

Fieldcrest Fashions Promoted In Canada

'One Look' Collections of Bed And Bath Fashions Introduced At Distributor Dinner Meeting

Our neighbors to the north are showing a growing interest in decorating their homes with coordinated fashions. Ensembled pattern and color have become more and more important in their efforts to create settings of harmony and elegance. To keep pace with this trend, John S. Brown & Sons, Fieldcrest's Canadian distributor, recently held a dinner meeting at the Westbury Hotel in Toronto, to introduce the Fascination and Meadow Flower 'one look' collections of bed and bath fashions.

Fashion Writers Attend Event

Guests who participated in the meeting included the T. Eaton Company staff of domestic buyers, salespeople, advertising, display, and training executives. The press was represented by Miss Lillian Foster, fashion reporter of the Evening Telegram; Miss Margaret Gayfer, home fashions editor and Mrs. Barbara Reynolds, home planning editor of Chatelaine magazine; Mrs. Jo Carson, home fashions editor of the Globe and Mail. Mr. Randolph Johnston, Fieldcrest district manager, was also present.

Fashion beds and related displays were set up using the Fascination and Meadow Flower patterns with coordinated solid color accents to dramatize the fashion impact of new 'one look' styling, and to suggest ways of encouraging ensemble selling to customers.

All of the guests showed a lively interest in the proceedings . . . and



Admiring the Fascination fashion bed are (from left to right): Mrs. Jean Allen, Mrs. Miriam Tocher, and Mrs. Florence Wilson (extreme right), from the linen department of T. Eaton's College Street store, and Mrs. Barbara Reynolds (second from right), home planning editor of Chatelaine Magazine.

members of the press expressed their enthusiasm in newspaper reviews. Miss Lillian Foster in her article for the Toronto Telegram wrote, "Fashions that will turn your bedroom and bathroom literally into a flower garden are the newest Fieldcrest achievement." Miss Reynolds of Chatelaine magazine plans

to feature Fascination in model homes all across Canada.

In addition to the Eaton Company, a half dozen other leading stores in Canada are promoting Fieldcrest 'one look' fashions.

Ceremonies Honor

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keep up with the Company's progress and to renew old friendships.

He pointed out that Fieldcrest Mills was one of the first textile companies to establish a pension plan for its employees. The plan, started in 1944, remains one of the most generous in the industry. Pensions are paid for entirely by the Company, requiring no contributions from the employees.

The pension fund is held in trust by the Wachovia Bank and Trust company of Winston-Salem. Money paid into the trust can never be recovered by the Company and must be used solely for the payment of pensions.

Oscar T. Kelly, of the Blanket Mill, with 42 years, led the group in length of continuous service. Three others had 40 years of service each. These were Clarence O. Archibald, foreman of the Shipping and Storage Department at Central Warehouse; Elisha F. Bryant of the Towel Mill; and Melvin L. Tucker, of the Sheeting Mill. Several other members of the group had continuous service records of from 30 to 40 years.

Members of the Fieldcrest sales division retiring June 1 were William E. Wigmore of New York City and William Rosner of Los Angeles.



Randolph Johnston, Fieldcrest district manager, describing the features of Meadow Flower fashions to Miss Lil Robertson, Mrs. Anne Junkin, Mrs. Anne Develin of T. Eaton's College Street store, and Miss Eileen McCrudden of the T. Eaton Main Store linen department.