

Karastan Sales Meeting

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franchising, pricing and advertising was conducted by Michael A. Pearlman, assistant counsel of Fieldcrest Mills, Inc.

A special session on "Selling the Contract Market" was also conducted by Mr. Guinan on the second day of the meeting. Following this session, the sales staff toured the Karastan facilities at Eden for an updating on current developments. On the following day they made trips to the Laurel Hill and Whiteville facilities.

Mr. Guinan in his initial presentation pointed out that the Karastan division is taking advantage of recent drops in the costs of carpet wools to market a new group of luxury wool broadlooms at attractive retail prices.

These items plus other new fashions will be promoted and merchandised, he said, as "Karastan's Beautiful Answer to Inflation." All of the new products, he stressed, have special style and value features that will produce results if backed up by persistent and aggressive selling efforts by all members of the division.

Mr. Grulich presented Karastan's advertising and promotion plans for the Spring. He disclosed a new national ad scheduled to appear in key magazines and newspapers

capitalizing on the "Bicentennial" activity by featuring Karastan's "Constitution Classics", Oriental design rugs and other traditionally-styled fashions in a historic Charleston, S.C. home.

A new sales training film on how Karastan dealers can capitalize on the advertising and merchandising materials available from the division was also shown to the group.

Credit Union

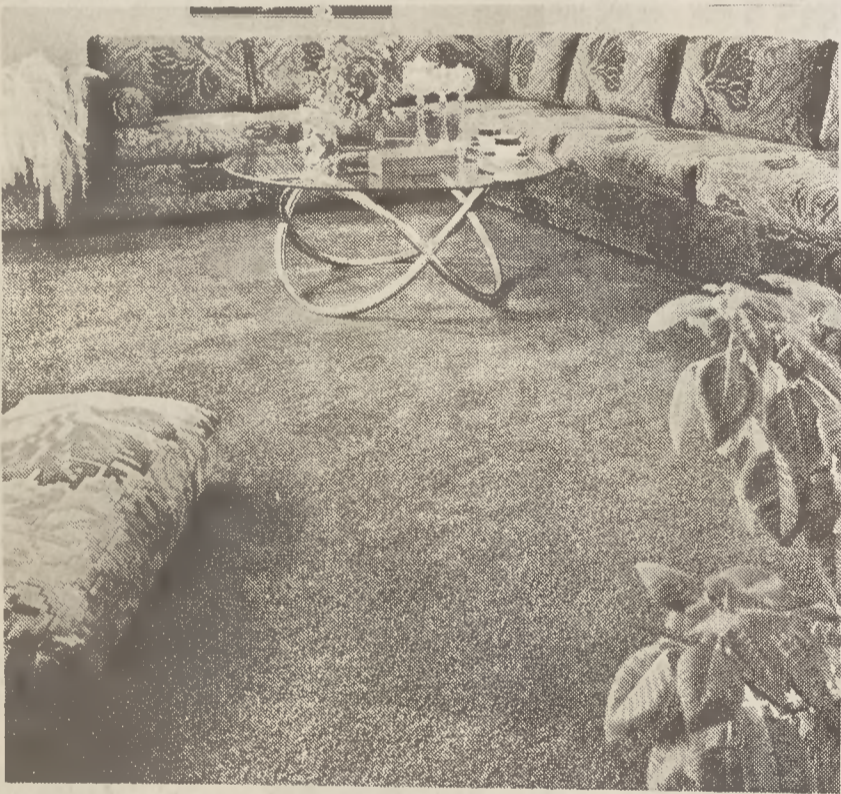
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the Credit Union is to make low-cost loans to members when they need to borrow money to tide them over an emergency as well as providing a place where they can invest at times when they can save money."

Mr. Chewning urged the members to make full use of the Credit Union when either borrowing or saving.

He said statements have been distributed to all members showing the amount of dividend received, the member's share account, the loan balance, if any, and the interest paid.

If any member failed to receive his statement or if there is any error, he should notify the Credit Union office.



