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## Laurelcrest Introduces Spring '73 Carpet Fashions

Heavily-textured surfaces shimmering with tone-on-tone colors and boldly patterned styles designed for versatile high performance highlight the Spring '73 introductions by Laurelcrest Carpets.

Robert W. Ker, Jr., vice president of sales for Laurelcrest, described the new broadloom fashions as representative of important new trends in carpet design today.

"The current breed of homemakers just won't accept one dominant style in carpets as may have been the case in

former years," he stated. "They're not content to take only shags or only plushes or only plains. They want a reasonable choice of new treatments in fibers, colors, textures and patterns. The more sophisticated consumer today is asserting more individuality in her preferences and no longer cares about 'copying' the Joneses."

### Five New Fashions

Of the five new broadloom fashions by Laurelcrest, two feature combinations of texture and color with the emphasis on low-keyed highlight effects, two stress a strong return to pattern and the fifth offers a trim and tailored look.

The five new broadloom fashions introduced by Laurelcrest for the spring of '73 are Leisurely, Triumphant, Gracious Life, Delightful and Top Command.

Leisurely is a windswept pattern in striking multi-color combinations which create brush-stroke effects. Tufted of all-nylon face, this style is well-suited to modern furnishings. Leisurely comes in four colorations.

Triumphant is a brilliant mosaic of colors offering a rich texture of cut and uncut face yarns. It is constructed of all Antron II nylon pile plus static-control yarns and comes in 15 exciting color combinations.

### Look Of Elegance

Gracious Life represents another development in the textured or "shag" plush. It is a look of elegance with a

flair and is available in 19 colorations.

Delightful offers a surface of heat-set, tightly-twisted yarns. It is densely tufted of all-nylon yarns and comes in 17 colors.

Top Command is an all-looped carpet with a distinctive offset check design combined with "moresqued" or tweedy yarns. Though engineered primarily for contract duty in offices and stores, the styling is versatile enough for dens, children's rooms and family rooms. It comes in 17 colorations.

## Organization Changes Are Announced

Frank J. Garnier, formerly purchasing agent-cotton, was appointed manager of cotton purchasing, reporting to Mr. Harris. All individuals in Cotton Purchasing report to Mr. Garnier.

W. E. Bond, Jr., formerly purchasing agent-synthetics, was appointed manager of synthetics and yarn purchasing;

The following organization changes, effective February 1, have been announced by Robert A. Harris, executive vice president.

and J. C. Bircher, formerly wool buyer, was named manager of wool purchasing. Both report to Mr. Harris.

J. D. Huffman, manager of supply purchasing, continues reporting to Mr. Harris.

## March 1 Is Deadline For Applications

The deadline for submitting applications for a Fieldcrest Scholarship or Muscogee Scholarship is March 1.

Those who wish to apply for a scholarship should obtain a form from their area personnel manager or mill personnel office; or call at the Employment Office of Fieldcrest Mills, Inc., in the General Offices Building, Eden; or write to Dr. William McGehee, Department of Personnel Research and Development, Fieldcrest Mills, Inc., Eden, N. C.

The scholarships, each worth \$4,000 over the four years of college, are given to help employees or the children of employees in obtaining a college education.