses at Work!!!



Betty Pruette



Connie Williams



Susan Plyler



Robin Stout



Carol Wilson



Ronnie Thompson



Diane Goodson

# What Is Cholesterol?

**T**he nurses provided a cholesterol check for those employees that were interested in having their cholesterol checked. Many had their cholesterol checked, but many said, "I don't mind having my cholesterol checked, but what exactly is cholesterol?" Betty Pruett, the nurse at Plant No. 3 provided the following information.

Everyone knows that too much cholesterol in your bloodstream can be dangerous. Not many people know that cholesterol is essential to life. To stay healthy it's important to understand the good and the bad about cholesterol.

Cholesterol is a white, waxy, fat-like substance. It is found only in animal products, such as meat, eggs, poultry, fish and dairy foods.

The liver produces all the cholesterol the body needs from the food we eat.

Cholesterol is part of all body tissues. It is an important ingredient in the outer walls of cells, in the fatty sheath that insulates nerves, in the bile that helps digest food, and in



hormones such as estrogen.

There are 2 types of cholesterol: HDL and LDL.

LDL drops off cholesterol where it is needed to build cells. Unfortunately, it leaves any excess cholesterol in the bloodstream, where it can cause problems. LDL is considered "bad" because it keeps cholesterol in the body.

HDL works like a vacuum cleaner. It picks up cholesterol from artery linings and brings it back to the liver where it is reprocessed or

excreted. HDL is considered "good" because it takes cholesterol out of the body.

Eating high-cholesterol foods can increase the level of cholesterol in you blood. The primary cause of high cholesterol levels is eating too much saturated fat. To reduce blood cholesterol, it is necessary to cut down on cholesterol and saturated fats.

When your system gets more cholesterol than it needs, the excess is deposited on the



*Loretta Davis and Mark Midgett had their cholesterol checked by Carolina Mills nurses. The testing is a service the nurses offer. Approximately 70 people in the corporate office took advantage of the cholesterol testing.*

artery walls, blocking the blood flow, or a blood clot may form around the fatty tissue. This causes hardening of the arteries. When the arteries become clogged, the blood supply to the heart or brain can be restricted. This may cause a heart attack or result in a stroke. People with high cholesterol have 4 times the risk of developing heart disease.

There are several ways to reduce cholesterol: Diet, watch foods that contain whole milk, red meat, butter, cream, hard cheese and eggs. Also, coconut and palm oils which are found in commercial foods, especially baked goods, are extremely high in saturated fats. Read labels. Increase fiber by eating fruits, vegetables, and oats, which slow absorption of cholesterol. Regular exercise and losing weight reduces cholesterol.

Safe, effective drugs are available for those whose cholesterol remains dangerously high after trying all other means to reduce cholesterol.

# Quarter Century Plus

**T**he annual banquet of the Quarter Century Plus Club was held at the First Methodist Church fellowship hall in Newton. Fourteen new members were presented gold watches in honor of being with Carolina Mills 25 years. The total membership of the club is 208 with 64 active members and 144 retired members representing those with 25 or more years of service with the company.

Fred Hoffman, Plant Manager of plant nos. 5&6, and President of the Quarter Century Plus Club, welcomed the group of 264 which included the members and their guests. Jerry Harbinson, Vice President of Administration paid tribute to deceased members

Harold Caldwell, Arnold Deal, Ralph Dellinger, Robert Drum, Elsie Huffman, Carl Long, Mary Lea Punch, Macie Reinhardt, Laura Townsend, Cordie Wise, and Scott Yancey. Dinner was served after the invocation was given by Mr. Harbinson. Special entertainment was provided by the Barber Shop Quartet directed by the Rev. Clay Morgan of Lincolnton.

