

Over 30 Million Will See Fieldcrest Ads



Ad illustration shows combination of bold colors in Saint Laurent towels.



Verdian Green and Cerulean blue are combined in Saint Laurent sheet design.



Another ad on Saint Laurent towels shows Spanish Straw and Ebony combination.

The newest designs in the Fieldcrest line of products are currently being introduced to the public through a national advertising campaign in some of the country's leading magazines.

Twelve different magazines are featuring the ad in September through December issues. The combined circulation of these magazines will reach over 30 million readers.

Fieldcrest employees have already had a preview of the new ads, as full-color reprints have been posted in all mills and offices. The last of the four ads is currently posted.

Three of the four advertisements feature the new Yves Saint Laurent signature collection, designed especially for Fieldcrest by the internationally celebrated couturier. Each item in the collection bears either Saint Laurent's full name or his initials.

The two-page ads for the Saint Laurent collection show the different designs in the various color combinations available. The title of the ads is "Yves Saint Laurent for Fieldcrest" and the ad tells that this collection is for "the woman who likes to live a little differently."

The ads present striking geometric designs and highlight some bright and bold color combinations. One shows the color combination of Spanish Straw and Ebony. Another ad shows the same design in Verdian Green and Cerulean Blue. The other Saint Laurent ad is the bold, exciting color combination of reds, purples, browns all blended together.

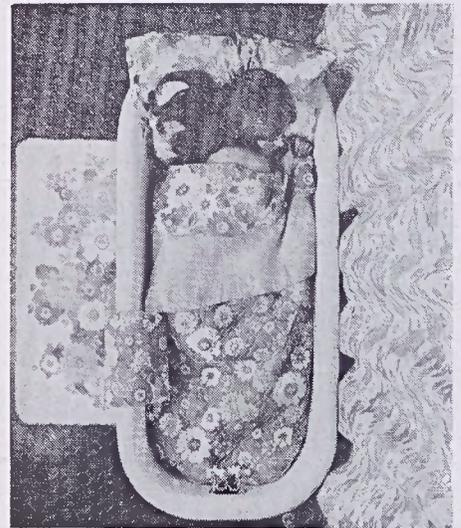
Each of the ads shows all of the coordinated fashions for bed and bath which is the mark of Fieldcrest. Included is the Laurent-designed see-through shower curtain. It has an all

over geometric design in red, green or black.

The fourth of the national advertisements is a one-page ad for the new "Felicity" ensemble. "Felicity," the ad says, gives you a "happy feeling" with sprays of flowers covering each item. The pattern is in pinks, blues, greens and yellows.

The magazines and the issues in which these four ads will appear include: Status, September; McCalls (special edition only), October; The New York Magazine, November; Harpers Bazaar, November.

The beautiful advertisements will also appear in House Beautiful, December; New Yorker, December 6; House & Garden, October; Better Homes & Gardens (regional), November; New Yorker, October 4; Vogue, October 15; Sunset, November; The New York Magazine, December; Redbook, October; and Cosmopolitan, November.



"Felicity", new one-look ensemble, has sprays of flowers covering each item.

Bedspread 25-Yr. Meeting To Be October 25

The Bedspread and Bedspread Finishing Mills 25-Year Club members will hold their annual meeting on Saturday, October 25, at 11 a.m. in the auditorium of the Burton Grove School.

The program is to include entertainment, reports on mill operations, showing of new products and drawings for prizes. Luncheon in the school cafeteria will follow the program.

A total of 166 Bedspread Mill employees are members of the Club; 21 Bedspread Finishing Mill employees are members. Of these totals, at the Bedspread Mill, 95 are active employees and 71 are retired. At Bedspread Fin-

ishing, 13 are active and eight retired.

Fifteen new members will become eligible for the club this year, 13 from the Bedspread Mill and two from Bedspread Finishing.

Dates for the 25-Year Club meetings for other Mills will be announced as the arrangements are completed.

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Campaign Dates
October 13-31**