



THE MILL WHISTLE

Fieldcrest
Mills, Inc.

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No. 17

Fred Dent To Address ATMI

Frederick B. Dent, the nation's newly appointed special representative for trade negotiations will be the featured speaker at the opening session of the American Textile Manufacturers Institute's 26th annual meeting on April 3 at the Breakers in Palm Beach, Fla. Mr. Dent, who served as secretary of commerce from February, 1973 until his recent appointment in March of this year, will make one of his first addresses since acquiring his new position. In 1967 he served as president of ATMI.

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To Relinquish VP Position

Robert A. Harris, executive vice president of Fieldcrest Mills, Inc., has notified the company that he will not stand for reelection to his position at the April board of directors' meeting, William C. Battle, president of Fieldcrest Mills, Inc., has announced.

In commenting on Harris' statement, Mr. Battle said, "I announce with deep regret Mr. Harris' decision but I am happy to announce that he will remain

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Karastan...in celebration of Americana



This splendid Ivory Kirman design typifies the timeless beauty of Karastan's Oriental design rug... always resplendent in pure worsted wool, skein-dyed and lustre-washed.

of Americana

*The grandeur of pure wool...
in a class by itself.
In splendid carpets and rugs. Circa 1975.*

This historic home hosts a guest appearance by Karastan...with a present day collection perfect for an American mood. Treasures from the Orient were prized in those early days, as you will prize Karastan Oriental design rugs today. And the graciousness of that era is captured in broadlooms and rugs inspired by designs from our nation's past. Power-loomed and superbly crafted of pure wool, each bears the Woolmark...your assurance that luxurious beauty, glorious color and unsurpassed quality will endure long into the future.



The Nathaniel Russell House
Circa 1809
Charleston, South Carolina

A proud example of post-Colonial architecture, the house is now open to the public.



The splendor of Karastan's Chinese-Medallion Oriental design rug provides a beautiful country pair to a dramatic flying saucer. Woven of pure worsted wool and lustre-washed to an antique finish.

The Music Room plays host to a visit from "Yorktown Hall"...an exquisite rose brocade design woven into a velvet pile of pure wool and available both as broadloom and rug.

Repartee...a formal area rug with a lyrical design from old French brocade and Karastan weaves of the finest imported wool yarns. Available in multi-tone colorations with matching fringe.

Karastan translates the beauty of a damask pattern into sumptuous "Empress" broadloom. Karastan weaves of pure wool yarns for an unmatched feeling of opulence. Available in 19 skein-dyed colors.



'Karastan Celebrates Americana'

This double-page ad for Karastan will appear in key publications across the country. See story on page 6.

Barber Completes 13-Year Attendance Record

Johnnie R. Barber, a ring spinning fixer at the Blanket Greige Mill, has attained an outstanding record of 13 years of perfect attendance on the job. His 13-year record was broken in January, 1975, when he was ill with pneumonia.

Mr. Barber and six other Blanket Greige Mills employees with from five to nine years of perfect attendance were honored by the mill

management for their excellent attendance. Awards were presented to members of the group in recognition of their dependability and interest in their jobs.

In addition to Mr. Barber those receiving awards were: Luther Meadows, Plant Service, nine years; Virgil A. Cochran, Weave Room, eight years;

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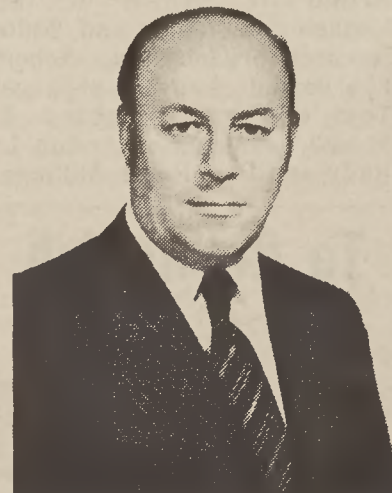
Johnnie Barber, with 13 years of perfect attendance on the job, receives award and congratulations from W. F. Robertson.

Larkin Named President Of Carpet Marketing Div.

Francis X. Larkin was named president of the Karastan and Laurelcrest carpet marketing divisions of Fieldcrest Mills, Inc., effective April 1, it was announced here by William C. Battle, president and chief executive officer of Fieldcrest Mills, Inc.

He succeeds Walter B. Guinan, who has returned to retirement from the post of president of the carpet marketing division and as a senior vice president of Fieldcrest Mills, Inc.

Mr. Battle noted in his announcement (Continued On Page Seven)



FRANCIS X. LARKIN



WALTER B. GUINAN

New Missoni Line To Be Introduced

To introduce the new Missoni Freestyle Directions collection, Fieldcrest will be presenting a promotion in several major stores during April and May and will be tied-in with Mademoiselle magazine and Etherea cosmetics, a division of Revlon.

The combined promotion will

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