



# Fieldcrest

## MILL WHISTLE



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

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### PROMOTIONS ANNOUNCED WITH CHANGES IN SALES SET-UP



**H. W. GRUNAU**



**A. F. LUX**



**T. H. DUCEY**



**TED DOHRMAN**

Creation of a new sales unit and several changes in sales management of Fieldcrest Mills have been announced by Luther H. Hodges, General Manager of Fieldcrest Mills and Vice-President of Marshall Field & Company.

"The addition of lace tablecloths and embroidered bedspreads has resulted in our domestics salesmen being burdened with too many lines for competitive selling," Mr. Hodges said. "On the other hand, our curtain salesmen have been handicapped by a limited potential sales volume. Therefore, we have created a new sales unit, and curtain salesmen will handle our lace and ninon curtains, plus lace tablecloths and embroidered bedspreads."

Effective July 1st, H. W. Grunau will be the sales manager of the new sales unit. He will report direct to general sales management, and his headquarters will be at 88 Worth Street. G. W. Young will be Mr. Grunau's assistant in lace tablecloths and embroidered bedspreads, and C. J. Henry, Jr., will be his assistant on lace and ninon curtains. C. F. Baker will be in charge of the Chicago office for the new sales unit.

In Fieldcrest Domestics, A. F. Lux has been appointed manager of the Blanket department. T. H. Ducey has been

made assistant manager of Blankets and will devote most of his time to retail distribution and the Thermostatic Blanket.

Ted Dohrman has been made department manager of Woven Bedspreads.

G. W. (Bill) Moore will take over Mr. Ducey's territory covering Baltimore, Washington, Philadelphia, Wilmington, Del., and the retail accounts in New York City. G. C. Lea (Curtis Lea, former manager of Employees' Store at Spray) will take over Mr. Moore's present accounts, which cover the jobbing trade in New York City.

In announcing the changes, Mr. Hodges said, "All of these changes are in line with our policy of promoting men from within the organization and are part of a long-term program to strengthen the sales department."

E. A. Raventos, who has been sales manager for Fieldcrest curtains as well as Karastan rugs during the last two years' modernization period, will now devote full time to Karastan sales unit at 295 Fifth Avenue.

A. S. Thompson continues as sales manager of the Domestics unit comprising blankets, sheets, towels, and woven bedspreads.

### Rug Sales Meeting In Progress At Karastan Mill This Week

A general sales meeting bringing together at the mill all the Karastan rug salesmen is scheduled to open at the Karastan mill today (Monday, June 23).

In charge of the meeting will be E. A. Raventos, Karastan sales manager, and

E. K. Beauchamp, assistant sales manager. Those present will include the 11 salesmen who cover the United States for Karastan. G. L. Ivie, assistant general sales manager for Fieldcrest, and Paul H. Howard, sales promotion manager, will attend some of the sessions.

In addition to discussions of sales matters the group will observe actual operations in the mill. A number of photographic and sample displays have been arranged as an aid to the salesmen in the understanding of the Karastan mill processes.