

New Lines Unveiled At Rug Sales Meeting



Walter B. Guinan discussed sales goals, showed new lines for fall season.

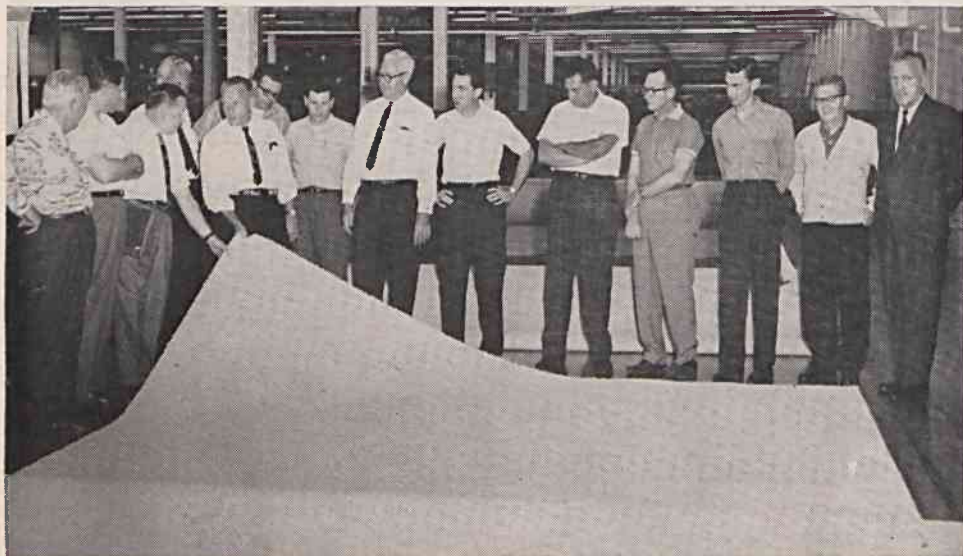


Hugh P. Feeley opened the meeting and made a talk during the program.



A. S. Gussin outlined advertising and sales promotion plans.

VOLUME
IS NO SUBSTITUTE FOR PROFIT
PROFIT
IS NO SUBSTITUTE FOR QUALITY
QUALITY
HAS NO SUBSTITUTE



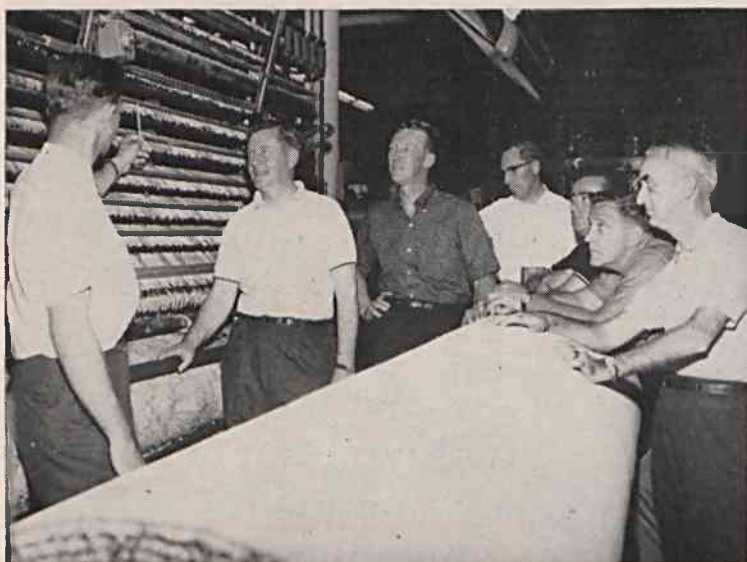
Salesmen spent Thursday afternoon at the mill and at the Karastan Service Center. Group is shown with J. G. Cunningham, mill superintendent (5th from left).

Our semi-annual rug sales meeting was held here Thursday and Friday, June 14 and 15. New rugs and carpets were shown and the selling program was set up for the fall season.

The meeting opened at Meadow Greens Country Club Thursday morning and presentations were made by W. B. Guinan, president, and H. P. Feeley, vice president, of the Karastan Rug Mills sales division, and A. S. Gussin, director of advertising and sales promotion.

At a luncheon for the sales group, talks were made by Harold W. Whitcomb, president of Fieldcrest Mills, Inc.; J. M. Norman, Jr., Karastan mill manager; F. W. Klein, assistant mill manager; and J. R. Mauney, manager of the Nye-Wait mill.

Thursday afternoon the salesmen visited the Karastan Mill and the new Karastan Service Center. The meeting concluded with an all-day session Friday at the Fieldcrest Lodge, Fieldale.



W. D. Hicks (left), quality control supervisor at Karastan Mill, conducts group of salesmen on a tour of the mill.



Another group with J. B. Reynolds, Karastan staff assistant (pointing), as guide is shown in the Finishing Department.