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PUBLIC RELATIONS DEPARTMENT

FMC CORPORATION

News From: American Viscose Division
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AVRIL RAYON BLEND UNIFORMS TO DEBUT
IN WORLD'S FAIR PREVIEW OF HOUSE OF SIMMONS

The Simmons Company, in keeping with the World's Fair theme of latest developments in better living, will introduce the exclusively designed Simmons' attendant ensemble at the first press preview to be held at the World's Fair site Tuesday, September 17, 1963.

This exciting preview will include the appearance of an attendant who will be attired in a Simmons' Blue uniform ensemble in a newly introduced luxury blend of 50% Avril rayon and 50% Fortrel polyester broadcloth developed by Indian Head Mills for use in the uniform field. This introduction marks the first use of Avril rayon, developed by FMC Corporation, American Viscose Division, in the uniform fabric field.

The creator of this exclusive design, Miss Wil-Ko of Americana Uniforms, selected the Avril blend broadcloth for silkiness, comfort, and outstanding wearability characteristics. Avril rayon's remarkable affinity for color and color retention quality also influenced fabric selection because of the extreme use to be experienced in attending the Simmons' Rest Alcoves that will service visitors to the World's Fair.

The Simmons Company, the nation's leading mattress manufacturer, is the only homefurnishings manufacturer to have their own building and will be introducing the newest innovations in textiles, sleeping and rest facilities.

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