



Rug salesmen and officials who attended sales meeting here are shown at Karastan Service Center.

## Sales Goals Are Set At Rug Sales Meeting

New rugs and carpets by Karastan were unveiled and Karastan's selling program for fall was set up at the semi-annual rug sales meeting here Thursday and Friday, June 13 and 14.

Attending the meeting were members of the general management of Fieldcrest Mills, Inc., Karastan mill and sales officials, and our rug salesmen from all parts to the country.

Hugh P. Feeley, vice president of the Karastan Rug Mills sales division, conducted the meeting which opened Thursday morning at Meadow Greens Country Club. He presented Walter B. Guinan, president of the rug sales division.

Mr. Guinan congratulated the salesmen on their increased volume and outlined sales goals for fall. He predicted that 1963 would be the biggest year in Karastan's history. He then showed the new lines, describing and tracing the development of each new item.

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., reviewed the overall operations of the company and discussed important developments in the rug division. J. M. Norman, Jr., manager of the Karastan Rug Mill, reported on mill activities.

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

Later in the day Thursday, the sales group made a tour of the Karastan Mill to see building and processing improvements made in the past year.

The salesmen spent a considerable amount of time at the Karastan Service Center where they saw innovations and improvements and heard Fred W. Klein, assistant mill manager, and John G. Cunningham, superintendent, discuss aspects of customer service.

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



Walter B. Guinan (left), president of Karastan Rug Mills sales division, is shown with Fred W. Klein, assistant manager of Karastan Mill, during sales group's visit to Service Center.



Hugh P. Feeley conducted rug sales meeting held at mills.



Alfred S. Gussin told of sales promotion plans for new season.

THE MILL WHISTLE