

NEW SALES OFFICE

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colorfulness of the showroom. The towels and bedspreads are on slanting shelves, easy to draw out for customers. All of the cases are fitted with sliding glass doors—assuring cleanliness.

In the center of the room, the row of columns has been masked, forming a display-island. On one side are the Fieldcrest sheets in bins sized to fit the sheet boxes. On the other side of this center island, the wall has been divided into three parts—providing for ensemble displays. Against wall-papered backgrounds, bedroom groupings are set—simulating sheets, cases, blankets, bedspreads and draperies in use in the home.

Around the room, attractive alcoves and shadow boxes hold interesting displays of the Domestics.

The lighting of the showroom is good to the clear colors of the merchandise and good to your eyes. A cove of lights runs all around the room—for indirect lighting. Direct lighting is set into the ceiling. And the merchandise shows itself off in the individually lighted cases.

The showroom colors are especially attractive. Along with the lighting, they were planned to bring out all the clear colors of the merchandise, create ideal visibility and to be pleasing to the eyes. Maroon color lines all of the wall cases with the walls above the cases painted in a grey tone. All of the wood fixtures chairs, tables, and desks, are in natural oak finished in a grey tone. One side of the center island is painted in a light yellow giving a sunny effect. The upholstery on the chairs and the blue table tops add to the good looks of the color scheme.

The office of Luther H. Hodges, vice-president of Marshall Field and Company and general manager of the Manufacturing Division, has been designed in Contemporary style. It was planned to be extremely functional as well as handsome. There's a long narrow table desk a side telephone table, a file that you wouldn't recognize as a file because it looks like a very fine piece of furniture, a round conference table, and easy-to-move chairs.

The reception room is called the Carolina Room because the paneling of the walls is done in Carolina bleached pine and there are large aerial views of the mills around the walls.

The outside of the building is modern, too, with three display windows. In the display windows and in the special feature display spots around the showroom the Fieldcrest Domestics have been arranged in attractive display with cards calling attention to their good style, good quality and good value.

The grey wool broadloom carpeting in the showroom and the brown broadloom in Mr. Hodges' office are from our



Looking from the entrance — past the desks of the sales staff — into the towel and sheet section.

own Karastan Rug Mills. And the beige draperies in Mr. Hodges' office were woven in the bedspread mill.

For the afternoon previews June 19 and June 20, J. F. Wilson, production manager of the Mills, J. E. Barksdale, manager of the bedspread mill, J. H. Lindsay, manager of the sheet and blanket mill, J. H. Ripple, manager of the towel mill, and J. G. Halsey, manager of the rayon and wool mills, were guests. Ray Schaeffer of the Corporate Office in Chicago was introduced at the press breakfast on Tuesday morning. Others introduced at the press breakfast were Luther H. Hodges, general manager of the Manufacturing Division, R. T. Graham, general sales manager of the Manufacturing Division, and Lawson Ivie, sales manager of the Domestics Divisions.

Everyone in the Fieldcrest Domestics offices has had a busy time—getting ready for the move and moving. Now the job is finished. We wish all of you in the Marshall Field and Company organization could see it. We believe you'd agree it's a setting Fieldcrest Domestics deserve, a sales office of pleasant harmonies ... in tune with the quality of the merchandise ... a place where everyone can work with maximum efficiency... a place our store customers will find comfortable and enjoyable.

V . . . —

War Bonds purchased now will help supply needed supplies to our boys in the Pacific. Do not let them down.

Bleachery

By Charlotte Martin

Oh, well! Vacation is over. Everyone reports having a nice time and sure did hate for this blue Monday to roll around. But we're back now and Boy! are we working. Sure is hot though.

We sure are sorry to have Willie Smart and Pearl Earps out sick. We wish for you all a "Speedy Recovery" and hope you'll soon be able to be back with us.

Miss Nellie London visited friends in Reidsville and Burlington while out vacationing. She reports having had a wonderful time.

Mrs. Bertie Shough and daughter spent Sunday with her parents, Mr. and Mrs. P. F. Edwards in Draper.

Albert Edwards of Newport News, Va., spent the week-end with his sister, Mrs. Paul Shough.

Mrs. Eliza Washburn visited relatives in Virginia while she was out on her vacation.

Sunshine Washburn has returned from a two week's vacation at Portsmouth visiting her aunt, Mrs. A. H. York.

V . . . —

Visitors To The Mills And Offices

Charlie Earle — William Whitman & Co.

V . . . —

As the soldiers hold the fighting line, you should hold on to your War Bonds.