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Rock Hill Printing and Finishing Company

## Lowenstein to Sell A No-Press Fabric Made From Cotton

By HERBERT KOSHETZ

A new all-cotton fabric that requires no pressing will be marketed nationally next spring. Philip Feibusch, executive vice president of M. Lowenstein & Sons, Inc., announced over the weekend.

Its development represents a breakthrough in wash-and-wear technology, he said, that promises to re-establish cotton as the leading fiber for home furnishings and apparel that needs no ironing.

The fabric, on which Lowenstein's weaving mills and finishing plants have been working for more than a year, is pre-cured and will need no baking or hot head pressing.

It can be used, therefore, without special processing after a garment is completed. The polyester and cotton blends, which have lately

been featured in durable-press garments, are shipped to cutters in a semi-cured state and attain their final no-ironing finish after baking or other high-heat processing.

Mr. Feibusch said that the company would manufacture more than 10 million yards of the new fabrics between now and next spring. Initially, its use will be confined to printed fabric—in which Lowenstein specializes—for women's and girls' dresses, blouses, pajamas and bathrobes, men's and boys' sports shirts, pajamas and shorts, and bedspreads and curtains.

It will be promoted under the name of Never-Press, and while slightly higher in price than the conventional cottons used in these trades, it will cost considerably less than polyester and cotton blends. The fabric can be used in a man's shirt selling for \$3.95 and women's dresses in the \$5 to \$6 range.

### No Details Given

Mr. Feibusch would give no specific details regarding the construction or finish of the fabric to give it the no-ironing characteristics. Some of these characteristics are imparted in the preparation of yarn before weaving and the rest in the finish, wherein there is a cross-linking of fibers through application of resins.

Raymond Stewart, quality control director, said that the finished fabric was not chlorine retentive, and the use of chlorine bleaches in washing would not affect its non-ironing characteristics.

"It is, of course, not advisable to use bleaches when washing printed or colored fabrics," he pointed out.

Edward Goldberger, secretary and treasurer, said that it was not contemplated to license the process at this time, although that might be a future possibility. "Right now," he said, "we want to keep it a product of Lowenstein."

Lawrence Hofmann, general

sales manager, revealed that initial orders for the goods had been received from Sears, Roebuck & Co., and J. C. Penney as well as other manufacturers and retailers.

The goods have a Class 5 wash and wear rating, established by the American Association of Textile Chemists and Colorists, said to be the highest that any goods in the no-ironing category have attained. Sample garments that have gone through several washings and tumble drying are free of wrinkles.

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LEON LOWENSTEIN  
Visits Columbia

THE STATE AND THE COLUMBIA RECORD  
I-D Columbia, S. C., Sunday, Dec. 5, 1965

# For Leon Lowenstein, It's 'Onward to 83'

## Textile Executive Proclaims, 'We Beat the Challenge,'

### Slates 1st Board Meeting in South

By PHILIP G. GROSE JR.  
Business Editor

Leon Lowenstein, board of chairman of the vast M. Lowenstein and Sons textile chain, is distributing to associates these days small ballpoint pens inscribed: "Onward to 83."

The remembrance is a reference to the age of the New York executive. It is also a blunt symbol that the years ahead promise to be bright ones for the industry, and he intends to be around to enjoy them.

In Columbia over the week-

end as part of a tour of 22 of his plants in the South, Lowenstein said. "We've had a challenge in our company and we have beaten the challenge."

The challenge has been the consolidation of his far-flung factory and selling empire, which is centralized in the person of Lowenstein and his staff of sales and production lieutenants. And of particular significance to his present southern trip is that Lowenstein will conduct its first board meeting in the South next week.

The Lowenstein directors will convene in Anderson Tuesday for a meeting which

is expected to be one of the happier gatherings of the company's brain trust. Events

of recent weeks have thrust the firm into the mainstream of a textile renaissance which has swept South Carolina and other southern states to economic pinnacles.

The octogenarian leader of the empire is keenly aware of his firm's position, and he proudly points to the corporate reflection its progress has merited.

"It seems the public is be-

ginning to understand what we're doing," he said. "Our stock has risen from 16½ and 26½, and we expect to return \$2 per share this year, compared to \$1.28 a year ago."

