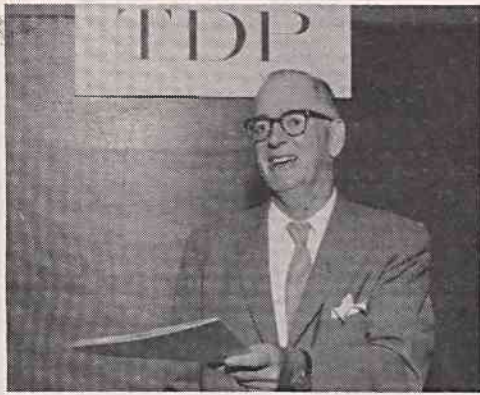
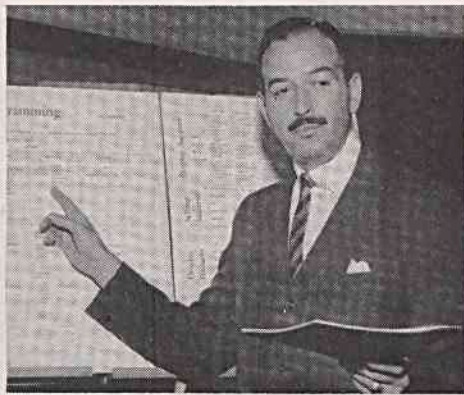


Walter B. Guinan discusses new lines to introduced at market.



Hugh P. Feeley opens Karastan sales meeting at Meadow Greens clubhouse.



A. S. Gussin outlines advertising and sales promotion plans for new season.

## New Rug Lines Shown To Karastan Salesmen

New rugs and carpets by Karastan were shown and Karastan's selling program for fall was set up at the semi-annual rug sales meeting held here Wednesday and Thursday, June 14 and 15. Attending were members of general management, Karastan mill and sales officials, and our rug salesmen from all parts of the country.

Walter B. Guinan, president of the Karastan Rug Mills Sales Division, and Hugh P. Feeley, vice president of the sales division, conducted the meeting.

Mr. Guinan discussed the competitive situation, reviewed sales performance during the spring season, and outlined sales goals for fall. He showed the new lines, describing and tracing the development of each new item.

Alfred S. Gussin, director of advertising and sales promotion, outlined the advertising and merchandising program for the fall season.

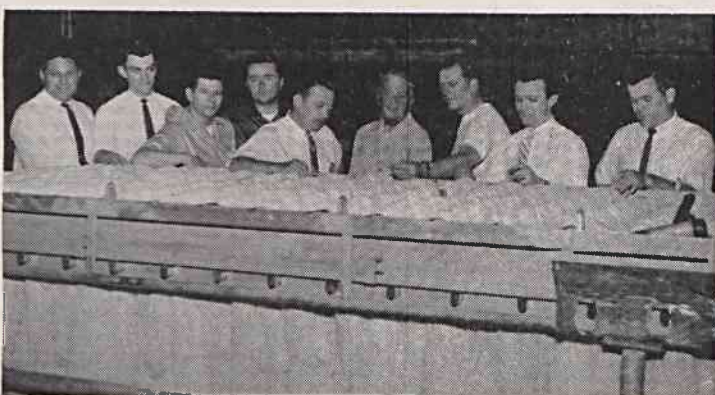
Harold W. Whitcomb, president of Fieldcrest Mills, Inc., reviewed the over-all operations of the company and J. M. Norman, Jr., manager of the Karastan Rug Mill, reported on mill activities.

On Wednesday afternoon at the mill showroom, the salesmen heard Fred W. Klein, assistant mill manager, discuss aspects of customer service. The salesmen then toured the mill to see new machinery and other improvements made since their last visit.

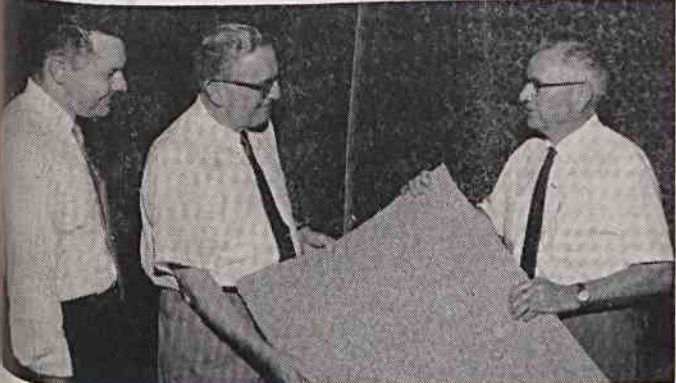
The sales meeting continued with an all-day meeting Thursday at the Fieldcrest Lodge, Fieldale.



During meeting at mill, Fred W. Klein, assistant manager, Karastan Rug Mill, discusses aspects of customer service.



Rug salesmen were conducted on tours of the mill. Group is shown here in the recently modernized Dyeing Department.



Left to right, R. V. Dale, H. H. Haig, both stylists; and J. M. Norman, Jr., manager of the Karastan Rug Mill.



Group of salesmen are shown in the weave room during tour of the mill. Bill Hicks, guide, is shown second from left.