



The presentation of a new film, "Only Fieldcrest Does It Like This", was a highlight for the gathering. Above, visitors from the press assemble for the showing of the film.



Green, president of Fieldcrest Marketing Division, admires the designs of Pat Donovan, Gayle Smoker and June Mohler.



D. M. Tracy, marketing division vice president and general sales manager, chats with editors from Brides magazine.

background for the charming Pierre Cardin collection. Guests sat comfortably upon grey velvet upholstered cubes or stood about in the deep cushioned comfort of the carpeted capsule and viewed the designs suspended within the room.

They saw the floral fantasy, "Floriale", the undulating "Vis a Vis" and the bubbly pastel "Ronde". The light-hearted Pierre Cardin collection (priced slightly below the Yves St. Laurent line) was seen to have great appeal for the young homemaker.

Fieldcrest's new "One Look", "Bountiful", and the luscious "Velvet Touch" blanket collection received high praise as well.

Press reaction to the entire presentation reaffirms the slogan, "Only Fieldcrest Does It Like This".