



...ence given Fieldcrest merchandise.



Canopy in domestics department emphasizes Fieldcrest's coordination idea.

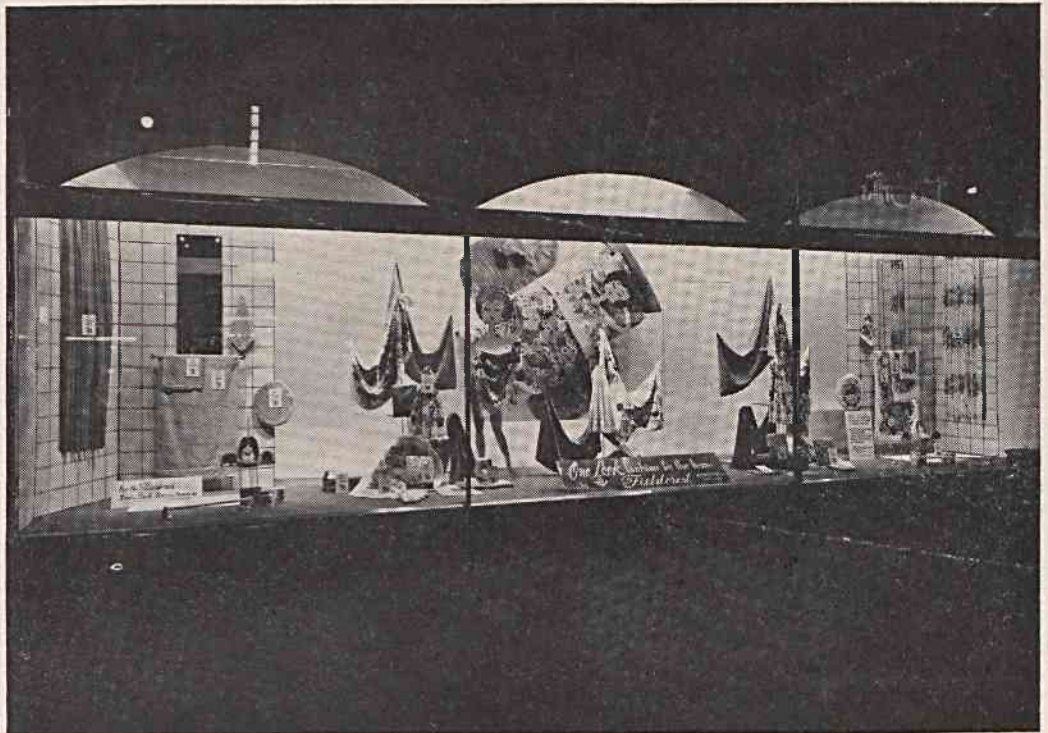
# h Africa

own home, 35 years old, has four bath-rooms to its five bedrooms. Plastic items such as tissue dispensers, cases and toothbrush holders are made to match the pattern colours put out by the brand and an American dress manufacturer uses their themes when designing bath-robe, beach-wraps, shortie pyjamas, and ready-to-wear, but samples of these extensions to the bedroom and bathroom co-ordination theme will not yet be shown in South Africa."

## Products Described

The write-up then goes on to describe the practicality and durability of the various items as well as their beauty and color co-ordination. It closes on this note: Odd sheets and discordant colors in the home cease to be a problem when you match up plains and patterns under a wide co-ordination scheme. Once a customer has picked her pattern theme, her friends can stock her linen cupboard with matching patterns or plains with ease, and she can replenish bed and bath items year after year with a minimum of expense."

...prominence of our trade name.



Night view of window display with Shower of Flowers coordinated fashions.

Window display shows Shower of Flowers coordinated bed and bath fashions.

