



# 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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### Fieldcrest Thermostatic Blanket Goes On Sale Across Nation

#### Our Mills, With 40 Years Of Blanket Experience, Develop A Better Electric Blanket, With Fool-Proof Control

The newest addition to the Fieldcrest family of textiles, the Fieldcrest Thermostatic Blanket is being introduced at leading department stores throughout the country. Extensive advertising in Life and other magazines and department store promotion of the Fieldcrest blanket will break September 7. The Thermostatic Blanket will be sold only through regular department store accounts featuring Fieldcrest merchandise from coast to coast.

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#### Hodges To Transfer Headquarters To Spray; Will Make Home Here

Effective around the middle of November Luther H. Hodges, Vice-President of Marshall Field & Company and General Manager of Fieldcrest Mills, will transfer his headquarters to our mills at Spray, North Carolina. He will live in Spray.

Mr. Hodges requested the Company in late 1940 to transfer him to our New York Sales Office to do an organization and merchandising job. He has completed the larger phases of this work in New York but will continue to give a great deal of his time in general supervision of our merchandise and sales problems by frequent trips to New York City.

When he was in North Carolina Mr. Hodges was closely identified with public service throughout the State and is desirous of living in the South again.

Mr. H. W. Whitcomb, Divisional Vice-President of Marshall Field & Company and Assistant General Manager of Fieldcrest Mills, will continue in direct charge of the mills in North Carolina and Virginia. As usual in the absence of the General Manager, Mr. Whitcomb will be in charge of the Fieldcrest Mills Division.



One of the interesting features of the new Fieldcrest Thermostatic Blanket is its packaging. For the first time, the consumer package on an electric blanket is both attractive and useful. The white gift-type box is sturdily constructed for use as a summer storage unit.

In addition, the informative material on the inside lid makes the opened package a highly effective store display. The control unit is prominently displayed in a special compartment, instead of being hidden under the blanket.

See Proof of Life Magazine Ad Attached