

THE MILL WHISTLE

Fieldcrest



Karastan

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Harris, Jackson Elected To New Posts

The board of directors of Fieldcrest Mills, Inc., has elected Robert A. Harris executive vice president. In this capacity he will be concentrating on corporate matters, including profit improvement in all areas.

Arthur L. Jackson was elected senior vice president-manufacturing, reporting to William C. Battle, president. Except for the above change, all other individuals presently reporting to these two executives will continue to report to them.

Prior to his latest promotion, Mr. Harris was a senior vice president. Mr. Jackson was vice president-manufacturing with responsibility for all manufacturing.

Mr. Harris is a native of Warren County and for two years attended Campbell College where he was president of the student body. At the University of North Carolina at Chapel Hill he majored in accounting and received his B.S. in commerce degree in 1939.

Upon his return from service in 1946, Mr. Harris joined Fieldcrest Mills as a cost accountant. He has served in various capacities in both finance and manufacturing. He was elected secretary and treasurer in 1955 and a year later became vice president-manufacturing. He was elected senior vice president-manufacturing in 1969, and on January 1, 1972, was given responsibility for a number of additional functions in the company.

Mr. Jackson, a native of Kings Mountain, received a B.S. in textiles degree from North Carolina State University in 1948. He earlier attended Westminster College, Fulton, Mo., and Yale University. He served in the Naval Air Corps from 1944 to 1946 as a V-5 Cadet.

Mr. Jackson has been with Fieldcrest since 1948 and has held various managerial positions. He first was manager of the Synthetic Fabrics Mill and then managed the St. Marys Woolen Mill, St. Marys, Ohio, and the Columbus Towel Mill, Columbus, Ga.

In Eden he has been manager of the Blanket and Sheeting Mills, assistant to the vice president-manufacturing, division vice president and then vice president-domestics manufacturing. He became vice president-manufacturing with responsibility for all manufacturing January 1, 1972.

W. C. Battle Elected Director Of Railway



William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., has been elected a director of the Carolina and Northwestern Railway, a Southern Railway System company, it was announced by W. Graham Claytor, Jr., Southern's president.

Mr. Battle, who became president and a director of Fieldcrest Mills, Inc., in July, 1971, is a former United States ambassador to Australia and was the Democratic nominee for governor of Virginia in 1969. He is the son of the late former governor, John S. Battle.

A member of the Virginia, West Virginia and American Bar associations, Mr. Battle also serves as a director of Integon Corporation and a director and

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Karastan Introduces Spring '73 Lines

Carpets with the highlights of rich furs and complete groups of multi-color patterns highlight Karastan's new broadloom fashions for Spring, 1973.

The strong emphasis on pattern, either delicately subtle or strikingly bold, is the result of shifting consumer tastes and major technological breakthroughs by Karastan, according to Robert V. Dale, vice president of styling and design for the Karastan Marketing Division.

Karastan has made a major breakthrough in expanding the styling potential of the already versatile Kara-loc loom, Mr. Dale said. Designed and built from the ground up by the Karastan technicians, the Kara-loc loom is capable of making virtually any carpet style or texture on a very efficient basis.

Other fashion developments evident in Karastan's extensive introductions for spring, 1973, include:

1. A marked boost in the use of second generation nylon pile fibers. Eight

of the new styles feature these special nylons with exceptional soil-resistant and soil-concealing properties.

2. The re-introduction of the classic twist texture, but with a new "twist."

3. New colorations ranging from a delicate antique rose to a "knockout mix" like purple/fuchsia/burgundy/blue.

4. Further expansion of the textured or "shaggy" plush surface which is continuing to succeed the floppy shags as a homemaker favorite.

5. The creation of carpet styles ideally designed for the den.

New styles included in the Karastan spring introductions are Andiameau, Nuance, Flaneur, Venteau, Essentiale, Fortale, Futureau, and Fortitude.

Andiameau is a luxuriously thick plush of staple Antron nylon pile yarns. The subtle pattern is formed by placement of self-tone variations in the color. Andiameau comes in 22 skein-dyed colors including Antique Rose.

Nuance is another luxurious plush

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