

THE MILL WHISTLE

Fieldcrest

FASHIONS FOR BED AND BATH

Published by Fieldcrest Mills, Inc. • Plants located in Spray, Draper and Leaksville, N. C. and Fieldale, Va.



Karastan

AMERICA'S FINEST POWER LOOMED RUG

VOL. XVIII

Spray, N. C., Monday, January 25, 1960

NO. 14

NEW RUG FABRICS SHOWN AT MARKET

A new broadloom pattern called "Tourneau" in the Kara-loc construction and an Ivory Bokhara design in the Karastan quality headed the list of introductions by Karastan at the International Home Furnishings Market.

Our new rugs and carpets were shown at the market which opened in Chicago January 4 for two weeks and the New York market which opened January 18.

Tourneau, a deep-piled wool constructed in firm tight loops, introduces its soft-spoken featherlike pattern in 15 colors. Among them, Sterling, a clear grey, marks the return of this shade for the first time in a number of years.

Other colors include a brilliant Spartan Red, a subtle neutral muted called Sequoia Green, a soft rosy salmon called Cameo, a pale gold with apricot overtones called Sundial and a bright, sharp peacock named Capri Blue. The balance of the range includes beiges, browns, blues and greens.

The new Bokhara rug is of fine silky-soft worsted with a characteristic all over geometric pattern and border in reds and black. The motifs fit naturally into traditional, transitional, modern or country interior styles. The Bokhara is being made at first in five sizes: 2.2x4, 2.10x5, 4.3x6, 6.3x9, and 8.8x12.

Karastan also introduced an additional pattern in the Flourish line. All-wool high and low loop, the new fabric has an overall design in contrast to the more definite pattern in the current Flourish pattern. The new design has the same color line as the present Flourish.

In the velvety-textured Peereau line, Karastan has added a new deep rose called Toulon and a deep aqua called Rouen Porcelain.

Other introductions by Karastan included new Oriental designs in the all-wool Lanamar quality, a new Happiness rug depicting the Marlin, favorite of game fishermen, and numerous new colors in the mill's current lines.

Bundy Elected Pres. Of Community Fund



HUGH BUNDY VANCE REECE
... Community Fund Officers ...

Hugh Bundy, assistant manager of the Blanket and Sheeting mills, was elected president of the Tri-City Community Fund at the annual meeting Tuesday evening, January 19, at Consolidated Central Y. M. C. A.

Three vice presidents chosen were Tom Patrick, manager of Duke Power Company; Hicks Anderson, certified public accountant; and Bransford Edwards, owner of Edwards Super Market. Vance Reece, waste control coordinator at Fieldcrest Mills, was elected treasurer and Richard Robertson, editor of The Leaksville News was named secretary.

New directors, elected for three-year terms, are:

Richmond Roberts, Bransford Edwards, Robert Wall, Homer Wright, Jr., Carl Hall, Fred Mitchell, Robert Broadnax, Vance Reece, W. D. Goldston, Jr.,

(Continued on page eight)

Petrich Is Promoted In Rug Sales Division

Max A. Petrich was appointed assistant to Hugh P. Feeley, vice president and sales manager of our Karastan sales division, effective January 1, according to an announcement by Walter B. Guinan, president of our Karastan Rug Mills division.

Mr. Petrich is a native of California and took specialized courses at California Polytechnic and the University of California. Since joining our Company in June, 1957, he had been a salesman working out of the Karastan sales office in San Francisco until he was transferred to New York in his new position.



IN NEW LOCATION—The Order and Billing Department is the nerve center of newly-established Bedsread Finishing Mill. This department processes all incoming orders, prepares shipping instructions and handles all billing of the merchandise to customers. All bedsread sewing, laundry finishing, warehousing, shipping, and order and billing operations were consolidated in the renovated Rhode Island Mill building. (See pages four and five for picture-story of the new mill unit.)