

Karastan Introduces Exciting New Rugs

An exciting collection of area rugs called "American Originals", four new broadloom carpets and two additional high performance contract carpets styled for residential use highlight the carpet and rug fashions introduced by Karastan for Spring, 1971.

Three rugs in the American Originals collection were designed in the "grand geometrics" — bold, large-scale Euclidian forms — and were created strictly as area rugs, to stand alone as focal points in a room and not as a background. The rugs in geometric designs are "Octaveau", "Intentional Dimensional", and "Mosaïque". The fourth rug in the collection, an abstract called "Imagery", splashes the accent color across the white background.

Some of the new carpets introduced exemplify a trend in which shags are expected to look "not quite so shaggy" while the plushes will come on more textured. "Spectacular" is one of the heavily textured plushes in the latter group. Through a revolutionary bulking process developed by The Wool Bureau and Karastan, the mill has been able to produce a wool pile that is thicker, more resilient and luxurious.

Another textured plush is "Fortuneau", which has a surface composed of a mixture of space-dyed, heat-set filament nylon yarns with skein-dyed staple yarns. The net effect is an elegant look accentuated by a play of highlights across the pile texture.

In "Chateau", however, Karastan has created another of its classic plush carpets. The solid-color texture is quite thick, and it has a subtle chevron pattern effect that can be seen when looking at the pile from an angle. The pile yarns are 100% Antron staple nylon, all skein-dyed.

The one new carpet by Karastan that is most emphatically shaggy is called "Ultimeau". It features an extra-heavy pile of pure wool yarns that are each $\frac{3}{8}$ ths of an inch in diameter and $3\frac{1}{2}$ inches long. Inspired by hand-crafted rugs from Portugal, "Ultimeau" has been translated by Karastan on high-speed power looms, achieving the unique texture through a novel yarn-processing method.

"Professionale" and "Practicale" are two important new grades that Karastan has added to its rapidly expanding line of high-performance contract carpets. They will be offered to consumers as freshly-styled, practical and economic carpets for kitchens and utility rooms.

Engineered for high-performance service, "Professionale" and "Practicale" have been designed with patterns and colors that will appeal to homemakers as well as for use in commercial installations.

Karastan's new lines were shown at the January home furnishings markets in Chicago and New York and are being extensively promoted by television in major markets throughout the country.

Company Gets Thanks For Pakistan Relief

Fieldcrest Mills, Inc., has received a letter of appreciation from William B. Lovejoy, general supply officer of the American Red Cross, thanking the Company for its "immediate response to the recent . . . appeal for assistance to the victims of the recent cyclones in East Pakistan."

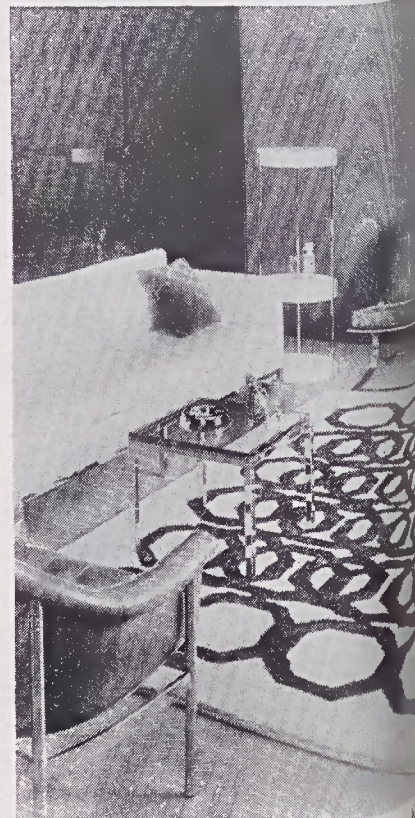
The Red Cross request was for lightweight blankets and the Company immediately sent a truck load of cotton sheet blankets to the Greensboro airport to be flown to Washington, D. C., and thence to East Pakistan.

"Your company's donation of blankets will prove most valuable in helping to care for a number of the disaster vic-

tims," Mr. Lovejoy wrote. Donations by American manufacturers also included sweaters, shirts and underwear.

In his letter, addressed to Robert A. Harris, senior vice president, manufacturing, Mr. Lovejoy said that about 2,500,000 people were affected by the devastating disaster and that it is estimated that many of the victims will require relief assistance for many months.

At the present time the American Red Cross has several disaster relief specialists in the stricken area of East Pakistan helping the International Red Cross to care for and distribute needed supplies to the disaster victims.



"Octaveau" is one of four designs in the American Originals collection of area rugs. It is suitable for any type floor including carpet, as shown.



"Fortuneau" is an elegant textured surface composed of a mixture of space-dyed filament nylon yarns combined with skein-dyed staple yarns.