

# THE MILL WHISTLE



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President Carter received the red carpet treatment from Fieldcrest recently when he attended his nephew's wedding in Fayetteville, N. C. Laurel Hill Service Center employees John McNair (left) and Pat Walters cut and inspect the carpet used for the wedding rehearsal dinner and dance attended by President and Mrs. Carter.

## Carter Gets Red Carpet Treatment

When ceremonial carpet is called for, Fieldcrest Mills, Inc. is happy to oblige. President and Mrs. Jimmy Carter received the red carpet treatment recently, courtesy of Fieldcrest's Laurel Hill Carpet Manufacturing, when they flew to Fayetteville, N. C. for the wedding of the president's nephew.

The plush carpet, Suede Manner, was ordered through a Fayetteville furniture dealer for the occasion. The red runner was used December 16, for the rehearsal dinner and dance prior to the December 17 wedding of Scott Stapleton and Caro Lee Gainey. The runner measured four feet wide and 15 feet long.

The Laurinburg Exchange newspaper featured the carpet in a front page story December 14 about the president's expected visit.

## Larkin—"Fashion Means Business"

"Fashion means business" in the carpet industry today, Francis X. Larkin, president of the Karastan Marketing Division and a senior vice president of Fieldcrest Mills, Inc., said in an address before the Minneapolis Floor Covering Association.

Speaking to a group composed mainly of store executives and retail sales people who had just completed a year-long sales training program, Larkin said that fashion is not just a marketing tool. "It is," he said, "a necessary and profitable way to sell floor coverings in an industry that has too much capacity and production, and is over-discounted and under-bought!"

"You have to begin to talk to the consumer in the fashion terms she

requires to understand what a carpet or rug will do to beautify her home. To motivate her not to walk away — and not to have price uppermost in her mind — you have to give her other reasons to buy.

"We believe that color and the fashion impact of the product in her home are among the best reasons you can give her to buy."

Basing his talk on Karastan's current fashion merchandising programs, Larkin described how Karastan has developed new display concepts to communicate the fashion selling points of carpets and rugs to consumers with drama and excitement. He used slides to illustrate these concepts that were first introduced and later refined in

Karastan's own showrooms, which he called "retail idea laboratories" for Karastan dealers.

He explained that retailers are encouraged to adopt the showroom layouts and techniques exhibited for their own store operations. To cite a dramatic example, Larkin projected a series of slides showing how B. Altman and Co. had recently completely redone its main store carpet department in New York based on the ideas, concepts and departmental design provided by Karastan.

He reported that Karastan had first discussed the idea with Altman's executives about 18 months ago. "We told them what I told you tonight about this consumer of ours, took them around our laboratory and convinced them you had to communicate with, talk to and excite their customers in a different way," he said.

As a result, he said, in September "Altman's unveiled what we believe to be one of the most colorful, dramatic, exciting and fashionable floor covering departments in America. This is a fashion

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FRANKLIN FULCHER

## Fulcher Completes 50 Years Of Service

Franklin R. Fulcher, a shift foreman in the Weave Room at the Fieldale Towel Mill, completed 50 years of continuous service with Fieldcrest on January 1, 1978, and is the newest member of the Fieldcrest 50-Year Club.

Born in Virginia, he was the youngest of seven children. The family moved to Spray when he was seven years old, and his father worked at the old Lily Mill, later called the Fieldcrest Rayon Mill.

Fulcher went to work at the Fieldale Towel Mill on January 1, 1928, as

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## CU To Pay 7 Percent Dividend

Members of the Fieldcrest Credit Union will receive another seven percent annual dividend, figured on their average monthly balances and credited to each member's share account as of December 31.

The Credit Union has been paying seven percent per annum on savings since the dividend period ending June 30, 1974. The dividend rate has been raised six times since the establishment of the Credit Union.

The Credit Union has paid a dividend of at least four percent per annum since it was organized in 1958.