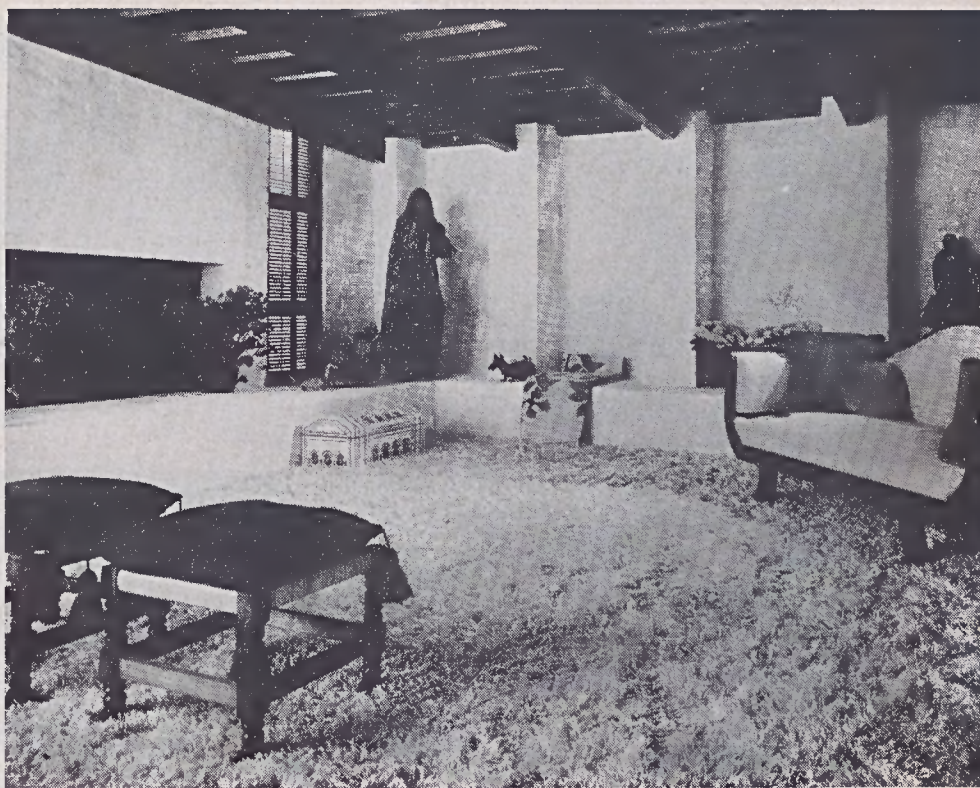




Karastan's fall advertisement shows Alexei, a pure wool pile rug, in dining room setting.



The living room in the ad features Dinameau, one of Karastan's many shags. Dinameau is Kara-loc woven and is also available as a fringed area rug.

Over 40 Million To See Karastan Ad



Karastan's Kirman design area rugs and runners, woven of pure worsted wool, are pictured in gallery in ad showing hacienda of Architect Bennie M. Gonzales and Mrs. Gonzales.

Alexei Rug, Dinameau Broadloom and Kirman Design Area Rugs Used In Ad To Appear In 17 Publications

Nearly 45 million readers will see Karastan's national advertising for Fall, 1969, in 17 important publications.

The Alexei rug, Dinameau broadloom, and Kirman design area rugs are featured in the ad which pictures another house of outstanding architecture.

The house chosen for the fall advertising is a modern hacienda in Paradise Valley, Ariz., the home of Architect Bennie M. Gonzales and Mrs. Gonzales. The full-color, two-page spread, entitled "The Great Indoors", features Alexei in the dining room, Dinameau in the living room and Kirman design area rugs and runners in the gallery.

The ad is scheduled to run in nine national magazines and eight major Sunday newspaper magazine sections. The total circulation of these publications is 14,814,000. The estimated adult reading audience for them is 44,500,000.

The "Great Indoors" advertise-

ment will appear in the following magazines (cover date in parenthesis), most of them on sale in late August or September: American Home (September), House Beautiful (October), House & Garden (September), Sunset (October), Better Homes & Gardens Home Furnishing Ideas (Fall/Winter), 1001 Decorating Ideas (Fall), House & Garden Decorating Guide (Fall/Winter), House Beautiful Home Decorating (Fall/Winter) and House Beautiful Home Remodeling (Fall/Winter).

Newspapers which will carry the ad in their Sunday, September 28, magazine sections are the New York Times, Chicago Tribune, Philadelphia Inquirer, Washington Post, Detroit Free Press, Boston Herald, Cleveland Plain Dealer and Minneapolis Tribune.

As is customary, full-color reprints of the advertisement are being posted in the mills and offices so that employees may see the ad in advance of publication.

3 MINUTES a day for the YMCA

Support The New YMCA Building Fund Campaign