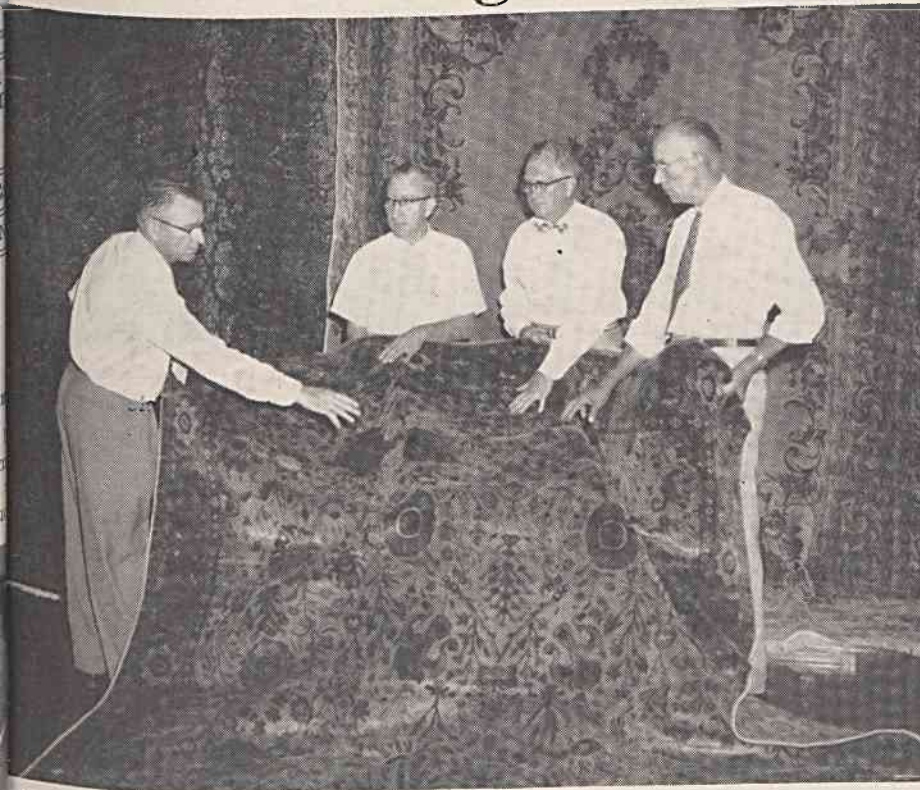


# Karastan Rug Has 25th Anniversary



ONE OF FIRST KARASTAN RUGS produced in 1928 and recently sent to the mill for cleaning, is examined by Karastan officials. Used in a consumer's home for 25 years, the rug showed no sign of wear. Karastan provides a washing and conditioning service for rugs and consumers may return their rugs for cleaning any time.

Examining the early rug—a No. 706 Ispahan pattern—against a backdrop of some of this year's patterns are, left to right, J. M. Norman, Karastan mill manager; Raymond Sedell, head designer; J. B. Reynolds, staff assistant; and Virgil Hall, mill superintendent.

The Karastan Rug Mill is in the midst of its Silver Jubilee celebrating the 25th anniversary of the Karastan rug.

After two or three years of research and machinery development, the first Karastan rug was put on the market in the spring of 1928. They were promoted by a number of stores during that season and many of these same stores are running special promotions in 1953 calling attention to the fact that they handled Karastan rugs when they first came out 25 years ago.

There have been full-page ads in some of the New York papers saluting Karastan's silver anniversary. A page ad by John Wanamaker states that Wanamaker's was the first store in America to introduce Karastans and that New Yorkers have since purchased over \$4,000,000 worth of the rugs from Wanamaker's alone.

Wanamaker's "Silver Jubilee" ad reproduces the ad which announced the first showing of Karastan Rugs. The ad appeared in the New York Sun and the New York World on May 2, 1928. Wanamaker's also used blown-up pictures of mill processes to give customers a picture trip through the Karastan Mill.

Wanamaker's displayed in its Karastan gallery the rug which was wear-tested at the Chicago and New York World Fairs and clocked by an electric eye while 12,900,000 visitors walked over the rug.

The various ads by our customers point out that Karastan still maintains the same fine quality, construction and beautiful oriental patterns and holds the same position in the market as when it was first brought out as the "Wonder Rug of America."

Since the Karastan Mill started, of course, there have been added many new lines of fine grade rugs and carpets. But the Karastan grade has remained in a class by itself and through the years has proved to be a top seller.

## MILLS INTRODUCE

(Continued from page one)

or colored Duracale has an unusual embossed cotton floral pattern. Border colors are pink, blue, yellow, green, lavender, and charcoal.

In Fieldcrest's Wearwell brand of muslin sheets, two new fancy-border sets are available. One is Moderne, a chevron-stripe pattern. Colors are pink, turquoise, blue, red and chartreuse, all on white sheets. The other pattern provides contrast hems in deep shades on pastel sheets. Assortment includes deep blue on light blue, rose on pink, deep green on light green and spice on yellow.

Sheet sets are packaged in the new "Gift Street" box and pillow cases alone in Fieldcrest's red "Carriage" box.

## Service Anniversaries

### TWENTY YEARS

W. McAlexander	Towel
Edwards	Sheeting
Dred L. Sawyers	Towel
nie P. Tadlock	Towel
la R. Knight	Karastan
annie L. Gilley	Bedsread
Andrew J. Fuller	Blanket
bert H. Johnson	Towel
ff B. Chilton	Blanket
S. Burgart	Karastan
ulah H. Graham	Hosiery
essie B. Patterson	Towel
Raymond L. Wade	Towel

### FIFTEEN YEARS

lice Page Cochran	Sheeting
ya P. Medford	Sheeting
ella H. Wilkinson	Towel

### TEN YEARS

a H. Shelton	Finishing
enry Moyer	Finishing
roy T. Newman	Bedsread
ohn W. Cabler	Bedsread
enior D. Egger	Finishing

## 80-Year-Old Woman Notes Progress Made At Fieldcrest Mills

A Winston-Salem lady, now 80 years old, reading of Fieldcrest Mill's millionth electric blanket in her daily newspaper, wrote a letter to the Company.

The letter follows in part:

" . . . I have read several pieces in the paper on your progress in that mill company. It brought my mind back to several years ago. I was then at the Blanket Mill. My husband helped put up the looms and I drew the warp through the harness and he put it on and wove the first blanket that was woven in that mill.

" . . . I just wanted to write these few lines. My husband then was George Edwards. He has been dead several years and I have remarried. My name now is Mrs. Octavia Hunt."

Plant disease in 1952 reduced cotton yield an estimated two million bales—worth about \$400 million.