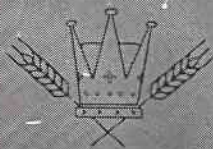


# THE MILL WHISTLE

*Fieldcrest*  
FASHIONS FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER LOOMED RUG

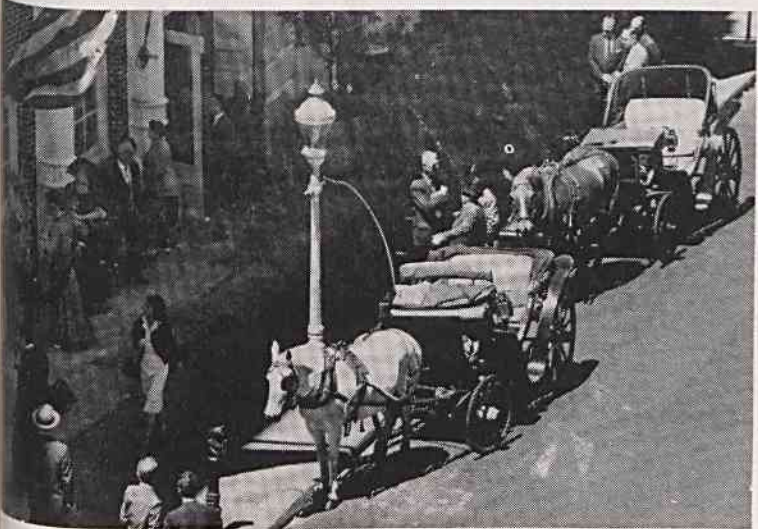
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NO. 25

## New 'Old Look' Featured At Fieldcrest



One of the picturesque scenes along Worth Street during our opening day ceremonies. Fieldcrest secretaries in period costumes, and horse-drawn carriages helped recreate the atmosphere of New York in the late nineteenth century.

### Restoration Of An Authentic 19th Century Atmosphere At Worth St. Highlights New 'Old Look'

A page from the colorful past came to life upon the completion of Fieldcrest's restoration program at 88 Worth Street in New York, which has undergone a series of changes that literally turns back the clock to recapture the charm of the late nineteenth century.

A full day's activities on Monday, June the 15th, highlighted the completion of the project, and marked the presentation of Fieldcrest's new Fall fashions to the press and to leading retailers.

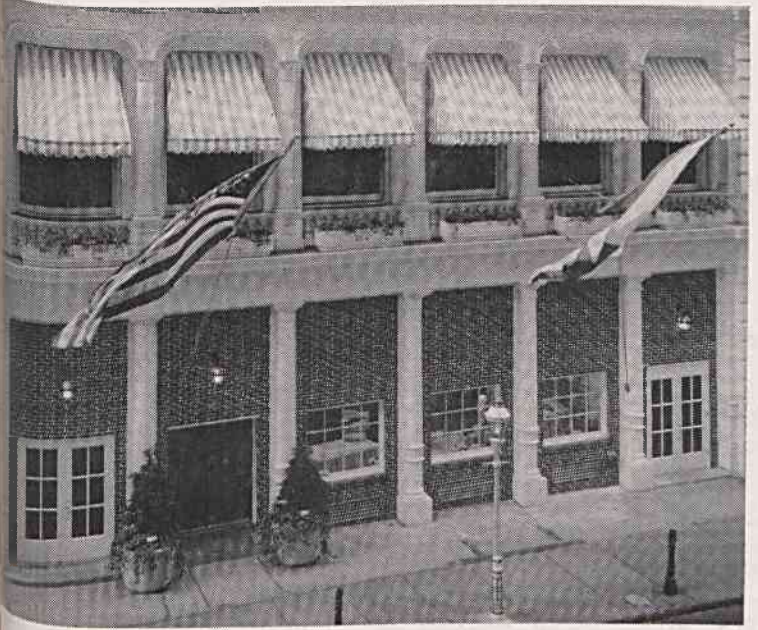
The front of the building occupied by Fieldcrest has been stripped of its modern facade to reveal the characteristic cast-iron columns of the late 1870's. These stately pillars, freshly painted in white, accent the recently added charcoal colored face brick (an exact reproduction of the original).

Street-level windows have been replaced to conform with the authentic architectural design, and the entire row of windows on the floor above have been dressed with wide-striped yellow and white awnings. Completing the picture are window boxes, gay with geraniums and greenery.

On the street, authentic nineteenth century gas lamps have been installed . . . they will be in continuous use around the clock. Adding local color to the scene are "Salute to Seasons" plantings, hitching posts, and, for the occasion, horse-drawn carriages that brought guests and visitors to the Fieldcrest showrooms.

The flavor of the period was further enhanced by Fieldcrest secretaries dressed in the high fashion of the era . . . bustled gowns, and flowered and feathered bonnets that blended beautifully with the new "old look."

The total result is so outstandingly successful that it has attracted city-wide interest. Public and press have expressed their enthusiasm, and other downtown business leaders indicated that the Fieldcrest example is one which they intend to follow in their refurbishing plans.



The new "old look" of our Worth Street headquarters. Original cast-iron columns and restored brickwork revive the architectural charm of a bygone era. Window boxes, striped awnings, and decorative tree gardens add color and gaiety to the scene. Note gaslight and hitching posts in foreground.