



Hodges Commends Community Spirit In WLOE Broadcast

A community program in which 85 local citizens took part marked the formal opening of WLOE, Leaksville, Rockingham County's first radio station Sunday afternoon, December 22. Representatives from all community organizations participated in the broadcast.

Speaking for Fieldcrest Mills, division of Marshall Field and Company, Inc., which employs 5,000 persons within the area served by WLOE, Luther H. Hodges, vice-president of the Company and general manager of Fieldcrest Mills, commended the community spirit that exists in the Tri-Cities and attributed to the characteristics of the people "the pleasant communities in which we live and work."

Hodges pointed to a better understanding between the peoples of the world as a requisite for world peace. Russia, he said, has been running five-year plans one after another and is now in her fourth plan trying to do the things that industrial and capitalistic America has done successfully in war and peace.

"We must analyze the good things we are getting from our own country and must learn to appreciate the freedom we are enjoying," he said.

Hodges was presented by Harold W. Whitcomb, divisional vice-president and

MAIN STUDIO, WLOE—Left to right, Harold W. Whitcomb, Luther H. Hodges, and Staff Announcer Jerry Webster.

assistant general manager of the mills.

Station WLOE is owned and operated by Douglas Craddock. It operates on 1490 kilocycles and reaches a listening audience of 375,000 people in 35,000 radio homes. The station is affiliated with the Mutual network.

The studio building is patterned after RCA modern design and is furnished throughout with oriental rugs which were reproduced in the Karastan Rag Mill and with draperies designed here and woven in the Bedspread Mill.

The main studio furnishings include an original idea in sound-proofing in that the walls are padded with Fieldcrest Mills cotton, then covered with drapery material woven in the Bedspread Mill.

REYNOLDS AND COBB (Continued from Page One)

G. T. Sykes, office manager, will assume part of the duties previously performed by Reynolds, and in the absence of Sykes those reporting to him will report to Reynolds.

Cobb will report to Virgil Hall, superintendent of the mill, and will have direct responsibility for the threading, warping, and weaving departments. The foremen of these departments will report to Cobb and in the absence of Hall the foremen of all departments will report to Cobb.

Desk Is Presented J. Frank Wilson At Council Banquet

The Carolina Cooperative Council and the Junior Carolina Council held their annual Christmas banquet at the Leaksville armory Saturday evening, December 21. John M. Geer was general chairman of the affair and Harold W. Whitcomb was toastmaster.

The Rev. H. Fletcher Lamberth, pastor of Spray Baptist church, spoke the invocation and James L. Marlowe, Council song leader, led in the singing of Christmas carols. Luther H. Hodges of New York spoke briefly, bringing greetings from the management.

A feature of the program was the presentation of a mahogany desk to J. Frank Wilson, production manager with 36 years' continuous service who retired December 31 under the Company's retirement plan. The presentation was made by S. T. Anderson, superintendent of the Bedspread Mill, who was associated with Wilson at Draper when Wilson first joined the Company.

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