

## Karastan Sales Meeting Held In Pennsylvania

A rededication to excellence, fashion and service were the recurring themes sounded at the semi-annual sales meeting of the Karastan Marketing Division held at Tamiment, Pa.

Walter B. Guinan, president of the division and a senior vice president of Fieldcrest Mills, Inc., declared that Karastan will intensify its efforts for the coming season to solidify its reputation as the carpet industry's "leading producer of fashion and quality products."

The audience of 70 members from Karastan's marketing and manufacturing divisions also had the opportunity at the sessions to meet Frank X. Larkin, newly-named executive vice president of the Karastan Marketing Division.

Mr. Larkin, who had been vice president and merchandise manager of towels and bath fashions for the Fieldcrest Marketing Division, addressed the group briefly. He stated that he welcomed the opportunity to meet his new colleagues. He added that his philosophy has always been one of striving for excellence in all fields, and that this corresponds completely with the Karastan tradition of leadership in quality, styling and marketing.

Ben W. Binford, vice president of sales in the Karastan Marketing Division, conducted the three days of presentations, reports and discussions.

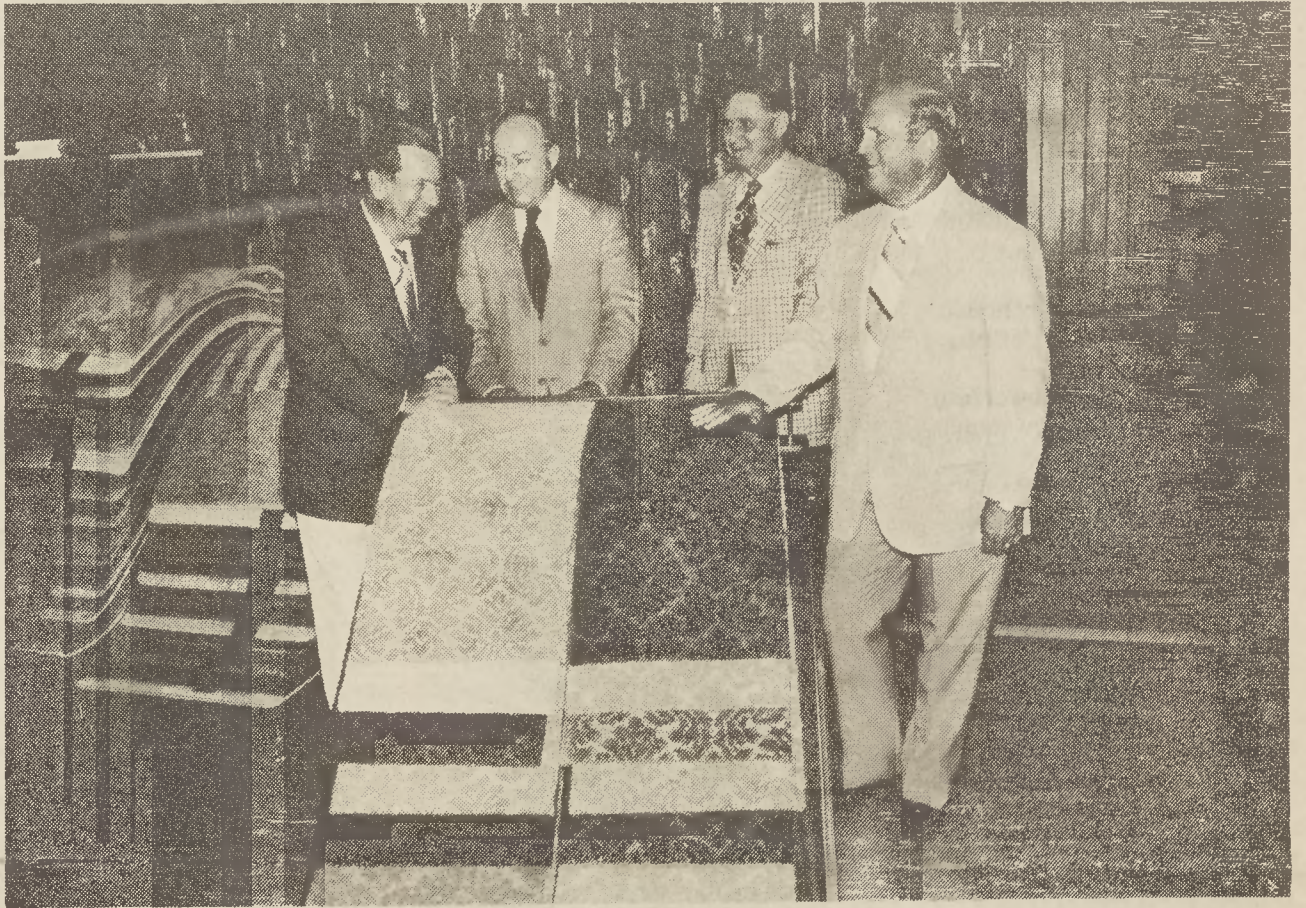
A series of reports were given by Robert A. Harris, executive vice President of Fieldcrest Mills, Inc.; John R. Mauney, Jr., vice president and general manager of Karastan rug manufacturing; Larry W. Owen, general manager of Laurelcrest manufacturing, and George V. Grulich, vice president of marketing services for the Karastan Marketing Division.

