

# NEW FIELDCREST MILLS SHOWROOM OPENING

## THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER-LOOMED RUG

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# BIG EXCITEMENT AT 88 WORTH STREET



## “One Look” Home Fashions In Brilliantly Staged Settings Co-Star at Colorful Opening

Worth Street is blossoming. The textile center of the world is most commonly described as busy and bustling. Now, a new adjective can be added. Beautiful.

The recent opening of Fieldcrest's glamorous new showroom and sales offices has brought about this interesting change. In reality, 88 Worth Street now is more than a showroom. It is a show-place. Imaginative inter-related settings dramatically and effectively display the first completely coordinated collection of fashions for bed and bath.

These inspiring settings were created primarily to show our customers how to display and sell Fieldcrest products. Combined with Fieldcrest's complete merchandising plan, a highly effective selling job and greater profits can be realized by retailers.

The artful and spacious groupings also show to best advantage the careful workmanship of the skilled men and women of Fieldcrest Mills. Everyone concerned with our latest accomplishment can rightly have a feeling of great pride in a tremendous task well done.

See-through panoramic window of Fieldcrest showroom at our domestics sales headquarters in New York, presenting the “One Look” coordinated bed and bath fashions in “Petite Scallops”, our first Spring '57 promotion.