

THE MILL WHISTLE

Fieldcrest

COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOOMED RUG

FIELDCREST MILLS, INC. • Plants at Asheville, Droper, Forest City, Greenville, Laurel Hill, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Waverlyville, N. C.; Flatdale, Va.; Columbus, Ga.; Philadelphia, Pa.; and Auburn, N. Y.

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New Rug Lines Well Received At Market

The new offerings of the Karastan and Laurelcrest Carpets divisions were extremely well received at the Home Furnishings Market in Chicago during the week of January 8.

Walter B. Guinan, president of the Karastan division and operating head of the Laurelcrest Carpets division reported "it was one of the most success-

ful markets in memory and the new line introductions were received with tremendous enthusiasm.

"Karastan's quality image and reputation with the trade was further enhanced at this market. This was also the first January market at which we were able to present new lines developed by the present Laurelcrest organization and

the response of distributors and dealers was very gratifying," Mr. Guinan said.

The Karastan division introduced five new broadloom lines ranging in price at retail from \$8.95 to \$22.00 a square yard in wool, acrylic and nylon. A Chinese Oriental style rug was added to the Karastan rug collection and two contemporary type area rugs produced at Auburn were also shown. Laurelcrest introduced four new wool lines and a new polyester shag broadloom.

Karastan's advertising and promotion program for Spring includes nine consumer magazine advertisements on the new Chinese Oriental design rug and Coquille, an Antron nylon broadloom that has generated excellent sales at a comparatively high \$17.95 a square yard since its' introduction last year.

For the first time a Karastan ad will appear in a mass general magazine.

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RALPH F. LANGLEY



J. PAUL KITCHENS

Langley, Kitchens Named To New Posts

Ralph F. Langley, formerly manager of the Nye-Wait carpet plant at Auburn, N. Y., has been appointed manager of the Laurelcrest carpet plant at Laurel Hill. He replaces Robert J. Saunders, Laurelcrest manager, who resigned.

J. Paul Kitchens, greige mill superintendent of the Karastan Rug Mill, was named manager of the Nye-Wait plant, replacing Mr. Langley.

The assignments were announced by Robert A. Harris, vice president-manufacturing, Fieldcrest Mills, Inc.

Mr. Langley had been manager of the Nye-Wait plant since 1965 and prior to joining Fieldcrest was vice president-manufacturing of Roxbury Carpet Company, Framingham, Mass. Active in industry and civic affairs, he has had close to 25 years of experience in the rug manufacturing business.

He is a native of Massachusetts and a graduate of the Lowell Textile Evening School and the American Management Institute. He served with the Army in the European Theatre in World War II. He is married and is the father of two daughters, ages 16 and eight.

Mr. Kitchens is a native of Atlanta and a graduate of the Textile School at Georgia Tech. He joined Fieldcrest Mills as a management trainee in 1959 and worked through the Karastan Mill on various training assignments. He served as assistant foreman and as foreman of the weave room and since April, 1967, had been superintendent of the greige mill. He served in the Army Signal Corps 1954-1957 before returning to Georgia Tech to complete his education. He is married and has a daughter, eight.

Textile Groups Hit New Tariff Report

Three organizations representing segments of the U. S. textile industry issued a joint statement January 16 saying the U. S. Tariff Commission failed almost completely "to deal with the future impact of imports."

The organizations were the American Textile Manufacturers Institute, the National Association of Wool Manufacturers and the Northern Textile Assn.

"The question of prospective impact comprised one of the most important elements of the industry's presentation to the Tariff Commission," the joint statement said.

Meanwhile four South Carolina lawmakers Tuesday warned of trouble ahead in the U. S. textile industry unless Congress provides broadened controls on rising imports.

Sens. Ernest F. Hollins, D., and Strom Thurmond, R., and Reps. W. J. B. Dorn, D., and Albert Watson, R., said a new Tariff Commission study ordered by President Johnson failed to consider the future impact of imports.

Rep. Phil Landrum, D-Ga., chairman of an unofficial House textile committee, said the issuance of the commission report sets the stage for hearings on tariff legislation.