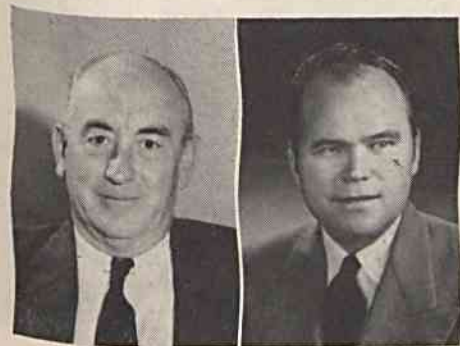


Fieldcrest Group Will Attend S.T.A. Meeting

Several representatives from Fieldcrest will attend the fall meeting of the Northern North Carolina-Virginia Division of the Southern Textile association at Grimes elementary school in Lexington Saturday, November 13. The meeting opens at 10:00 a.m. and concludes with a luncheon given by the mills in Lexington at 12:30 p.m.



E. M. HOLT C. J. SQUIRES

... To Appear on S.T.A. Program ...

E. M. Holt, assistant vice-president of Cone Mills Corporation, Greensboro, will be the main speaker on the topic "New Developments in Textile Machinery". Discussions will be held on the following subjects:

"Modern Opening and Picking," led by Horace Penington, assistant general manager, Cone Mills Corporation; "Super Draft or Long Draft in Roving," led by Jim Chandler, superintendent, Spray Cotton Mills, Inc.; "Super Draft or Long Draft in Spinning," led by Charles Ward, Highland Cotton Mills, High Point; "Barber-Colman Warping," led by Robert Martin, overseer, dressing room, Dan River Mills; and "Weaving," led by Cecil J. Squires, assistant superintendent of Bedspread Mill, Fieldcrest Mills, Inc.

Howard Barton, secretary of the division, invites all Fieldcrest supervisors and staff men to attend the meeting regardless of whether they are members of the association. Information on transportation arrangements may be obtained by telephoning Mr. Barton.

Store Manager Urges Early Xmas Shopping

G. C. Dickenson, manager of the Employees Store, urges employees to shop early to avoid the rush that occurs nearer Christmas. He said persons doing their shopping at the store now will avoid the later congestion and also will be more likely to get the articles they want.

Because some mills are "sold up" ahead for several months, deliveries to the Employees Store take much longer than formerly was the case. This means that if some items—particularly towels and blankets—are sold out, the store might not be able to replenish its supply before Christmas.

Council Holds Outstanding Program

An address by Walter B. Guinan, vice president in charge of Karastan sales, a "Know Your Products" presentation by J. M. Norman, Jr. manager of the Karastan rug mill, and a concert by the "Y" Choraleers, under direction of Don Trexler, combined to give the Carolina Cooperative Council an outstanding program at its October 21 meeting at Central Y.M.C.A.

In his address, Mr. Guinan discussed the sales and merchandising program of the Karastan Rug Mill. He was introduced by E. W. Medbery, vice president of Fieldcrest Mills, Inc. in charge of production.



Pictured at the Council meeting October 21 when Walter B. Guinan, vice president in charge of Karastan sales, was the principal speaker, left to right: H. H. Haig, of New York, in charge of style and coloring and New England salesman for Karastan; J. M. Norman, Jr., mill manager of Karastan; E. W. Medbery, vice-president of Fieldcrest Mills, Inc., in charge of production; Mr. Guinan; John P. Powell, president of the Carolina Council.



A special feature of the October 21 Council meeting was a concert by the "Y" Choraleers, under the direction of Don Trexler. The group sang several selections which were well received by the Council audience. In foreground above are Mrs. James Marlowe of Draper and Mr. Trexler as they sang a duet.