



THE MILL WHISTLE

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No. 1

Karastan Unveils Lines For Fall '76

Karastan is unveiling seven new broadloom fashions for Fall '76.

Three are primarily residential and four offer the versatility of dual service in both residential and commercial interiors.

According to Robert V. Dale, vice president of styling and design, the two companion carpet lines, called Nocturne Moods and Twilight Shadows, introduce new dimensions to the currently popular fine-denier nylon styles.

Another plush featuring a subdued abstract multi-color pattern named Velvet Dream is the other primarily residential broadloom.

The four dual-purpose commercial-residential carpets are Berbereau Prisms, Grande Melour, High Authority and New Projections.

According to Mr. Dale, Nocturne Moods has a subtle pattern produced by combining solid tones with moresqued or mixed-color yarns. Twilight Shadows, however, is composed only of the moresqued tones used in Nocturne Moods.

"Each styling approach

develops its own kind of fascinating highlights across the surface. However, as they are color-coordinated, both carpets can be effectively used in adjoining areas of a home."

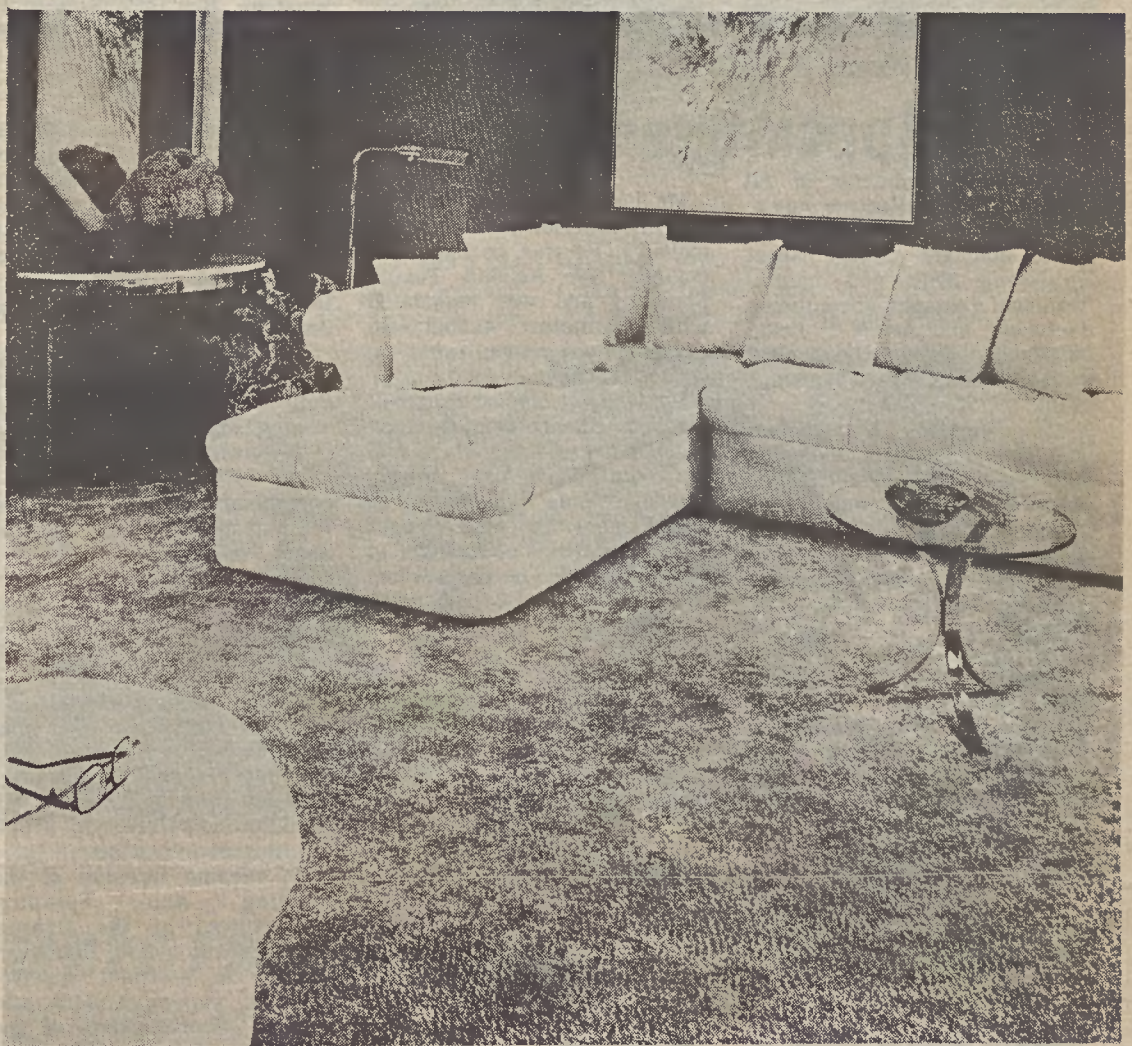
A newsworthy color trend is the expansion of Karastan's new rose and melon tones in the palette of both carpets. Mr. Dale noted that the introduction of "Dusty Rose" and "Muted Melon" take on a special richness when translated into the pattern and moresqued effects of these fine-denier Anso nylon plushes.

