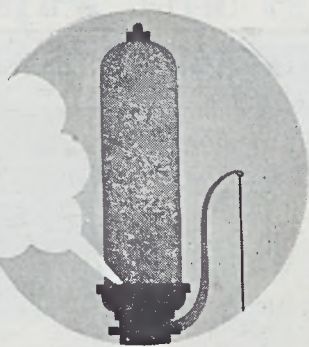
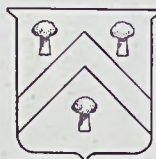


Fieldcrest

Issued every Two Weeks by and for
the Employees of Fieldcrest Mills,
Division of Marshall Field & Company,
Inc., Spray, North Carolina.



Mill Whistle



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Company Officials Attend General Sales Meeting In New York



Scene of Fieldcrest Mills general sales meeting at the Plaza Hotel in New York January 17th. Salesmen representing Fieldcrest Mills, our selling agents, executives, and officers of Marshall Field & Company met for an all-day session. Speak-

ers included Hughston M. McBain, president of the Company; Luther H. Hodges, H. W. Whitcomb, P. E. Smith, as well as outside speakers from retail, wholesale, and economic fields.

Review And Forecast Mark Council Program; Hodges Addresses Group

Luther H. Hodges, vice-president and general manager of Fieldcrest Mills, was the principal speaker at the regular monthly meeting of the Carolina Co-operative Council Friday evening, January 31. John M. Geer, Council president, presided. H. W. Whitcomb, assistant general manager, presented Mr. Hodges. As is the custom at January meetings of the Council, the program was devoted to a review of the accomplishments in the mills during the year

just closed and a forecast and discussion of the progressive steps outlined for the business in the coming year.

Mr. Hodges gave a rather full report on the many developments of the mills during the year 1946. In addition, he made some references to Marshall Field & Company as a whole and to a recent Board of Directors-Management dinner which he attended in Chicago last Monday night.

The sales meeting of Fieldcrest Mills, which was held in New York during the week of January 13, was covered in some detail, particular reference being made to the recent promotions of Messrs. Ivie and Thompson in the sales

management of the mills.

Mr. Hodges spoke glowingly of the new products which have recently been introduced; namely, the Fieldcrest lace cloths from the mill at Zion, Illinois; the embroidered bedspreads made at Spray; and the thermostatic (or electrically heated) blanket which created a sensation when it was shown during that week and since.

He again reviewed the background on the change to the Fieldcrest name and how it had been received by customers, our competitors, and the public in general. He asked the cooperation of the Council members and of all employees

(Continued on Page Four)