



Pogue's billboard at an entrance to Cincinnati features No. 762 Karastan Rug

Store Uses Billboards To Promote Karastan

Depicting the soft lustrous texture, delicate designs and shimmering colors of an Oriental rug design in a painted billboard advertisement is not easy, but H. and S. Pogue of Cincinnati, Ohio did it recently to call attention to Karastan's power-loomed Oriental patterns.

Pogue's considers the two billboards boards for advertising for the past eight years to call attention to store-wide promotions or spotlight specific items or brands. The Karastan rug, however, was the first time floor coverings was featured. Only items or brands that are, like Karastan, exclusive with Pogue's in Cincinnati are featured.

On the boards, Pogue's showed Karastan's rug No. 762 and featured the same pattern in windows and interior displays in the store itself.

Pogue's considers the two billboards (subject of which is changed monthly) of inestimable value. They are located at entrances of the city, one of them being on the direct route from the Greater Cincinnati airport to downtown Cincinnati.

Response from the Karastan boards was so successful that Mr. Harry Gallagher, Pogue's rug buyer, advises the store will again feature Karastan on its outdoor signs from October 15 to November 15, 1956.



JOHN CUNNINGHAM

... Much Manufacturing Experience ...

Cunningham Named Asst. Superintendent

John Cunningham was appointed assistant superintendent of the Karastan Rug Mill effective May 14.

He has been engaged in rug and carpet manufacturing for many years. Prior to World War II he worked as an axminster weaver at Mohasco Industries' Alexander Smith division. After four years as a member of the Air Force he became weaving foreman and was promoted to assistant superintendent and then to manager of the axminster division of the Yonkers plant. Immediately before joining Fieldcrest he was director of warehousing for the entire operation of Mohasco Industries.

A native of New York state, he is married to the former Miss Ruth Hy-nard, also of New York, and they have two children. Mr. Cunningham plans to move his family here from Hartsdale, N. Y. in July.

Fieldcrest MILL WHISTLE

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Peace I leave with you, my peace I give unto you: not as the world giveth, give I unto you. Let not your heart be troubled, neither let it be afraid.

—ST. JOHN 15:27.

Service Anniversaries

Thirty-Five Years

Eunice Wigington Towel

Thirty Years

John W. Hampton Blanket
Warren Chatham Sheeting
Rufus H. Matherly Blanket

Twenty-Five Years

Tyler B. Broadnax Blanket

Twenty Years

Velma R. Newnam Ind. Relations
Malcolm D. Stearns Elec. Blanket
Ralph B. Hopkins Blanket
James S. Wilkinson Blanket
Bertha H. Cole Karastan
Cordia M. Stone Karastan

Fifteen Years

Catherine D. Brown Blanket

Ten Years

John Crouch Blanket
Frederic L. Spence Blanket
George Curtis Lea .. Domestic Sales
Eunice P. Mounce Elec. Blanket
Mildred C. Overby Standards
Nellie G. Hughes Sheeting
Robert A. Harris Management
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