



THE MILL WHISTLE

Fieldcrest
Mills, Inc.

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Karastan Sales Meeting Is Held

An aggressive, hard-hitting marketing and sales effort aimed at the U.S. carpet market for 1975 was unveiled at the Karastan division's sales meeting held at the Hyatt House in Winston-Salem December 9-11. The full Karastan marketing division sales staff plus key manufacturing executives participated in the conference where the Spring, 1975 broadloom and rug fashions were presented. In addition, the meeting heard a report on the current state of the company from William C. Battle, president of Fieldcrest

Mills, Inc. Walter B. Guinan, president of the Karastan marketing division, introduced the new products and outlined the strong sales program created to combat the current slump in the nation's economy and its effect on sales in the carpet industry. Francis X. Larkin, executive vice president of the division, also addressed the group. Mr. Larkin concentrated on an exposition of a revised organizational structure designed to produce greater efficiencies in sales, sales service and manufacturing planning. He also

outlined steps being taken to reduce operating costs to the minimum through more efficient use of manpower and materials. The meeting was conducted by John S. Eggleston, vice president for sales. The group was also addressed by George V. Grulich, vice president for marketing services, Ben W. Binford, vice president for merchandising, and Paul Kitchens, vice president of rug and carpet manufacturing. A discussion on legal aspects of selling, distribution, (Continued on Page Eight)

Karastan Spring '75 Fashions Offer Value, Luxury, Elegance

A large portion of Value, a heavy helping of Luxury, a strong underlying flavoring of Elegance — all garnished with Americana touches — make up the recipe for Karastan's carpet fashions for Spring, 1975. As related by Robert V. Dale, vice president for products for

Karastan, the value story is obvious in a group of three new opulent wool broadlooms and a thick Saxony nylon plush carpet being introduced to retail at "extremely attractive price points." Also, with the nation gearing up for the Bicentennial cele-

bration in 1976, Karastan has expanded its Constitution Classics collection of 18th and 19th century designs in carpets and rugs. Five new formal Colonial and provincial American patterns have been added to the series of woven wools introduced this past fall. "Ruggedly sophisticated" is Dale's description for three heavily-textured broadlooms featuring natural wool colorations. Bulky cabled yarns create a homespun and handcrafted look in the carpets coming out as part of a new group called "The Berber Collection." Karastan is also showing for the first time a new broadloom using the "Tapestry-Crafted" process. This recently-introduced technology applies multi-color designs on the yarns before they are fabricated into carpet. Called Amoreau, the pattern features subtle self-toned colorations for elegant highlight effects. (Continued on Page Eight)



Santa chats with a small member of the audience at Edens Christmas party. See story and pictures of Eden and Fieldale parties on pages four and five.

Credit Union Members Receive Record \$164,492 In Dividends

Members of the Fieldcrest Mills Credit Union received \$164,492 in dividends for the six months ended December 31, 1974. This makes a total of \$1,564,403 paid in dividends to members since the Credit Union was organized in 1958. The amount of dividends paid for the most recent period represents an increase of \$34,930 over dividends paid for the same period a year ago which totaled \$129,562. Dividends paid for the first six months of 1974 amounted to \$157,895, making a total of \$322,387 paid for the year. The December 31, 1974 dividend was at the rate of 7 percent per annum. This rate

marked the sixth increase in dividend rates since the establishment of the Credit Union. The Credit Union early in 1968 reduced the interest rate charged on loans from 1 percent to nine-tenths of 1 percent per month on the unpaid balance. In commenting on the latest dividend payment, L. E. Chewning, president of the Credit Union, said: "We are proud of the continuing success of the Credit Union. We know from its wide use that it performs a real service for employees. "One of the main purposes of (Continued on Page Eight)



This design in Constitution Classics Collection is called "Riverton Grove". The Pennsylvania Dutch "stencil" floral motif creates the effect of a stained glass window with a mixture of orange and green on an ebony ground.

Company Offering Free Flu Shots To Employees

The company is offering free flu vaccination to employees at all mills during the remainder of January. This is being done due to an unexpected increase of influenza-like illnesses in all mills. The Medical Department strongly urges all employees to avail themselves of this opportunity. Those employees

with chronic health problems such as diabetes, heart disease, chronic pulmonary disease are particularly vulnerable to complications of influenza. It is believed they will benefit greatly from receiving vaccine. Mill notices will be posted at each location announcing (Continued On Page Six)

Winchester Sets Outstanding Record

For the sixth consecutive year, employees at the Winchester Spinning Mill had 100 percent "Fair Share" givers to the United Way, the only industrial plant in Buncombe County to achieve this record. Winchester employees do not engage in an active campaign each year since employees are signed up for United Way contributions on a continuing basis.