



Mary Ethel Parker of Fieldcrest shows new Yves St. Laurent Collection to editors of Good Housekeeping magazine.



June Mohler (center), Fieldcrest manager of publicity sales training, with House and Garden editors.

Fall Collections Previewed By Press

Pierre Cardin Is Second French Designer Of Fieldcrest Fashions For Bed And Bath

At a press party May 13, the new Fieldcrest fall 1970 line was shown to major national home furnishing editors in the New York showroom.

Fieldcrest representatives from the Merchandising, Design and Advertising Departments were on hand to greet close to 200 guests. Acting as hostesses were Mrs. June Mohler, manager of publicity and sales training, Miss Pat Donovan and Miss Gayle Smoker, both of whom recently joined the Advertising Department.

In an informal talk, Frank W. Green, president of the Fieldcrest Marketing Division, spoke of unique Fieldcrest

fashion concepts that distinguish our fall line.

There will be a totally new collection by another illustrious French designer, Pierre Cardin, a new "One-Look" and the exciting "Limited Editions" towels.

A brief statement was added by J. P. Robertson, vice president in charge of Fieldcrest advertising and sales promotion, and Mrs. Mohler. Each outlined various aspects of the fall advertising and promotional effort.

Following this, guests were shown an 8-minute scored and narrated color film of the entire fall line. Fieldcrest fashions for bed and bath were shown

on and by models who represented the types of women for whom the collections are created.

"Limited Editions", a stunning group of four oversized towels designed by contemporary graphic artists, carried great impact in the film and on the showroom walls, where the framed Fieldcrest translations were hung next to the artists' original work.

The screen printed towels bear the artists' signatures and the design names, "Euclidean Shapes", "New Slant", "Oblique Form" and "Serpentine Form".

Guests received a "Limited Editions" towel as a gift from Fieldcrest.

The entertaining and informative film makes the point: there is something for everyone in the Fieldcrest fall 1970 line.

Re-visiting the Yves St. Laurent "Abstracta" room, designed for the introduction of his first Fieldcrest Collection last year, was a new experience, as it now contains the magnificent, exotic new designs that have been added for fall.

The piece de resistance for those gathered was the "trip" to Cardinland. For this, Fieldcrest has constructed an incline that leads visitors into a softly lit capsule. Inside, the monochromatic tones of burnished metal, chrome velvet and off white walls provide a perfect

College Grads' Pictures Wanted

The Mill Whistle wants to publish pictures of employees' sons and daughters, from all divisions, who graduate this summer from a college, university or nursing school.

Parents should fill in the coupon below and send it with a photograph of the graduate to: The Mill Whistle, Fieldcrest Mills, Eden, N. C. 27288, or give the material to one of the plant reporters for The Mill Whistle.

Graduate's name

Name of college or university

Degree received

Parents' names