

# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS



*Karastan*  
AMERICA'S FINEST POWER-LOOMED RUG

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SPRING MERCHANDISE SHOWN IN NEW YORK

## 'The Wonderful New World Of Fieldcrest'

### Products Are Displayed In Wonderland Setting At New Showroom And Sales Offices; Hundreds Of Important Visitors Attend Exciting Spring Opening

Shimmering lights, vivid colors, rich textures and softly gleaming metals make our new New York quarters at 60 West 40th Street a "wonderland" setting for Fieldcrest's bed and bath fashions.

Every appointment was chosen for maximum effectiveness. A door, for example, is not simply a door in the new quarters: it is an invitation to enter—a thick, beautifully-grained panel of wood with an impressive ornamental knob.

Every visual effect has been carried to perfection by experts, to give the total impression of elegance and excitement which has come to be expected of Fieldcrest.

The face of the building, of which Fieldcrest occupies four floors including the street-level, is given a treatment which is simple but imposing. The name is shown in white letters against the dark bronze siding over a large double show-window.

#### Bed and Bath Settings

The current displays here are French Provincial bed and bath settings for the new "Imperial Tapestry" One Look. Above these displays, the windows of the executive offices overlook the trees and statuary of historic Bryant Park and the New York midtown skyline beyond.

To the left as you enter, the outdoor mood is changed by a reflected crystal chandelier which heralds the wonders of the showroom floor. This large area, decorated in bronze, beige, olive, and gunmetal tones, is a perfect setting for four separate displays for the new One Look patterns and for the spring theme, "The Wonderful New World of Fieldcrest."

This theme is carried out in wall displays showing the new wonderful world of fashion colors, of screen printing techniques, and of fibers and weaving.

The remainder of the first floor is turned over to a conference room decorated in bronze and rosewood, and handsome offices for the Advertising and Distributor Sales departments and the St. Marys division. The various

sections of this and the other floors are connected by long, spacious halls lighted by brass carriage lamps which give a warm and shimmering glow.

The visitor carries away an impression of Alice-in-Wonderland adventure, each passage opening onto a new blending of color and texture.

The second floor of the new building holds the offices for executives and product department managers. An entirely different scheme of color and decor is used for each office. Unique construction materials such as rosewood vinyl flooring, moire and suede wall coverings, velvet upholstery and rice-paper screens are used in ways which stimulate the imagination.

The vertical yarn blinds in the executive offices fronting on the park are an example of decorating finesse. Long,

variously-colored strands of yarn are drawn from top to bottom of these wide windows on tilting tracks. Open or closed, they provide flexibility of lighting, soft color and simple design, and give the visitor the impression that this is the birthplace of new ideas.

The Design and Office Management departments occupy the 14th floor, aflood with natural daylight. Here again, decor follows function of the staff, providing display, table, and storage space custom-designed for the work to be done.

The basement provides offices for the service departments and a charming employees' lunchroom decorated as a gaslight-era cafe with carriage lamps and striped ticking on the walls, and tasseled table cloths made from solid color and checked sheets.

Many months of planning and experimentation were required to make these new offices a symbol of the Fieldcrest fashion and style leadership: dramatic but based on solid principles of design and construction.



The impressive front of our new Fieldcrest sales headquarters, with flags waving, attracts the attention of hundreds of passers-by every day.