Ed Schrum, President of Carolina Mills, welcomed the group. Speaking to the group, he remarked that he would like to read from a newspaper article that he had recently received from a friend; "The paragraph begins, Rare Op-

portunities are now afforded young men in the Textile Industry. Never before in the history of our country has a better opening been offered to young men of the South than is available today for any who desire to enter the Textile Industry..... There is indeed a rare opportunity - a bright future - offered to young men who wish to enter the Textile Industry." He then asked the group how current did they think the article was? The article was published in North Carolina State University's campus newspaper "The Technician" on **March 23, 1923**. Schrum commented that you could read any article today in any textile publication and it would be possible to find the



Laura Drum Plant No. 1



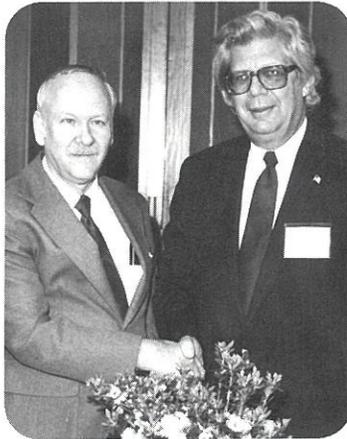
Willie Drum - Plant No. 2



Martha Martin - Plant No. 3



James Kiziah- Plant No. 4



Tommie Dixon - Plant No. 4



Streta Williams - Plant No. 8

# Club Members Honored

same statements.

Remarking that the Quarter Century Plus Club is an exclusive club only for those that obtain 25 years of service with the company, Ed Schrum showed the group the new Quarter Century Plus Club Directory. In March, the members were asked to come to Carolina Mills to have their pictures taken for the directory. The days chosen for "picture taking" were either snowy or rainy. But that did not keep the members of this club away. It was like a reunion when the members arrived. The new books have a silver cover representing the 25 years of service. Included in the book is the history of the club, the members pictures, and the addresses. The first directory was published in 1983. Each member re-

ceived their book at the conclusion of the banquet.

Mr. Schrum welcomed the new members into the club and presented the following with their gold watches:

<b>Laura Drum,</b>	<b>Plant no. 1;</b>
<b>William Helms,</b>	<b>Plant no. 1;</b>
<b>Willie Drum,</b>	<b>Plant no. 2;</b>
<b>Martha Martin,</b>	<b>Plant no. 3;</b>
<b>James Kiziah,</b>	<b>Plant no. 4;</b>
<b>Tommie Dixon,</b>	<b>Plant no. 4;</b>
<b>Streta Williams,</b>	<b>Plant no. 8;</b>
<b>John Hudler,</b>	<b>Plant no. 14;</b>
<b>B.F. Griffey,</b>	<b>Plant no. 14;</b>
<b>Kenneth Swink,</b>	<b>Overhauled;</b>
<b>Leonard Moose,</b>	<b>Trucking;</b>
<b>Andrew Link,</b>	<b>Security;</b>
<b>Rosalie Harrell,</b>	<b>Office;</b>
<b>Jo Ann Shelton,</b>	<b>Office.</b>

New directors were elected for three-year terms: Virginia Williams, plant no. 1; Fred Hoffman, plant no. 5;

John Caldwell, Jr., service area; Mildred Crow, retired group.

Fred Hoffman announced that the club's annual trip will be to the Biltmore House and Estate on Sunday, December 3. The group will have lunch at the Deerfield Inn and then tour the House which will be decorated for Christmas. Each member may invite one guest.

Colorful azaleas decorated the tables and were presented to those whose numbers on their name tags were drawn.

Beautiful beige lap blankets were given to each member of the club. A momento of the evening was presented to each guest.



*B. F. Griffey - Plant No. 14*



*Kenneth Swink - Overhauled*



*Leonard Moose - Trucking*



*Andrew Link - Security*



*Rosalie Harrell - Office*



*Jo Ann Shelton - Office*

# Furniture Market - High Point, April 1989<sup>10.</sup>

## Getting Ready For Market

WHO COULD WORK UNDER THESE CONDITIONS?



Dennis Henry

YOU THINK YOU'VE GOT PROBLEMS

WHAT DO I DO NEXT?



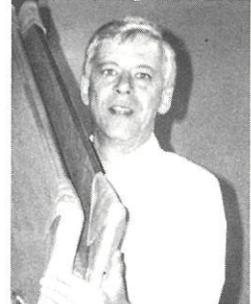
left to right: Larry Patrick and George James

HO, HUM, HOW BORING.



Cindy Taylor

MAKE ME AN OFFER...



Lee Marler

I CAN EXPLAIN EVERYTHING



4-YEARS IN COLLEGE FOR THIS!!

left to right: Ken Lawing, Dennis Henry, Max McRary and Lee Marler



Bob Rinker

oops!

WHO'S RESPONSIBLE FOR THIS MESS??

NOT AGAIN!



