

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER-LOOMED RUG

Vol. 30

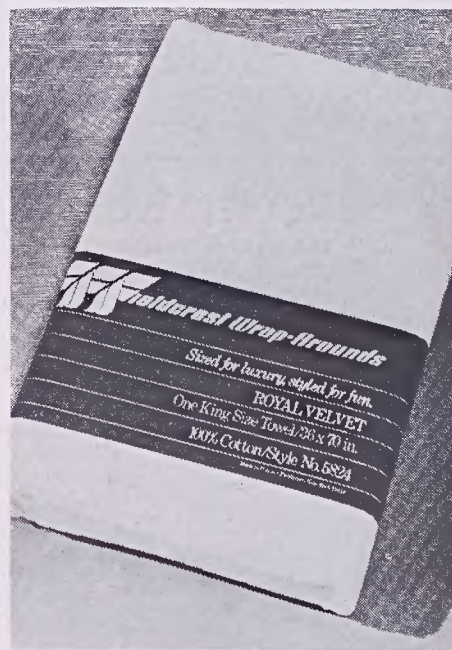
Eden, N. C., February 7, 1972

No. 15



Sheet package shows new Fieldcrest trademark now going into use.

Fieldcrest Introduces New Logo



New trademark is dominant feature on Fieldcrest Wrap-Arounds package.



Automatic blanket package has three adaptations of new logo.

Something very new is taking place in the Fieldcrest Marketing Division. A dramatic change, the first in over 20 years, has been made in the Fieldcrest trademark. The new logo will begin to appear in retail stores in early 1972.

Recognizing the importance of a distinctive and fashionable

graphic image in today's competitive climate, Fieldcrest retained Gould & Associates, Inc., a renowned graphics design firm, to create the new trademark.

Contemporary, graphically distinct, with a strong fashion impact, the new Fieldcrest logo is a powerful merchandising tool.

The impact of this unique

trademark will make Fieldcrest distinctive among its competitors, as well as communicate the fashion leadership of Fieldcrest in the home furnishings industry.

The new trademark will be used on all Fieldcrest labeled products, as well as all advertising and business communication forms of the Fieldcrest Division.