

Company Unveils New Carpet Technology

Two dramatically new technological developments giving a "new freedom" to the design of carpets and rugs were unveiled by the Karastan and Laurelcrest Marketing Divisions of Fieldcrest Mills, Inc., at a jointly-held press meeting in New York.

Karastan introduced the first carpets and rugs made on its exclusive "Bondi System," a revolutionary new construction method for producing multi-color designs in pile fabrics efficiently and economically.

Laurelcrest showed the first of its "Tapestry-Crafted" broadlooms utilizing a completely new technique for reproducing multi-color patterns on tufted carpets.

The Bondi System

As presented by Walter B. Guinan, president of both the Karastan and Laurelcrest Marketing Divisions, "The Bondi System is unique in many phases from any other carpet construction method."

Invented in Italy by Emanuele Bondi, whom Mr. Guinan described as an "internationally famous textile engineering

genius," the Bondi System was purchased outright in February, 1973 by Fieldcrest Mills, Inc., from Mr. Bondi's firm, Societa Impianti Consulenze Industriali. The purchase included the machinery, technology, patents, world-wide rights of the process and "Signore Bondi's invaluable guidance and know-how," Mr. Guinan added.

New Manufacturing Facility

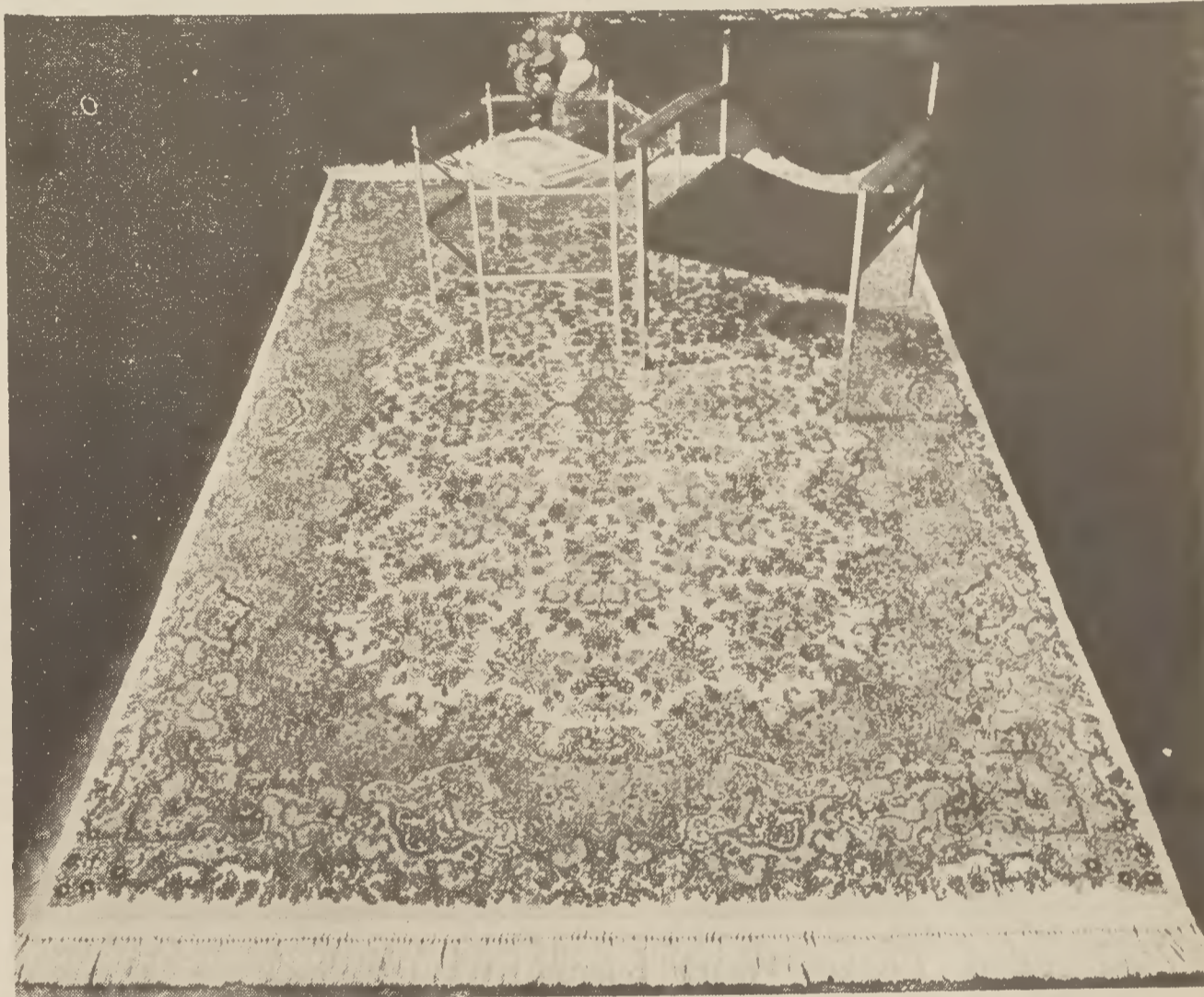
The complete machinery was removed from its Italian plant and shipped intact to a new carpet manufacturing facility built by Fieldcrest in Whiteville, which is now in production.

