

Karastan 'Showcase' Helps Dealers Show Carpet With Other Furnishings

The "Karastan Debut '72 Showcase," a new display fixture designed to create "instant" vignettes, has been produced by Karastan for its dealers with emphasis on specialty stores.

The unit was developed to provide Karastan retailers with an attractive and convenient method for exhibiting carpet with other furnishings—the concept of "total look home fashions" or environmental merchandising that is basic to Debut '72.

Suitable All Year

But, as stressed by George V. Grulich, vice-president of marketing services for Karastan, the showcase is suited for use throughout the year by all Karastan dealers. "Of course, it's ideally suited for exhibiting vignettes during the September 26 through October 9 national promotion period for Debut '72. But environmental merchandising should be practiced on a year-round basis."

The Karastan Debut '72 Showcase is a portable unit with a walnut-finished platform, a ceiling supported by four brushed aluminum standards and a back panel. It stands 7'10" high, 3' deep and 4' wide.

The unit features its own lighting mounted within the ceiling structure. This includes wiring

and sockets for a fluorescent light to illuminate the Karastan logo header on top and two spotlights to be aimed at the carpet and accessory furnishings in the display.

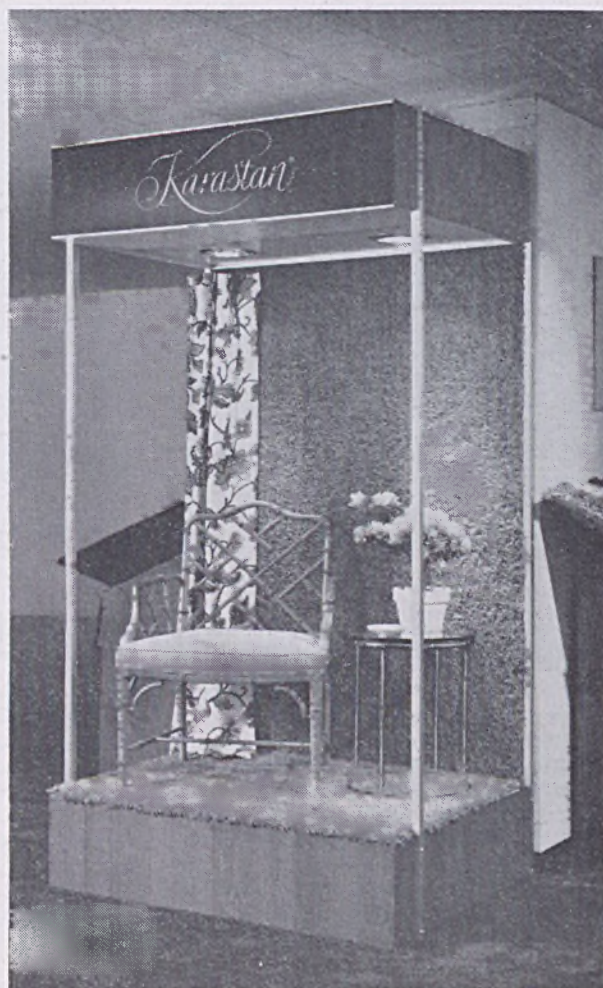
The showcase is designed to show a 4'x6' carpet sample on the rear panel and a 3'x4' piece on the platform. As furnishings, Karastan suggests the use of a chair or table or small chest to go on the platform and accessories such as drapery fabrics or pictures that can be mounted on the carpeted wall. The wall sample is readily attached to the fixture by clips.

Offers Flexibility

Mr. Grulich pointed out that though the new display can be used by any type of carpet retailer, it will be especially meaningful to the specialty store dealer who often does not have the space or facilities for large-scale "total look" room-set displays available to department or furniture stores.

"The latter type of stores, of course, will use furnishings from their other departments to accessorize the showcase. We know that specialty dealers should be able to borrow or purchase suitable furniture and accessories from a local home furnishings store to complete the vignette.

"One of the main advantages of this new fixture is its flexibility."
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"Karastan Debut '72 Showcase" provides retailers with an attractive and convenient method of exhibiting carpet along with other home furnishings.

Fieldcrest Included In Top 500 Companies

Fieldcrest Mills, Inc., holds the 433rd position in Fortune magazine's annual listing of the 500 largest industrial corporations in the U. S., based on 1970 sales of \$211,629,000.

Fieldcrest was ranked 413th a year ago, based on \$208,510,000 sales in 1969, and has been on the "top 500" list since 1963, with a first-year ranking of 486th.

In categories other than sales, Fieldcrest ranks 100th with its 12.18% earnings per share growth rate 1960-70; 223rd on 10.1% net income as a percent of stockholders' equity; 259th on 3.7% net income as a percent of sales; 293rd in the number of employees, 12,119; 369th on net income of \$7,833,000; and 425th on assets of \$150,021,000.

Among other textile firms listed, their rankings, based on 1970 sales, are: Burlington Industries, 56, down from 53 last year; J. P. Stevens, 133, down from 115; Cannon Mills, 331, down from 313; Springs Mills, 329, down from 321; Cone Mill, 338, down from 332; Collins & Aikman, 420, down from 419.

Watch Your Telephone Manners

There are 900 telephones at Fieldcrest Mills, Inc. in the Eden area alone. There are hundreds more at outlying mills and in the marketing divisions.

Thousands of telephone calls are made each day, inter-office, local and long-distance. At the end of the month, 195 different telephone bills come in for payment.

From the foregoing, you can see that a tremendous amount of business is transacted by telephone each working day at Fieldcrest and at considerable expense. Therefore, it is important that the telephone be used effectively. Beyond this, good habits must be formed so that the telephone is used with courtesy.

Makes An Impression

When you make or receive a telephone call, you may be creating a lasting impression of Fieldcrest Mills for the person on the other end of the line. For that person at that particular time you are the Company. To make sure that impression is a good one it is necessary to employ good telephone manners.

Answer your phone promptly and pleasantly. No caller likes to be kept waiting and a prompt and friendly re-

sponse is one sure way to promote a favorable impression.

Identifying yourself properly at the start of a conversation makes it easier for the caller. When answering someone else's phone be sure to use that person's name as well as your own.

Be Friendly

The ability to project friendliness over the telephone is a valuable asset. Since the caller can't see your smile, such projection must be done by a pleasant voice and a genuinely courteous manner.

Be tactful with any questions you must ask. When you must screen calls, do it with a considerate and pleasant manner.

Listen attentively to the person who is calling and show your interest by using his name. Don't interrupt or act impatient. If you must leave the line to get information, ask the caller if he would prefer to wait or to have you call back.

When you must leave your desk, arrange for someone to take your calls. Always leave word where you can be reached and when you will return.

When taking a message for someone
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