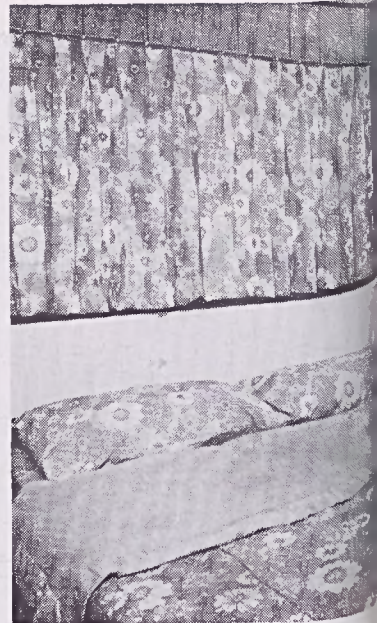


The Fieldcrest Mills display won the Governor's Award for being the best commercial exhibit at the recent North Carolina State Fair. Picture above shows the display with domestic products at left and rugs at right.



Furnishings in master bedroom the Felicity ensemble, including quilted bedspread. Drapes were



In Fieldcrest Fashion Show, model wears a lace-trimmed night-shirt made from one Fancy Free twin sheet, using a McCall's pattern.



One of most popular creations was this full-length jumpsuit from one twin-size Poppy Dot bedspread using a Butterick

Fashion Show and Exhibits Are Hits

Presentations by Fieldcrest Mills were stand-outs at the 1969 North Carolina State Fair.

The Fieldcrest Fashion Show was a highlight of the Fair, which ran for nine days and attracted the largest attendance in history, more than 700,000.

The display of Fieldcrest domestics products and Karastan rugs and carpets won the Governor's Award as the best commercial exhibit.

Also winning acclaim were Fieldcrest bed and bath fashions and rugs and carpets by Karastan used in decorating two mobile homes located near the Fieldcrest Mills exhibit.

By using the mobile homes it was possible to show the products in room

settings—as they would actually appear in homes.

In addition to the furnishings in the trailers, Fieldcrest fabrics were made into shades, drapes, pillows, wall coverings, etc.

The fashion show was presented twice daily in the Industrial Exhibit Building just opposite the Fieldcrest Mills exhibit booth. The show was so popular, with both men and women, that the seating capacity had to be nearly doubled.

Andrea Beerman of the Fieldcrest Marketing Division in New York directed the show this year. As each model stepped up on the stage and walked before the crowd, she explained in detail the products used to make the outfit.

The outfits shown included style from a suit to dressy dress outfits, at-home ensemble, raincoat, night gown and several children's. The materials included a variety of patterns and colors of bedspreads, sheets, and shower curtains.

The clothes were basically simple designs, made from patterns available at any store or department selling fabrics. A brochure with drawings of the outfits shown, and a description of the material required, was given following each of the shows.

The models were Raleigh area residents, many of whom had participated in the show last year. Fieldcrest Marketing Dept. at Eden also assisted with the show.

THE MILL WHISTLE