



Fieldcrest

MILL WHISTLE

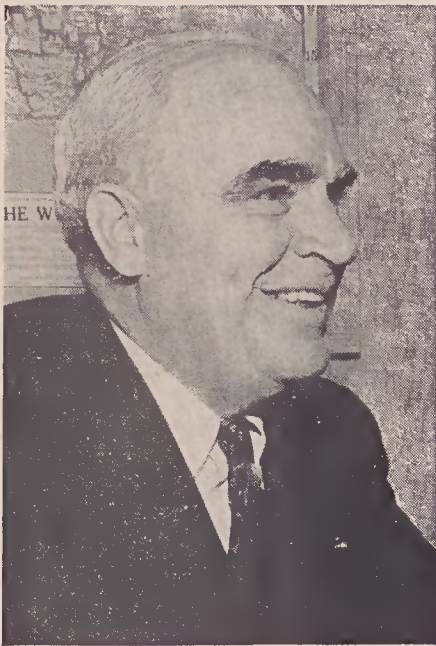


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Welcome Home!



LUTHER H. HODGES
... Moves back to Spray.

Luther H. Hodges, General Manager, Returns To Spray

Transfers Headquarters Here Effective Today Following Several Years Spent At New York Sales Office

Luther H. Hodges, vice-president of Marshall Field & Company and general manager of Fieldcrest Mills effective today transferred his headquarters to the mills at Spray. The family is scheduled to move into their former home in the Highlands today.

First announcement that Mr. Hodges would return to Spray was made some time ago by Hughston M. McBain, president of the Company.

"Mr. Hodges requested the Company in late 1942 to transfer him to our New York sales office to do an organization and merchandising job," said Mr. McBain. "He has completed the larger phases of this work in New York, but will continue to give a great deal of time to general supervision of our merchandise and sales problems by frequent trips to New York City. Mr. Hodges for several years has worked closely with the sales department in developing the Fieldcrest program on a national basis.

"Mr. Hodges is desirous of living in the South again and will make his home in Spray, North Carolina. He plans to devote more of his time to public relations at the mills, which employ 6,000 workers.

"Mr. H. W. Whitcomb, divisional vice-president of Marshall Field & Company and assistant general manager of Fieldcrest Mills, will continue in direct charge of the mills in North Carolina and Virginia, and Mr. E. W. Medbery of the mills in Zion, Illinois," said Mr. McBain.

★ Thanksgiving Holiday

The mills and offices will be closed for Thanksgiving Day, Thursday, November 27, resuming operations Friday. The third shift will stop at the end of the shift Wednesday morning and resume operations Thursday night.



J. E. HAHN

J. Elmer Hahn Joins Fieldcrest Mills Sales

Will Be Sales Manager For Fieldcrest Piece Goods Under New Set-up

The appointment of J. Elmer Hahn as manager of piece goods sales at 51 Madison Avenue, New York, has been announced by Luther H. Hodges, general manager. Mr. Hahn will serve on a part-time basis until January 1, 1948 after which he will devote full time to the position. He will report directly to G. Lawson Ivie, general sales manager.

In his announcement, Mr. Hodges pointed out that Fieldcrest Mills took over the selling of piece goods from our previous agent, Kinard & Company on November 1, and the personnel of Kinard & Company (except Mr. Kinard) became employees of Fieldcrest Mills as of that date.

Mr. Hahn, the new sales manager, has had wide experience in merchandising, selling, and manufacturing. He is a graduate of the Philadelphia Textile School of 1914. He sold wool for many

(Continued on Page Four)

Woman's College Group Enjoys Tour Of Mills

Twenty-six art and home economics students from Woman's College, Greensboro, toured the plants of Fieldcrest Mills Wednesday, November 19. The group was headed by Miss Noma Hardin, of the Art Department and included Misses Agnes Cox, Gene Sheldon, and Charlotte Beaman, of the home economics faculty.

The students visited the Research and Quality Control Department, Finishing Mill, Bleachery, and Central Warehouse and Woolen Mill during the morning and were guests of the mills for luncheon at the Y. M. C. A. Fieldcrest cafeteria. During the afternoon they saw the Karastan and Bedspread Mills.

The event was in the nature of a field trip for juniors and seniors majoring in art and home economics. They were chiefly interested in textile designing, fabric testing and types of looms.