Assisted by Robert V. Dale, vice president of styling and design for Karastan and Laurelcrest, Mr. Guinan presented the new carpet and rug fashions for Fall, 1974.

A total of 10 new broadloom styles and two new area rugs were unveiled to the Karastan sales staff. These new products will be shown to the trade at the summer markets held in various parts of the country during June and July.

Mr. Guinan stressed that these fashions are truly representative of the Karastan quality image with their emphasis on design, color, elegance and luxury.

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Looking at a display of Karastan's new Empereau luxury wool broadloom are, left to right, Walter B. Guinan, president of the Karastan Marketing division and senior vice-president of Fieldcrest Mills, Inc.; Frank X. Larkin, newly-named executive vice-president of the Karastan Marketing Division; Arthur L. Jackson, senior vice-president-manufacturing, Fieldcrest Mills, Inc.; and Robert A. Harris, executive vice president, Fieldcrest Mills, Inc.

## Credit Union Members Receive Record \$157,895 In Dividends

Credit Union members at Fieldcrest Mills received a record-breaking \$157,895 in dividends for the six months ending June 30, making a total of \$1,170,023 paid in dividends since the Credit Union was organized in 1958.

In comparison, the dividends paid for the same period a year ago totaled \$120,399.

The June 30, 1974, dividend was at the rate of 7 percent per

annum. This rate was the sixth increase in dividend rates since the establishment of the Credit Union.

The Fieldcrest Mills Credit Union has paid a dividend of at least 4 percent per annum each six months since it was organized.

The Credit Union early in 1968 reduced the interest rate charged on loans from 1 percent to nine-tenths of 1 percent a month on the unpaid balance.

With over \$6-million in assets, the Fieldcrest Mills Credit Union has 9,200 members from nearly all company locations, representing 91 percent of all employees eligible to join.

Statements have been distributed to all Credit Union members showing the amount of dividends 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.

## Millions See Namath Styles Via Television Commercials

St. Marys exciting Playmaker Collection of Joe Namath Super Styles is brightening the homes of millions of Americans across the country via two thirty-second television commercials starring Joe Namath.

The campaign was kicked off in California on May 21, and is scheduled to continue in other markets into the fall.

As one of the most intensive advertising programs ever launched by St. Marys, the commercials — one featuring towels and the other highlighting the entire collection — will reach millions of potential customers. Store identifications are included in each spot which will be shown in a marketing area for several weeks thus guaranteeing maximum saturation for the collection.

Some of the markets and stores featured in this television campaign are Atlanta — Richway; New York Area — Korvette's (reaching 12.6 million

homes per time slot); California — Gemco; Illinois and Indiana — Turnstyle Stores; Ohio — Gold Circle; and Washington, D.C. — Cole (Food Giant).

Additionally, the Playmaker Collection gets tremendous exposure weekly through

participation in over twenty day and nighttime TV game shows as prizes to the winners, thus creating incalculable publicity, sales and consumer awareness.

During 1974 over 700 million women will be exposed to the St. Marys-Namath story.

## Fieldcrest Pays \$1,973,300 In Vacation Pay At Southern Plants

Fieldcrest Mills, Inc. paid a total of \$1,973,300 in vacation pay to employees in its southern plants.

In the Eden area, \$874,900 was paid to 3,063 employees. The vacation pay, combined with the Eden employees' regular weekly paychecks and the monthly paychecks of salaried employees, amounted to \$2,353,500 disbursed by the company on Thursday and Friday,

June 27 and 28.

Fieldale employees received \$641,200, including vacation pay, regular pay for hourly employees and regular monthly pay for salaried employees.

Employees with 15 or more years of continuous service, representing 37 percent of the total in the Eden area, received six percent of their past year's

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## Summer Sales Are In Progress

The annual summer sales at the Fieldcrest Stores at Eden and at Columbus, Ga., open June 24 and continue through August 17.

The regular employee discount will be applicable to the sale prices in the Fieldcrest Shop. The Thrift Shop will offer its usual excellent values in irregulars, discontinued styles, etc.