## Sistributors' Meeting Sistributors' Meeting

Continued From Page One) agers from the Fieldcrest relating Division, who iewed in depth innovative ling, techniques and fabrics t have been developed this tr.

M. Tracy, president of the dcrest Marketing Division, lined the division's rketing objectives for the <sup>t</sup> five years and emphasized importance of the tributors' contribution to dcrest.

ributors was the introduction the new Distributor's Bedspread 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**

ere's a promise of fun in for America's youngsters Fall.

eldcrest and St. Marys have ed with McDonald's, Inc. to 'oduce two delightful ections based on the funng and familiar McDonald's racters

eDonald's, with over 3,700 aurant franchises in the is well known throughout country for their quality ducts and powerful and etive advertising efforts.

he Fieldcrest and St. Marys ections, though executed in erent design themes, are ed to capture the warmth 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 hamburgershaped 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 Gobblins, 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 wellknown 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

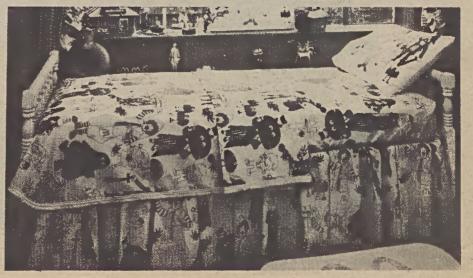
press, as well as Fieldcrest and St. Marys personnel attended. Ronald entertained the delighted guests, including 10 children, with magic tricks and jokes and posed with every guest for a candid picture.

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.



<sup>(Ronald</sup> McDonald and Friends'' will be sold under the Fieldcrest label. <sup>NDAY</sup>, JULY 19, 1976



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