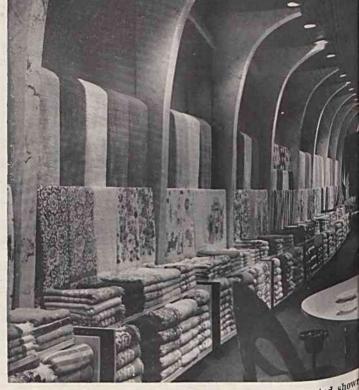


Showroom window area is divided into three parts, each featuring large banners flanking an eagle on a pedestal and various components of the "Three Cheers" collection around the pedestal base.



This view shows one entire side of the newly-decorated show voted to a panorama of Fieldcrest towels in every color and p

## New Lines Intr

Approximately 100 members of the pres-ing of Fieldcrest's new collection of Bed a the showroom at 60 West 40th Street in y picnic, inspired by the The Cheers 'one-loo red, white, and blue. The guests represented editors of the ho of the local newspapers, as well as the br ings, and women's service magazines.

An informal atmosphere was achieved i the "picnic" was staged by using the ings, and women's service magazines.



'I wo House Beautiful editors, Mrs. Mary Taylor Heard, in ct and Miss Patricia Daugherty, at right, are delighted with stort bedspreads being shown them by A. S. Thompson.



E. Stanley Klein, Jr., escorts two enthusiastic House and Garden editors, Miss Mary Burke and Mrs. Constance Wellens, on a tour of the various displays showing new merchandise.