

# — Laurelcrest 'Open House' Draws Large Crowds —

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followed a marked route enabling them to trace the steps in the manufacture of Laurelcrest carpet. Supervisors and other employees were stationed along the route to explain operations and answer questions.

Posters were placed at the various pieces of machinery, telling the name of the machine, its function and the amount of money invested in the equipment. Each visitor received a brochure describing the Laurelcrest operation and giving general information about Fieldcrest Mills, Inc. Also distributed was a souvenir copy of 'The Mill Whistle' featuring the Laurelcrest "open house."

The tour ended in the showroom at the Carpet Mill where visitors saw the finished carpets. The door prizes, three 9 x 12 rugs were displayed in the three plants and attracted much attention. A number of displays along the tour route showed Fieldcrest and St. Marys bed and bath fashions — bedspreads, blankets, automatic blankets, sheets, towels and bath accessories — manufactured in other Fieldcrest plants. Each display was arranged on a piece of Laurelcrest carpet.

The drawing for the door

prizes was conducted in the showroom at 5:15 p.m. The tickets were drawn by Miss Martha Garner, "Miss Laurinburg 1974." Winners of the 9 x 12 rugs were Phyllis Fuller, Hamlet; Eddie Campbell, Laurel Hill; and Leo Pankey, Laurinburg.

The purpose of the "open house" was to enable employees and their families and the general public in Scotland and surrounding counties to visit the plants and see how Laurelcrest carpets are made.

Representative types of equipment were in operation, permitting the visitors to see the various processes used in the manufacture of carpet from the raw material to the finished product. Visitors also were able to see the many improvements that have been made to the buildings and machinery.

The Laurelcrest Carpet Mill, formerly the Morgan Carpet Mills, was purchased by Fieldcrest Mills, Inc., in January, 1967. An expansion program was started early in 1969 and a parallel or semi-worsted spinning plant and a warehouse service center were built at a cost of \$6 million.

In a second phase of construction in 1973, an addition



was built to the Yarn Mill, doubling the existing capacity and representing an additional investment of \$3½ million.

The latest example of improvement is the modern waste water treatment plant which meets all of the

requirements of the federal state environmental act and which cost approximately \$600,000.