The statistical data is the physical evidence of what Lowenstein's firm has been accomplishing. The company recently announced a major breakthrough in the development of a durable press all-cotton fabric, called "Never-press." It has further embarked on a two-year capital spending program for its plants estimated at \$22 million.

The company has struck anew at its water pollution problems at the Lyman Printing and Finishing plant, allocating \$1.5 million for further equipment, and has indicated more capital expenditures at the site, once thought to be on the sales block. Another \$3.7 million has been earmarked for Orr-Lyons mills at Anderson. Lowenstein declined to specify Saturday how much would be spent at the firm's four Columbia Pacific Mills, but said, "All our plants are included in the program."

"We've been spending all along in Columbia," he said, "and wherever we spend, we spend it wisely."

"We're in Columbia permanently, and from the unfilled orders and business we're doing, we foresee that the plants here will be running full for the rest of the year."

The company's profit picture has been a glowing one this year. Three-quarter figures indicate that the company's earnings were running more than 76 per cent ahead of last year, with profits amounting to \$1.59 per share, and destined to reach \$2 this year, as Lowenstein pointed out.

But Lowenstein, making his first visit to Columbia in more

than two years, is looking at more than his financial books. He's taking a careful look at his employment situation, which now totals more than 17,000 in the chain, and he is pleased with what he has seen.

"Not only is the public aware of what we're doing, our employees realize it. They have given me real encouragement in their attitude toward the company."

The silvery-haired gentleman talks with the enthusiasm of a younger man, and the plans of his company are those of a youthful organization in the midst of a period of development and transition. Leon Lowenstein views it with the authority of seniority and the optimism of youth.

His deepening interest speaks one fact: he plans to be back here in two years, and two years after that, and then some.

### Grier to Join Lowenstein

State: Dec. 5, 1965

William H. Grier Jr. joined the Finishing Division of M. Lowenstein and Sons Inc. as coordinator between the New York office and finishing plants at Rock Hill, Lyman and Wamsutta knitting plant in Morganton, N.C. He will be headquartered and make his home at Rock Hill.

Grier comes to Lowenstein from the Printing Ink Division of Interchemical Corporation in Cincinnati where he has been employed as trainee, supervisor and more recently a Sales Engineer during the past seven years.

Grier is a native of Rock Hill and a graduate of The Citadel.

## Future is bright, says Lowenstein

By PAT J. McDONNELL  
Herald Staff Writer

ROCK HILL — The future of the textile industry is a bright one for firms which succeed in blending experienced manpower and modernization in the right proportions, Leon Lowenstein, chairman of the board of the giant M. Lowenstein & Sons textile chain, said today.

Lowenstein, on a tour of the firm's 22 plants in the South, visited Rock Hill Printing and Finishing Co. today. He will attend the company's first board of directors meeting to be held in the South at Anderson tomorrow.

"The outlook for textiles is better than I've seen it in many, many years," the 82-year-old executive said, "and the future is going to be very good for the ones that are properly organized."

The board will consider two solid indications of what Lowenstein views as a firm present and a bright future.

"The board should consider dividends," he said, indicating

he expects the company's return to be \$2 per share this year, compared to \$1.28 a year ago. And a two-year, \$22-million expansion is being planned.

Lowenstein would not specify where expansions are being considered, or what part of the new program might affect Rock Hill. But he hinted that one or more new mills are contemplat-

ed. "The new mills we're going to build will be equipped to compete with the best in the industry," he said.

He said the firm "will spend a lot of money, emphasizing more production and modernization."

The trend in the industry today, he feels, is modernization and a high degree of organization. He sees the large firms getting larger, more smaller firms passing from the picture.

"The textile industry, like all industry, is moving more and more along scientific lines on automation," he said. But he added:

"Machines, however, can't run a company. They can guide and tell us things we want to know, but there will always be room for brains."

Lowenstein expressed some concern with the growing shortage of skilled labor in some parts of the South, and emphasized his firm's dependence upon people, as well as modern machinery.

"Our manpower," he said, "is just as important as a modern mill, if not more so. That's what the House of Lowenstein boasts about — its manpower."

He feels Lowenstein's manpower will be fully occupied for the foreseeable future. "We're running full, and the mills are in good shape," he said, adding: "We haven't got a losing