Bob Rinker



left to right: Tim Brackett and Robert Burgess



Dennis Henry



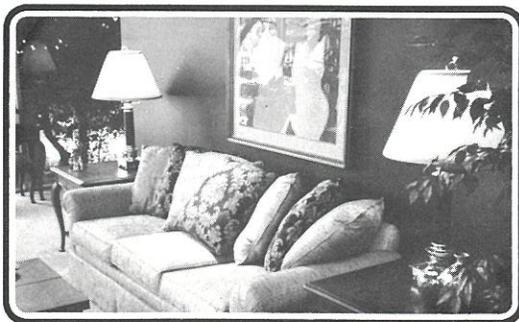
Harry Buchanan

The High Point Furniture Market occurs in April and October of every year. As soon as one market concludes, designers begin drawing and designing sketches for new products to be introduced the following season. A few months before the market sample pieces of furniture are manufactured. These are shown at the market.

Getting ready for the market is a very hectic process. The furniture is manufactured at CM Furniture, delivered to the High Point Showroom, and set up in room settings. But after all the hard work, worry, and sleepless nights, CM Furniture's showroom looked absolutely beautiful. Bob Rinker, President of CM Furniture, commented, "The people at CM Furniture did a great job preparing for the market. The furniture was exquisitely made and was well received at market."

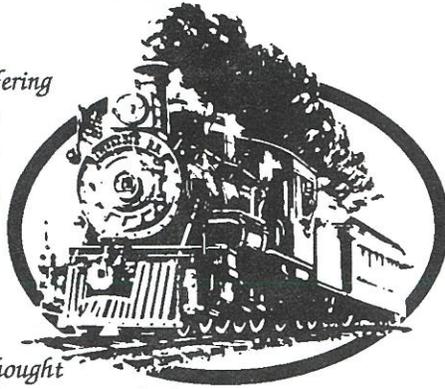
## The High Point Showroom

### Ready for Market



# A Brief History of Tweetsie Railroad

Carolina Mills is now offering discount tickets for Tweetsie Railroad. This is a new offer that we started this summer. You will find the details on the back page of the CaroLines. The following is the delightful history of Tweetsie Railroad that we thought you would enjoy reading before you visit the famous train.



**T**weetsie is a train and much more! It is an institution, a tradition, a legend.

Mention the name "Tweetsie" throughout the South and it conjurs up memories for all ages.

Tweetsie's history dates to 1866 when the Tennessee legislature granted permission for the construction of a railroad to the East Tennessee and Western North Carolina Railroad Company. At the outset, the ET & WNC line, which became known locally as the "East Taters and Wear No Clothes" Railroad, was to operate from Johnson City, Tennessee to Cranberry, North Carolina.

The narrow-gauge railroad began operations in 1881, after fifty miles of track was laid through the rugged Blue Ridge and Appalachian Mountains that lie between the two Southern states. Later, in 1916, an additional track was built to Boone, NC extending service to that mountain community.

The name "Tweetsie" was given to the train by local folks who became accustomed to the familiar "tweet, tweet" shrill of the engine's whistle as she echoed through the hills. The name struck, and the train has been known as Tweetsie ever since.

Unfortunately, the affection felt for Tweetsie by mountain folk could not protect her from the rapidly progressing economy; the competition from truckers; and the torrential rains of 1940 --- all of which worked to bring about the railroad's demise.

On July 13th, 1950, the ET & WNC Railroad Company came to all official end. Tweetsie Engine #12 was purchased by some railroad buffs and moved to a new home in Virginia. Her stay there was cut short, however, when Hurricane Hazel swept through the state and demolished the train's tracks. The new owner's were forced to sell and Gene Autry, the cowboy movie star, was the purchaser.

A native of the mountains, who kept up with Tweetsie's travels, decided that it was time to bring her back home where she belonged. Grover C. Robbins, Jr. of Blowing Rock purchased Tweetsie from Mr. Autry; and, in 1956, the little engine headed back to the mountains.

North Carolina's governor, Luther Hodges, designated May 20th, 1956, as "Tweetsie Homecoming Day"; but, it was only a partial homecoming. The real celebration took place a year later on May 23rd, when T. Bragg McLeod,

11.  
*Take note...*



## Biltmore Estate News

Effective June 1st, 1989, six more areas of Biltmore House will be open to the public. These include Mrs. Vanderbilt's Bathroom, Mrs. Vanderbilt's Maid's Room, a hallway, another Maid's Room, a Sewing Room, and a Living Room. You will need 30-45 minutes additional time to view these rooms and will need to plan a minimum of four hours to visit the estate.

