



Gingham Patch combines America's favorite gingham for a look that is bright and gay.



From the **World of Little Golden Books** features lovable story book friends for children.

Bright New Ideas From St. Marys

Realizing the current vogue for "do-it-yourself" decorating, St. Marys has introduced three new patterns guaranteed to add sparkle to any bed or bath.

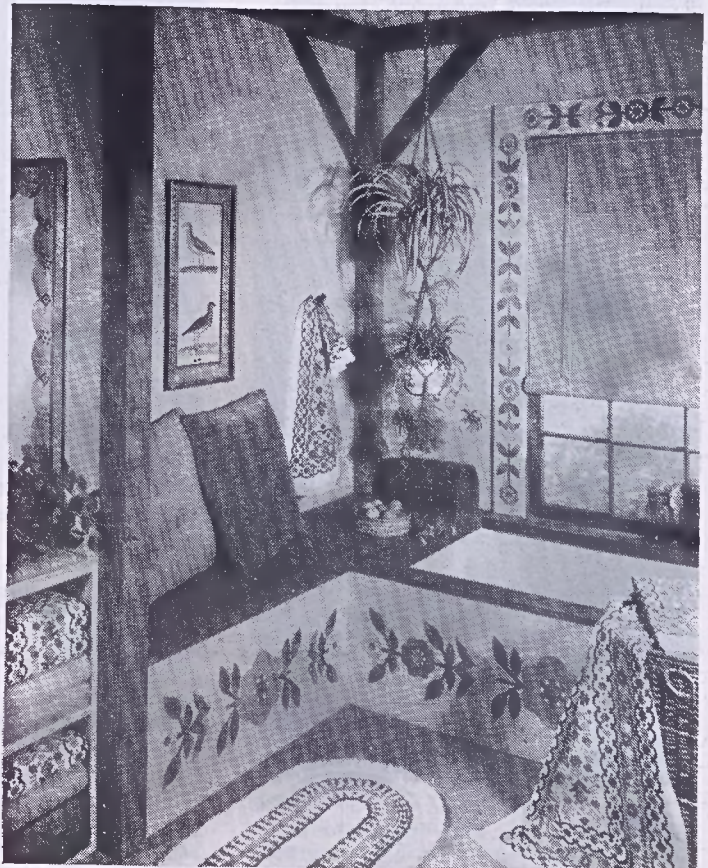
Square Dance, Gingham Patch and From the World of Little Golden Books are all lively, charming and colorful.

Square Dance is a lively look inspired by the stencil work folk art of early America. It is a warm and friendly, country-fresh pattern that will perk up any bedroom or bath.

Gingham Patch combines America's favorite gingham in the patchwork fashion creating an up-dated look that is bright and gay. It is ideal for sew-it-yourself projects.

From the World of Little Golden Books is the youngest juvenile collection on the market today. It contains those lovable, nationally recognized characters of Tawny Scrawny Lion, Poky Little Puppy, Shy Little Kitten, Saggy Baggy Elephant, Tootle the Train, Lively Little Rabbit, Fuzzy Duckling and Scuffy the Tugboat. Children can now be read to sleep in beds colorfully made up with beloved story book friends.

Kits containing the photographs shown and also instructions for creating the room settings have been sent to consumer magazines and to leading national newspapers by the Fieldcrest Marketing Division. The response to date has been highly enthusiastic.



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