

St. Marys Opens Exciting New Show

The St. Marys showroom was officially opened on February 6th with an exciting reception for both the New York press and St. Marys customers. The new showroom overflowed with guests who were being introduced to the dazzling new Spring line.

St. Marys has introduced to the mass merchandising home furnishings market dramatic, new home fashions geared to these specially priced retail outlets. The opening emphasized the company's quality products, fashion leadership and dependable customer service.

Speeches were given by D. M. Tracy, president of the Fieldcrest Marketing Division and a senior vice president of Fieldcrest Mills, Inc.; J. P. Robertson, vice president and director of advertising and sales promotion; and Mrs. June Mohler, manager of publicity and sales training. Mrs. Mohler and five assistants, costumed in attractive at-home outfits made from St. Marys "Gingham Patch" sheets, acted as reception hostesses.

Guests were unanimous in their praise for the new St. Marys merchandise and showroom.

"St. Marys Is On The Move."



David M. Tracy, president of the Fieldcrest Marketing Division, addressing press representatives and customers at St. Marys showroom opening.



June Mohler with (left to right) Emory Unger, vice president and general manager of Central Textile; Jerry Shorofsky, president of Central Textile; and Jay Jacobs of St. Marys sales.



David M. Tracy, left, president of the Fieldcrest Marketing Division and a senior vice president of Fieldcrest Mills, Inc., with Rosalee Greenfield and Al Levine of Home Furnishings.



Harvey Lawless, left, assistant sales manager of St. Marys, shown with John Delaney, center, sales representative for St. Marys, and Marc Breslof of Giant Stores.