Discount tickets for the Biltmore Estate are available from your Personnel Administrator.

## New Discount Ticket Offered

Planning a vacation to Busch Gardens located in Williamsburg, Virginia and Tampa Bay, Florida or Adventure Island in Tampa Bay? Discount tickets for admission to these attractions are available from your Personnel Administrators.

The card you will receive entitles you, your family and friends to a \$1.75 discount per person on one-day general admission to Busch Gardens, Williamsburg and Tampa, and a \$1.25 discount per person on one-day general admission to Adventure Island, Tampa.

To receive your discount, present your card at any park General Admission window prior to purchasing your tickets.

Contact your Personnel Administrator for your tickets.

President of Moss Trucking Company of Charlotte, moved Tweetsie from Hickory, (where she had undergone extensive repairs and renovations) to a scenic spot between Blowing Rock and Boone, NC.

In the summer of 1957, Tweetsie --- North Carolina's newest travel attraction --- made her first three-mile run around Roundhouse Mountain. Folks came from miles away to welcome her famous whistle back to the mountains.

Old-timers from the original railroad line said that, even though the train had been "fancied" up a little, the Tweetsie personality "just don't never change."

## Upholstery Division Furniture Market News

Gary Bowers, Plant Manager of Plant No.14, and Steve Biggerstaff called on customers at the Market to see how Carolina Mills fabrics looked on the products. "We were very pleased, and so were our customers with the way our product looked on the furniture and the fabrics reception in the market. As long as we can continue to design our fabrics to meet the public's demand for quality as well as fashion at a price that is also attractive, our business will remain good.

Based on observations, look for patterns 880, 860-B, and 873 to become strong over the next few months. These patterns were shown by several customers and the reaction was positive. Also be looking for new samples to be coming through in the next few weeks. We are designing for the Fall Market and our new fabrics must be ready in July. Preparing for markets never stops."

## Consumers Send Strong "Made in USA" Message

Consumers are sending clearer signals than ever before of their overwhelming preference to purchase "Made in USA" apparel and home fashions, according to findings of several recent studies and reports that have analyzed consumer buying preferences.

A study by Cambridge Reports concluded that the "Buy American" sentiment has risen sharply in the past three years. In fact, decisions not to buy specific foreign-made products have nearly doubled in that period.

The number of consumers specifically looking for and buying "Made in USA" textile and apparel products now stands at the highest level since the Council's advertising campaign began. "Unaided recall" of the Council's TV commercials is also at its zenith.

A new University of Illinois study concludes that rural Americans are the most ardent supporters of US-made products. A report issued on the study concludes that the Council's "Made in USA" advertising is a probable contributor to this strong preference.

The prestigious Roper Report has measured a consistent pro-US attitude when shopping. A first quarter '89 Roper

# SEARCHING FOR... THE TEXTILE CITIZEN OF THE YEAR

**The Textile Citizen of the Year** Award recognizes the spirit of volunteerism. From cub scout leaders to coaches, from church deacons to community volunteers, the textile industry's more than 700,000 employees are the lifeblood of their communities.

This spirit of volunteerism - coupled with a strong work performance and a lot of pride on the job - is what the **Local, State, and National Textile Citizen of the Year program is all about.**

The selection process is divided into three levels. First, Carolina Mills will select a **Textile Citizen of the Year** from each plant. These winners will be recognized by the company and each of their nominations will be sent to Raleigh for the North Carolina Textile Citizen of the Year competition. In Raleigh, the nominees will have dinner, visit the Governor's Mansion and the winner will be announced by Governor Jim

Martin. Carolina Mills has had two representatives in Raleigh:

David Burke from Plant No. 1  
and  
Harley Fisher from Plant No. 2

They represented Carolina Mills in Raleigh at the festivities for the Textile Citizen of the Year.

