

## BASKETBALL STAR



NUMA MARTIN JR. AND SENIOR  
....."Pappy" Shows Him How.....

Numa Reid Martin, Jr., of Leaksville, a member of the 1950 All-State basketball team, will play in the annual East-West All-Star game August 11. The contest will be in Elon College's new gymnasium. The game is sponsored by the North Carolina Coaches' Association and the Greensboro Daily News.

Young Martin was a star athlete at Leaksville High School before his graduation in this year's class. He was co-captain of the 1950 basketball team and won his letter in three sports—basketball, football, and baseball. He was a member of the Honor Society, national scholarship organization.

Numa Reid is the son of Mr. and Mrs. N. R. Martin of Overlook Avenue, Leaksville. His father is employed with the Standards Department and his mother (Sara) is a former employee of Karastan.

### ★ Service Anniversaries

Fieldcrest Mills extends congratulations and sincere appreciation to the following employees who in the past two weeks have observed notable anniversaries of continuous service.

#### 35 Years

John E. Moyer ..... Finishing

#### 30 Years

Calvin S. Harpe ..... Finishing

#### 25 Years

John William Fulton ..... Bedspread

Anne Butzen .... Chicago Sales Office

Rufus Holt, Jr. .... Karastan

#### 15 Years

Gertrude Shelton ..... Rayon

#### 10 Years

Joe A. Giles ..... Blanket

Doris T. Wimbish ..... Rayon

MONDAY, AUGUST 7, 1950

## A Message From Management

For several years it has been customary for Fieldcrest Management to report to employees from time to time on business conditions as they affect our mills. Because many things have happened since I last talked to you on the Fieldcrest radio program on April 30, I am reporting to you briefly in this issue of the Mill Whistle.

First, Marshall Field & Company as a whole made a better profit for the first six months of 1950 than we did for the same period last year. In his report to the stockholders for the six months ending June 30, 1950, Mr. McBain said the improved profits were due "entirely to the results of the Fieldcrest Mills Division, which had a 'moderate' profit for the first half of 1950, against a net loss for the same period last year."

This should be good news for every employee of Fieldcrest Mills because any business requires a reasonable profit to pay the stockholders interest on their investment and to provide funds to keep machinery and equipment modern and efficient. This enables us to compete with other mills, and thereby sell our goods, provide steady employment, pay good wages and have a prosperous, healthy community.

The principal reason we have made a better showing this year than last is due to our greater production. Our average rate of mill activity for the first seven months of 1950 was 88 percent of full capacity against 61 percent for the same period in 1949. Prices have been close and raw material prices have advanced steadily during the entire spring months while prices of our goods remained unchanged until recent weeks when sharp increases in the price of cotton and wool made general price increases necessary throughout the entire textile industry. For example, we paid 32 cents per pound for cotton January 1, 1950; 34.3 cents on April 1; 35.5 cents on June 30; and 40.75 cents on July 28. A Blanket Mill wool which cost \$1.10 per pound on January 1, 1950, costs us \$1.40 today, and so on. In other words, recent price increases were forced on us by the increased costs of raw materials and supplies; and our profit figures will still be modest in relation to our sales.

You are interested in the outlook for the fall months. There has been very heavy buying of the products we make by all classes of customers. Our mills have booked very substantial orders, and the outlook for the balance of the year for all our mills is excellent. We expect to run full with some increased employment and probably we will require a substantial amount of overtime to fill our orders and satisfy our customers' demands. In addition, we may be called upon for goods for our armed forces; and if so, we will, of course, do our part as we have in the past.

In behalf of our management, I thank you for your cooperation and good work for the year to date. You are making high quality Fieldcrest goods, and they are being well received throughout the country. I know that we can count on you to get out our orders in the months ahead, maintain our reputation for quality, and keep our customers happy and satisfied. Satisfied customers are the greatest asset we can have, because that is the only way you and I, and each of us in Fieldcrest Mills, earn our living.

*A. W. Whitcomb*

Assistant General Manager.

## Horseshoe Tournament To Be Held At Fieldale

More than 200 horseshoe players from all parts of Virginia are expected to participate in the State Horseshoe Championship Tournament at Fieldale Saturday, August 19. First matches will get under way at 9:00 a. m. Claude

Padgett, of the Towel Mill Carding Department, is the present Virginia State champion.

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Corduroy is easy to wash when instructions are correctly followed, but velveteens, plushes and teddybear cloth, which are likely to mat because of their pile, should be dry-cleaned.