

Karastan Fall Ads Feature Color Spread



Karastan...perfect touch for the Monterey mood

Today's Monterey mood is a marvelous blend of the casual elegance of old California with the color and excitement of California now. That's why you look to Karastan to add the perfect touch throughout this lovely home that overlooks a very blue Pacific sea. The romantic dining area with its Moorish arches positively demands the classic Ivory Bokhara design rug. And nothing could be more elegant and modern than the shimmering plush luxury of

Patineau broadloom in the living room... or more exciting than the Momentum carpet in the den with colorways inspired by Thai silks. See your Karastan dealer and discover how you can recreate Monterey or any other mood you want for your own dream home.

Karastan

Karastan ad shows rugs and carpets in home on California shoreline.

Karastan's national advertising for fall 1972 features a beautiful two-page spread in full color which will appear in national magazines and in the Sunday magazine sections of leading newspapers across the country.

Captioned "Karastan . . . perfect touch for the Monterey mood", the ad shows Karastan rugs and carpets in a lovely

home on the California shoreline.

The dining area has a classic Ivory Bokhara design rug. Patineau broadloom is used in the living room and Momentum broadloom in the den.

Leading magazines carrying the ad are the October issues of Good Housekeeping (circulation 5,600,000), American Home (circulation 3,650,000) and

New Yorker (circulation 486,000).

In addition, the ad appears as a center spread in the Sunday magazine sections of 24 of the largest newspapers in the United States, with many more millions of readers.

Reprints of the ad are to be posted in the mills to give employees an opportunity to see them.

Contribution Is Made To Pension Trust Fund

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were comparatively rare in the textile industry.

When an employee retires, he receives a pension check the first of each month for the rest of his life. If he chooses to do so within a certain period before he retires, an employee can arrange for his pension to be continued to his wife after his death.

Employees retire on the first day of the month on or following their 65th birthday, unless they elect early retirement as allowed by the plan under certain conditions.

The amount of a retiree's pension is based on his years of service and his career earnings as a Fieldcrest employee.

The pension is in addition to, and

completely separate from, any payments received through Social Security. (The Company of course pays half of the cost of the employee's Social Security benefits.)

Hourly employees who retire under the Pension Plan receive \$1,000 in life insurance at no cost to the retired employee. They also are eligible for low-cost group hospital-surgical-medical insurance designed especially for their needs, supplementing their Medicare payments.

WHICH ARE YOU?

"Half the world is composed of people who have something to say and can't and the other half who have nothing to say and keep on saying it."—

Robert Frost

J. R. Mauney Appointed Division Vice President

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worked on various training assignments. He subsequently served in a number of supervisory positions, including the superintendency of Nye-Wait Rug Mill, prior to being appointed manager.

He is a leader at First Baptist Church, Eden, where he has served as deacon for a number of times and has been Sunday School superintendent. He is a member of the choir.

Mr. Mauney is married to the former Janet Eaton of Mocksville. They have three children: John, 19, a freshman at Mars Hill College; Margaret, 15, a student at Morehead High School; and Celia, nine, who attends Douglass Elementary School. The Mauneys reside near Eden on the old Stoneville Road.

THE MILL WHISTLE