



Fieldcrest

MILL WHISTLE



Miller And Squires Will Head Civilian Defense Activities

Two Fieldcrest men have been named directors of civilian defense in their respective towns. Macon P. Miller, director of industrial and public relations, has been appointed civil defense chief for Leaksville, and Cecil Squires, foreman of the Bedspread Weaving Dept., was named to a similar post in the town of Draper. The appointments were made by the respective mayors and town councils and were confirmed by E. Z. Jones, of Burlington and Raleigh, director of the North Carolina Council for Civil Defense.

It is understood that plans are well under way toward establishment of strong civil defense organizations. Names of citizens who will be asked to serve in key positions in the local defense set-up are to be announced soon.

The Spray Civic Association has requested of the Leaksville City Council



M. P. MILLER CECIL SQUIRES

that the civilian defense effort in Spray be coordinated with that of Leaksville.

Mr. Miller served in a similar capacity during World War II when he was coordinator of civilian defense for the city of Radford, Va. Because of the location of the huge Hercules Powder plant near Radford, that city was one of the critical areas in the State of Virginia. Mr. Miller lived in Radford while serving as works manager for the Lynchburg Foundry Company plant there.

Mr. Squires served four years as an officer in World War II. After 18 months in the Pacific theatre of operations with the 24th Division he was sent to Europe where he helped to re-organize the famous 42nd (Rainbow) Division. Mr. Squires was promoted to the rank of major. After going on inactive status he was a commander of the Leaksville National Guard unit. He is a member of the Officers' Reserve Corps and subject to possible call to active duty.

Company Announces Organization Changes

In organization changes effective January 1, James B. Lowery was appointed assistant superintendent of the Towel Mill reporting to D. E. Simons, superintendent. Mr. Lowery, a native of New Bern, is a graduate of North Carolina State College and first joined the Company in September, 1947. Since that time, he has worked through all of the departments at the Towel Mill under the student training program.

At the Karastan Mill, Arthur G. Lewis, rug designer, was appointed assistant head designer, reporting to E. N. Sedell, head designer. Born in Amsterdam, New York, Mr. Lewis was a rug designer at the Homecrest Mill in Philadelphia before transferring to the Karastan Mill in 1937.

Cecil J. Squires, formerly of the Engineering Dept., was named foreman of the Weaving Dept. at the Bedspread Mill. F. W. Younts, formerly foreman on the first shift, was transferred to the second shift. He and Turner Hayden, the other assistant foreman on the second shift, will report directly to Mr. Squires.

J. H. Lindsay returned to active duty at Fieldcrest Mills Monday, December 18, following a leave of absence due to illness. He will work on special assignments of a technical nature and will report to Harold W. Whitcomb, assistant general manager.

At the Finishing Mill in Spray, Jack R. Baker was appointed general foreman of the Napping Dept. He is a graduate of Virginia Polytechnic Institute with degrees in industrial engineering and mechanical engineering, he has

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Whitcomb And Medbery To Speak At Council

As has been customary in past years, members of the Fieldcrest Management will present reports on mill operations at the January meeting of the Carolina Cooperative Council Thursday evening, January 18. Harold W. Whitcomb, assistant general manager, and E. W. Medbery, production manager, will review mill operations during 1950 and discuss the outlook for the new year.

Members of the Junior Carolina Council will attend as guests. The meeting will be at Central Y.M.C.A. at 7:30 o'clock.

"Build For Long Run" Is 1951 Sales Theme

Annual Sales and Wholesale Distributor Meetings Are Held at Highland Park

"Build for the Long Run—in '51" was the theme used throughout the week-long domestic sales and wholesale distributor meetings which readied the sales staff for the new year.

For the third year this conclave was held in Highland Park, Illinois, where the group could take over a summer resort hotel and as a single group work without interruption. Centrally located near Chicago, the location is ideal for men traveling from various parts of the country.

Actually these sessions are two separate meetings. First, the annual Fieldcrest Sales Meeting brings together all

For pictures and detailed story concerning our advertising and sales promotion program for 1951, watch next issue of Mill Whistle.

road salesmen, sales executives and mill executives who lay plans for the coming year.

Second, executives and salesmen from Fieldcrest's Wholesale Distributors all over the United States meet with the first group for four days of joint planning. All the new 1951 merchandise was on display, sample rooms permitted wholesalers to make their advance purchases for 1951, and day-long meetings were packed with presentations of new merchandise ideas and selling ideas.

Commenting on these meetings, G. Lawson Ivie, general sales manager, said: "Even though sales of Fieldcrest products seem assured for 1951, we have selected the theme 'Build for the Long Run'—to warn everyone present that a sales organization must rely on the long pull to keep its mills running. Therefore we told our own people and our wholesalers that their real job in '51 is to build their outlets and opportunities—not for this year alone, but for the LONG RUN."

THE FIELDCREST SHOW

Can you name "Mr. Fieldcrest"? Tune in Station WLOE or WMVA, Martinsville, Va., 3 p. m. every Sunday.