Adorneau is a new broadloom with a crisp, defined texture and featuring the fashionable "Saxony" style nylon yarns.

Karastan's Spring '75 Lines

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Similar shimmering highlight effects are created by multi-tone patterns in a new broadloom produced on a cut and loop tufting machine. This look is combined with a rugged nubby texture through the use of twist nylon yarns in the grade called Chateau.

Karastan is also introducing a luxurious new acrylic plush carpet engineered for bright, clear colors and also priced for value. It is named Mirameau.

Another striking pattern has been added to Karastan's Excellency Collection made on the revolutionary Bondi System.

In commenting on color trends, Dale sees as increasingly important the deep "hunter" or bottle greens that Karastan calls Bavarian Green in a number of its new fashions. He points out that these dark greens are coming up fast in the latest furniture and drapery fabrics so that their demand in carpets can readily be forecast.

Other hues gaining strength are Paprika — a reddish rust, Antique Rose — a dusty rose, and Red Velvet — a rich burgundy tone. The natural tones such as those used in the Berber Collection are also moving up "front and center," Dale reports.



S. R. Culligan, at right, conducts drawing for television set.

Fieldale Gives To Comm. Fund

Employees at the Fieldale Towel Mill gave or pledged a total of \$26,573 to the Fieldale Community Fund.

In drawings held among all those employees who gave or pledged a "Fair Share", the winner of the grand prize, a television set, was Gregory Bowles, a weaver on the second shift.

In drawings held among second shift employees who gave or pledged a "Fair Share", winners of towel sets were Homer McAlexander, Card Room, and Clyde Hairston, Shipping Department. Lois Ashburn, Shearing Department, third shift, also won a towel set.



Homer McAlexander, left, was one of the winners of towel sets, at right is Noel Adams, Card Room superintendent.

Schwing, Stuckel Get New Posts

Robert W. Schwing and Bruce J. Stuckel have been appointed to two key new posts in the carpet marketing divisions of Fieldcrest Mills, Inc., as announced by Walter B. Guinan, president of the divisions.

Mr. Schwing has been named a divisional vice president and staff assistant for marketing planning and development for the Karastan and Laurelcrest carpet divisions. He will report to Francis X. Larkin, executive vice president of both divisions.

In his new assignment, Mr. Schwing will be responsible for product programming at point-of-sale; manpower evaluation, planning and training.

Mr. Stuckel has been appointed manager for the carpet and rug merchandising department for Laurel Hill, the manufacturing facilities of tufted carpets and rugs for Karastan and Laurelcrest. He will report to Ben W. Binford, vice president for merchandising for the carpet marketing divisions.

Mr. Guinan stated that the new executives will provide added strength to the marketing, sales and merchandising activities of the carpet divisions.

Both men were transferred from the Fieldcrest bed and bath divisions to take on their new assignments. Mr. Schwing has most recently been vice

president of customer relations for Fieldcrest. Before that he held key positions in sales management and advertising and sales promotion. Prior to joining Fieldcrest in 1967, he was associated with McCann Erickson advertising agency where he was a vice president and account supervisor.

Mr. Schwing is a graduate of Ohio Wesleyan University. He makes his home with his family in Darien, Conn.

Mr. Stuckel also joined Fieldcrest in 1967. He has been a product merchandise manager in sheets and towels. Before that he was assigned to sales. Mr. Stuckel holds B.A. degree from Gettysburg College and a

master's degree in administration from Ohio State University. He resides with his family in Katonah, N.Y.

Both men will maintain their headquarters at Karastan sales offices in New York.

Stacey Jones



—Stacey Glenn Jones, 10 weeks old when she was taken, is the son of Mrs. Franklin Earl Kenly, N.C. Stacey's parents both employed at the Blanket Plant in Smithfield.

His mother, Violet is a boxer in the Plant Accounting Department and she employed since August. His father is a server in the Wiring Department and he has been employed since August of 1973.

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