



Above is a picture of the Melrose Float entered in the Colonial Parade held on Friday, July 27. The float, which was painted in white and decorated with red roses, brought many favorable comments from the hundreds of spectators at the parade. Each girl on the float wore a white evening dress and carried a bouquet of American Beauty roses. The girls on the

float, who were elected by a popularity contest, were left to represent: Beulah Rice, Office; Dorothy Cates, Full Fashion plant; Vera Johnson, Looping Department; Madge Thomas, Knitting Room; Christine Oglesby, Finishing Department, and Martha Kennedy from the Glenn plant.

MEL-ROSE-GLEN SEVEN YEARS OLD THIS MONTH

Mel-Rose-Glen completes seven full years of publication with this issue. Each month the paper carries a friendly message to each worker of just what is going on throughout the mill. Editorials, short stories, poems, jokes, health articles, styles, food articles and numerous other facts all go into making up this little paper. Every other month over 1,000 copies are mailed out to CUSTOMERS OF MELROSE and around 100 are mailed to different exchanges monthly. So the paper has grown and is now well known around the country.

If you know someone who is out of the shop, take them a copy of the Mel-Rose-Glen.

OUR HOMES ARE OUR STRENGTH

During last April alone a total of 126,000 new housing units were started in this country—a million new homes will be built this year, the estimates show; 5,000,000 new television sets will be manufactured, as will 4,000,000 new refrigerators and 3,000,000 washing machines. Record-breaking figures, these

New homes, better living, more children—and the bulk of all these, the surveys show, in America's industrial areas where the nation's working men and women enjoy the fruits of democracy and the American way of doing things.

This is becoming the "era of the strong home," the return of the family to its own hearth and four walls after the "era of the automobile" had made us a nation of

— EDITORIAL —

In view of the unsettled condition existing in the market for the past several weeks, we of Melrose feel that we have received our part of the business available. We contribute this to our customers' faith in Melrose; to stay in line with the market and our policy of long standing in giving the customer benefit of any decline on any unshipped orders.

We are now adopting a new policy of keeping our customers advised of just what we are doing at Melrose. This policy will keep the customer posted on any new numbers that are added to the line, discontinued styles as closeouts, delivery prices, and all matters pertaining to our line. With the customer's confidence in the Melrose policy of doing business, we feel that with the above information the Melrose line will get ample consideration when the customer is in the market for our type goods.

We feel the importance of keeping our customers posted on our line and the added expense of the above policy, as well as our salesmen making their territory regular regardless of business conditions, will pay big dividends to our customers as well as to ourselves. If there is any information desired by our customers, the whole Melrose organization will be at their service.

We are now working on our S... the most complete line with... and types of merchandise... line before.

A NEW SERVICE

At Melrose, we are always striving to keep paramount in our minds the needs and wishes of our customers, for we fully realize that only through efficient service can we expect repeat orders.

With this service in mind, we have recently put in the hands of our customers a catalog to aid them in buying. A number of favorable comments have been received from our customers, such as the letter quoted below from Mr. L. B. Hotchkiss, Hotchkiss Hosiery Company, Pittsburgh, Pennsylvania, and we are very grateful to him and others for their expressions.

R. Kenner Amos, Vice President
Melrose Hosiery Mills, Inc.
High Point, North Carolina

Dear Mr. Amos:

Your leather bound loose leaf descriptive booklet was delivered to me this morning and impressed me very favorably.

This catalog fills a long needed source of exact information concerning the description and specifications of each of your styles. Most impressive is the photographs showing the patterns and again proves the truth of the saying that "a picture is worth 10,000 words."

This will enable us to present more effectively your complete line, even though we do not have samples of all styles, and will also enable us to handle your close-out list more effectively and intelligently. I anticipate this will lead to a large...