Velvet Dream projects the visual appeal of a small-scale abstract design in a thick nylon plush. The design is produced by Karastan's "Tapestry Crafted" process which applies the colors to the yarn before it is tufted into the carpet.

Of the four dual-service commercial-residential broadlooms, three follow varied approaches to the use of natural colors and earthtones. The fourth features striking graphics and brilliant color mixes.

Berbereau Prisms is a new design treatment for Karastan's

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NOCTURNE MOODS features rich highlights seen across a luxuriously soft Anso nylon surface.



W. O. STONE



C. L. KAMETCHES

Promotions Announced

In organization changes at Fieldcrest Mills, Inc., effective July 1, W. O. Stone was appointed division vice president of carpet manufacturing. C. L. Kametches was named division vice president-bath fixtures manufacturing; and W. S. Ayscue was appointed division vice president and



W. S. AYSUCUE

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Record Earnings Are Forecast

William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc., announced July 1 that Fieldcrest expects record earnings of 80 cents per primary share for the second quarter and \$1.41 per primary share for the first six months of 1976.

Mr. Battle and two other company officials, Francis X. Larkin, president of the Karastan Marketing Division, and David M. Tracy, president of the Fieldcrest Marketing Division, reported on Fieldcrest's activities to members of the New York Society of Security Analysts at a meeting in New York City.

Fieldcrest estimated after-tax earnings of \$2.9 million for the second quarter and \$5.1 million for the first half of this year. These amounts compare with earnings of \$1.6 million or 45 cents a primary share for the second quarter of 1975 and \$1.7 million or 48 cents a primary share for the first half of last year.

The 1976 six months' earnings set an all-time record and all divisions contributed to the new

high, Mr. Battle said. The previous high was established in 1968 when the company earned \$4.0 million or \$1.15 a primary share for the first half.

The Fieldcrest president pointed out that sales for the

quarter and first six months were expected to reach \$81 million and \$153 million, respectively, both record levels. This compared with sales of \$70 million in the second quarter of

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Fieldcrest Holds Distributors' Sales Meeting In Greensboro

Principals of 11 key Fieldcrest distributors joined Fieldcrest marketing and manufacturing executives for a special Distributors Sales Meeting on June 21, 22 and 23. The meeting was held at the Holiday Inn-Four Seasons in Greensboro.

The meeting was conducted by C. B. Arnold, division vice president and manager of specialty and distributor sales. He congratulated the group for their outstanding sales performance during both 1975 and year to date 1976.

In reviewing Fieldcrest's current position, Mr. Arnold cited opportunities for increased

sales through the exciting new products introduced for the Fall 1976 collections.

O. G. Grubbs, vice president and director of sales, speaking of Fieldcrest's plans for the future, outlined the company's capital improvement programs.

E. F. McCarthy, division vice president and Fieldcrest sales manager, noted important policy revisions aimed at taking full advantage of the sales potential offered by the distributors' sales organizations.

The Fieldcrest Fall 1976 line was presented to the group by the department and product

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