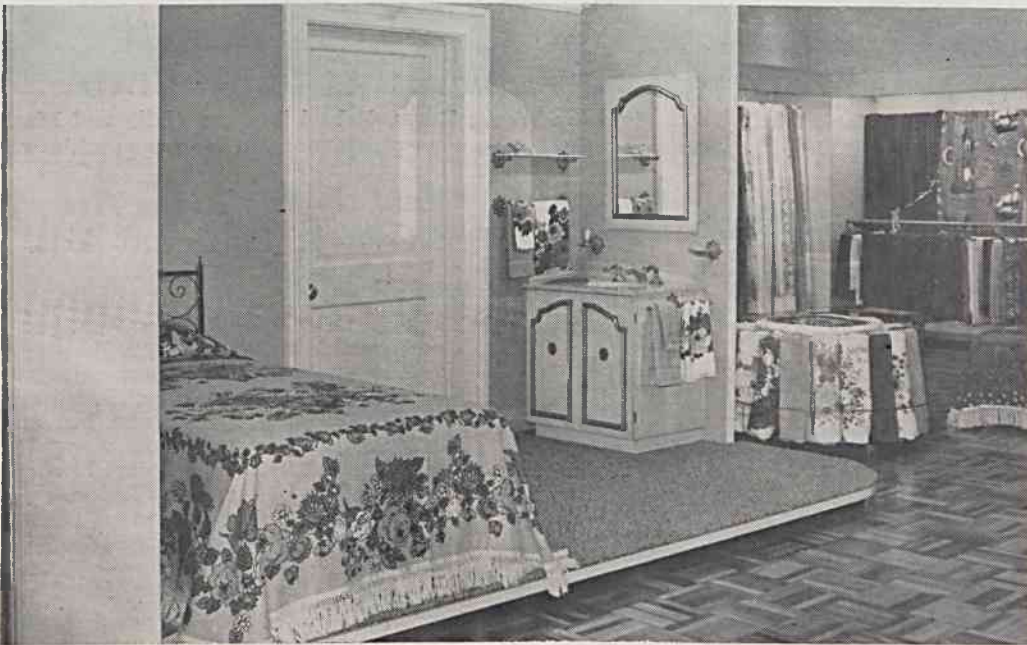




From an angle at front of store, this view shows a part of the enlarged Fieldcrest Shop. Picture shows displays of sheets and blankets and additional stock fixtures.



Another view shows the right-hand displays of towels. Included are additional stock fixtures.



Vignette display shows "Capistrano", new 'one look' showing bedspread coordinated with bath fashions. Store stocks and sells bath accessories, takes orders for sinks.



New area in Fieldcrest Shop has beds for showing bedspreads.

Fieldcrest Store Doubled

To better handle its constantly increasing business, the Fieldcrest Store at Spray has been practically doubled in size. The entire width of the store was extended to the rear in an addition with approximately the same floor area as the original building.

The former stockroom and office areas were converted into selling space, which permitted enlarging both the Fieldcrest Shop and the Thrift Shop. The stockroom was enlarged to nearly double its former size. The parking lots were tripled to hold 65 cars.

To give faster service during peak periods two cash registers were placed at a new exit on the north side of the building adjacent to the parking area.

New fixtures were installed to improve point of sale and stock display, including, in the Fieldcrest Shop, three beautiful vignette displays showing coordinated bed and bath fashions. The Thrift Shop was equipped with tiered stock fixtures which handle a much larger assortment of merchandise.

Under a special arrangement, the store can offer for sale

any of the accessories used in the displays, including towel bars, soap dishes, mirrors, sinks, faucet sets, etc.

As part of the store improvements, the customer lounge was enlarged and new offices and a new employee lounge were built. An intercommunication and music system was installed so that soft music is played continuously during the store hours. The intercommunication system is used for paging and announcements.

The addition was completed and the new area occupied in time for the December sales. The store remained open throughout the construction and did not lose one hour of sales while the work was under way.

W. P. Groseclose, manager of the Fieldcrest Store, said, "We are extremely gratified at the acceptance the store has received since it was opened two years ago. The business done by the store has been greater than anyone anticipated and Fieldcrest has many more satisfied customers due to their purchases at the store. The complete display of the Fieldcrest lines in our store has also stimulated sales of our merchandise in neighboring communities by those