



Fieldcrest

MILL WHISTLE



Issued every Two Weeks by and for the Employees of Fieldcrest Mills, Division of Marshall Field & Company, Inc., Spray, North Carolina.

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HODGES' RADIO TALK TO EMPLOYEES

(Editor's note: Due to numerous requests we are printing below the radio talk to employees made by our General Manager, Luther H. Hodges, on the Fieldcrest Program Sunday evening, May 4.)

The message follows:

1. The turning point in the boom has come. We do not fear a deep depression but rather a return to normal which in the long pull is healthy. In the meantime some readjustments will be necessary.

2. Fieldcrest Mills has been operating on an allotment basis for 5 or 6 years. Up until this quarter the allotments have been taken up fully. The allotments for April, May, and June were mailed to customers about March 15 and as of April 24, customers had confirmed the goods offered them as follows:

a. Hosiery, rayon, and sheets are the only goods taken fully	-----	100	%
b. Wool blankets and woolen piece goods	-----	28	%
c. Other blankets	-----	78	%
d. Woven bedspreads	-----	49½	%
e. Towels	-----	67	%
f. Lace cloths	-----	26	%
g. Lace curtains	-----	61	%
h. Rugs	-----	about 80	%

3. Retail stores generally throughout the country have stopped buying because:

- The consumer is resisting low-quality, high-priced goods.
- There is tremendous pressure from President Truman on down for flat general price reductions.

4. What we need more than a flat price reduction is an analysis to see what lines can be reduced. There is an out-of-balance picture within industries. For example, a 10% reduction on our lines would wipe out all the profit expectation and cause us to operate in the red and the same is true of many organizations.

- However, there are some organizations, among

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Fieldcrest Cafeteria To Serve Evening Meals

The management of the Fieldcrest cafeteria has announced that commencing Monday, May 12, the cafeteria will be open from 5:30 to 7:30 p. m. to serve meals to workers on the second shift.

A special invitation is extended to employees from the other shifts at all mills to use the cafeteria for their evening meal.

(See pictures on pages four and five)

The Fieldcrest cafeteria which was established for the purpose of providing employees with well-prepared hot meals at reasonable cost, opened Monday morning, May 5 in the Eggleston building in Spray opposite the General office.

The cafeteria served approximately 300 persons in an hour on the first two opening days. There was much favorable comment on the excellency of the food, the efficiency of the service and the attractiveness of the surroundings.

Although the cafeteria is primarily for the benefit of Fieldcrest employees in the Spray area, the public is invited to use it. Already several local citizens not employed by the company are eating there regularly and use by the public is expected to increase.

Edward Mallicoat, a supervisor for the Slater System which operates the cafeteria for Central Y. M. C. A., is the resident manager. He will remain at Spray permanently and plans to move his wife and small son here from New York whenever living quarters are available.

Mallicoat is a native of Knoxville, Tenn., and was connected with a nationally known chain of restaurants in New York before he entered the navy. He served three years and upon his return joined the Slater System. He did such an outstanding job in the cafeterias at American Can Company in Brooklyn that he was made Slater's supervisor for the New Jersey area. He had charge of the successful opening of the cafeteria at Eagle Pencil Company in New York and at many other divisions.

Henry Lulsdorf, supervising chef for the Slater System, and Miss Mildred

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