



Fieldcrest Flower Festival

THE MILL WHISTLE

Fieldcrest

FASHIONS FOR BED AND BATH



Karastan

AMERICAN FINEST POWER LOOMED RUG

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Spring Blooms In Fieldcrest Showroom



Enchanting Spring Background Provides Colorful Setting For Exciting New Sales Program

There's a magic garden growing in the Fieldcrest showroom at 88 Worth Street, where a Flower Festival theme highlights our spring showing of fashions for bed, bath, beach and kitchen.

Many exciting things have been going on at Fieldcrest. Designers, decorators, and lighting experts have been dressing up the showroom for this important event. Sets were built, props put up, spotlights arranged, effects studied—with the same excitement that goes into preparing for opening night at the theater.

And now, the showroom sparkles with original new displays, each related to a spring event and a floral theme. Here you will see fanciful shapes and fresh colors that bud on a country trellis, trail over a fence, brighten Easter bonnets and garden baskets—to create an atmosphere of story-book charm.

And, here's a surprise—all the flowers in the Fieldcrest garden are fashioned of terry towels, potholders, sheets, and other materials taken from the actual merchandise being shown.

Our latest One Look of coordinated fashions for spring, "Country Flair," is featured in our newly designed Fashion Bazaar. Drifts of roses bloom on the headboard and on the blanket.