Mr. Guinan stressed that the Bondi system is not weaving, not tufting and not printing, but a completely different method for fabricating pile carpets with multi-color patterns.

He explained that the system utilizes computer technology to "scan" a carpet design and select the proper colored pile yarns to go into the correct sequence to form the pattern.

One the carpet yarns are formed in the machine to the

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This intricately-patterned Oriental design rug was produced on Karastan's new "Bondi System", a revolutionary new method of manufacturing multi-color patterned carpets and rugs.

T. E. Bondurant Attains 50 Years Of Service

T. Earl Bondurant, of the Draper Sheeting Mill, completed 50 years of continuous service January 23 and was honored by the Fieldcrest management at a luncheon at Meadow Greens Country Club. Other members of the 50-Year Club attended.

Mr. Bondurant was first employed at the old Nantucket Mill and worked as a weaver on gingham and sheeting. He was transferred to the Draper Sheeting Mill when sheeting operations were consolidated there in 1937.

He was a weaver until 1941 when he was promoted to breakdown man and then to loom fixer. He was a loom fixer for the next 27 years and now works as a spare loom fixer.

Mr. Bondurant is a native of Eden and is married to the former Lena Dix. They have one daughter, Mrs. Doris B. Powell, a billing clerk at the Sheet Finishing Office; two granddaughters and one great-granddaughter.

Mr. Bondurant and his wife attend First Christian Church where they have been members for over 40 years. When he is not at the mill, Mr. Bondurant enjoys working in his workshop



T. EARL BONDURANT
... Half-Century of Service ...

in the basement of his home.

Of his 50 years with the Company, Mr. Bondurant said: "I've made a lot of friends during my years at work and I appreciate them."

He said the greatest changes in the mills he has noticed in 50 years are the tremendous improvements in working conditions. He said the waterworks and sewerage systems and the consolidation of the City of Eden were the greatest improvements in the community he has seen in his lifetime.

Namath Will Do Television Ads For St. Mary's Line

Joe Namath, outstanding NFL personality and an active figure in the business and entertainment fields, has entered into an agreement with Fieldcrest Mills, Inc. to promote an exclusive line of the company's St. Mary's products.

The announcement was made by D. M. Tracy, president of the Fieldcrest Marketing Division. The Company's St. Mary's brand is distributed through America's leading mass retailers.

St. Mary's will market the new bed and bath collection under the name "Playmaker." Namath will be featured in the related T.V. advertising campaign, packaging and promotional materials. The kickoff is slated for the Plaza's posh penthouse apartment on February 4.

It is Namath's first endorsement venture into the bed and

bath area of home furnishings.

In making the announcement, Tracy stated, "Joe's a sure-fire attention-getter, especially with the women. When he talks, they listen!" Namath took a slightly different tack.

Seemingly undisturbed about being linked with sheets and bedrooms, he grinned, "The products are real nice, and you know I've always had a sincere interest in being associated with beautiful things!"



Joe Namath and D. M. Tracy at TV contract signing.