

# Distributors' Meeting Held By Fieldcrest

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managers from the Fieldcrest Marketing Division, who viewed in depth innovative printing techniques and fabrics that have been developed this year.

D. M. Tracy, president of the Fieldcrest Marketing Division, outlined the division's marketing objectives for the next five years and emphasized the importance of the distributors' contribution to Fieldcrest.

Of prime importance to the distributors was the introduction of the new Distributor's Bed-

spread Program. The plan was instituted to provide for local stocks at the distributors' warehouse to service key Fieldcrest accounts in their respective areas. The program was hailed as innovative and effective by enthusiastic distributors.

Distributors represented at the meetings were: Bradford Textile, Cohen Dry Goods, Fitts & Company, Jack Gall & Company, Goldsmith Company, Isbell-Kent-Oakes, Ledbetter Dry Goods, Richmond Dry Goods, Shorland Textile, Sushan Brothers & Co. and Solomon Brothers Inc.



150 YEARS WITH FIELDCREST — These distributors and their family-owned organizations represent over 150 years' relationship with Fieldcrest. Shown with D. M. Tracy, center, president of the Fieldcrest Marketing Division, are from left, Gilbert Oremland, Shorland Textile; Philip W. Klaus, Richmond Dry Goods; Mr. Tracy; C. R. Harrison, Fitts and Company; Clifford Cohen, Cohen Dry Goods; Jack Cohen, Cohen Dry Goods; and Alan Goldsmith, Goldsmith Company.



Fieldcrest distributors with D. M. Tracy, E. F. McCarthy and C. B. Arnold of Fieldcrest.

## McDonald's Characters Used In Collection

There's a promise of fun in store for America's youngsters this Fall.

Fieldcrest and St. Marys have teamed with McDonald's, Inc. to produce two delightful collections based on the fun-loving and familiar McDonald's characters.

McDonald's, with over 3,700 restaurant franchises in the U.S., is well known throughout the country for their quality products and powerful and effective advertising efforts.

The Fieldcrest and St. Marys collections, though executed in different design themes, are intended to capture the warmth and spirit of the McDonaldland

characters and to display the same friendly, fun-loving appeal and quality that McDonald's itself has successfully achieved in its presentation of the McDonaldland family to America's children.

The Fieldcrest Collection, called "Ronald McDonald & Friends," portrays happy children playing with Ronald McDonald and other McDonald's characters, shown against a spring-like, tree-filled background.

The collection, softly colored in a fresh green, pink and red, or a warm brown, blue and peach combination on white, is found on sheets, a blanket, and comforter.

The pillowcase shows two scenes: children in a child-sized train with Ronald and Mayor McCheese, reversing to Ronald McDonald, Big Mac and the Hamburglar marching along with their young friends.

It is ideal for framing as a wall hanging. A giant hamburger-shaped rug and a bath sheet with a full-length picture of Ronald completes this zany collection.

"McDonaldland," as the St. Marys collection is called, features Ronald McDonald, Big Mac, Mayor McCheese, Captain Crook, the Hamburglar, the Professor, the Goblins, the Grimace and two round-faced children in bold, primary colors

and clean-cut outlines on a dazzling white background.

The characters are shown on sheets, a reversible pillowcase (see it framed in the photo), a blanket, and a bedspread edged in white fringe. A handsome white rug patterned with the "Golden Arches" symbol of McDonald's and a bath sheet, able to double for beach or poolside, complete the collection.

Ronald McDonald, the well-known McDonald's clown, was the feature attraction at a joint Fieldcrest-St. Marys press party held May 26 on the 39th Street Fieldcrest showfloor.

Over 100 members of the New York magazine and newspaper

press, as well as Fieldcrest and St. Marys personnel attended. Ronald entertained the delighted guests, including 10 children, with magic tricks and jokes and posed with every guest for a candid picture.

The pictures, nicely framed, were given to the guests as souvenirs of the party. In keeping with the party theme, guests were served Big Macs, fillet of fish and apple pies prepared in the kitchens of a local McDonald's franchise.

Press and buyers alike responded enthusiastically to the collections. It is hard to determine which age group enjoyed the party more, children or adults.



"Ronald McDonald and Friends" will be sold under the Fieldcrest label.



"McDonaldland" will be sold under the St. Marys label.