The winner chosen in Raleigh will be judged with the other state winners by a panel of judges. All these winners and their spouses are sent by their companies to Washington, DC for the Textile Citizen of the Year ceremonies, and for a three - day tour of the city and its famous landmarks. A \$1000.00 cash award will be presented to the **National Winner**. The **Textile Citizen of the Year** will be named October 4, during ceremonies at the National Press Club in Washington, DC.

newsletter reported that "Made in USA" is still the most preferred label, just as it was in 1985 when the organization first polled consumers on the issue. The Roper newsletter also reported that quality considerations are growing in importance with consumers.

The message is loud and clear: virtually every recent consumer opinion survey ranks "Made in USA" textile and apparel products ahead of imported products in quality.

This report indicates that as employers in the Textile Industry we are producing quality products and that our message of "Buy Quality American Made" goods is working.



John Caldwell, Director of Industrial Relations accepting a plaque from Don Hedrick General Director of the YMCA. The plaque stated, "In grateful appreciation of your continued generous support the YMCA once again enrolls you as a member of the Benefactor of Youth Club". Carolina Mills offers to all employees that join any YMCA to pay half the membership fee.

# Retirements

**ADA ELLIS** retired as the secretary in the Trucking Department after 25 years of service. She is planning to use her retirement to travel and do all the crafts she has not had the time to do. Ada said the thing she enjoyed most about working at Carolina Mills was "all the employees". Ada lives with her husband Bill in Newton, and they have two grown children.



**ADA ELLIS**

**WILLIE WESLEY DRUM** retired from Plant No. 2 with 25 years of service. For the Drum family, working at Carolina Mills is not unusual. Willie's wife, Dorothy works at Plant No. 2, their son James is a foreman, and their daughter Linda has been with the company 20 years. Willie came to Carolina Mills in 1963 as a drawing tender and he retired as a card tender. He has received several perfect attendance certificates and he has saved all of them. Willie received his gold watch this year at the Quarter Century Plus Club banquet and he says he is really looking forward to being a member of the club and going on all the trips.



**WILLIE WESLEY DRUM**

**CARLTON MUNDY** retired from Plant No. 4 with 34 years of service. He was a Steamer Operator. He said that the best thing about working at Carolina Mills was the people he worked with - he has fond memories of the 34 years. Carlton's plans for retirement is planting a big garden, fishing, and playing with his 2 grandchildren. He lives with his wife Audrey in Catawba.



**CARLTON MUNDY**

## Carolina Mills Inc.

### Calender

1989  
 Friday, June 30  
**Textile Citizen  
 of the Year  
 Entries Due**

1989  
 Sunday, July 2nd  
 through  
 Sunday, July 9th  
**Vacation**

## Carolina Mills Employee Discounts

### Movie Tickets

Hickory Tickets ....\$3.00

### Carolina Mills Ballcaps

White .....\$4.00  
 Red .....\$4.00

### Carolina Mills Sweatshirts

Grey, size small ....\$5.00

### Carolina Mills Books

Cookbook .....\$5.00  
 Christmas book ....\$5.00



Adult Tickets .....\$14.85  
 Students .....\$10.95  
 Children under 11 ....free



7 to 59 years ..... \$12.95  
 4 to 6 years .....\$ 8.00  
 over 60 years .....\$ 8.00  
 Children under 3.....free



Adults .....\$7.00  
 4 to 12 years .....\$5.00  
 under 4 years .....free



Discount Coupons Available

# New Assignments and New Faces at **Q**.Carolina Mills Inc.

## New Assignments



**Susie Martin**  
Sales Department



**Tracy Philyaw**  
Production Planner  
at Plant No. 4



**Gary Reep**  
Day I Foreman at  
Conover Plant No. 4



**Barbara Hooper**  
Fiber Department



**Beth Keisler**  
Executive secretary  
in the Executive  
Office



**Donna Davis**  
Secretary in the IE  
Department



**Linda Spence**  
Receptionist and  
secretary at  
Plant No. 8



**Kim Deal**  
Clerk in the  
Trucking  
Department

## New Faces



**Michael Hughes**  
Finishing Supervisor  
at Plant No. 24



**Kim Peeler**  
Receptionist and  
secretary at  
Plant No. 1



**Shelia Upton**  
Computer Room



**Michele Long**  
Cost Department



**Debbie Rigney**  
Credit Department



**Brenda Reel**  
Clerk in the  
Trucking  
Department

**Q**.Carolina Mills Inc.

P.O. Box 157  
618 Carolina Avenue  
Maiden, N.C. 28650

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