



Fieldcrest

MILL WHISTLE

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OTIS MARLOWE Editor

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Capitalist!



Johnny used to be a laborer. Brother Tim still is.

Both cut lawns. Both used to use customers' hand mowers. Each could do one big lawn a day, and get \$2 for it.

Tim spent his \$2 on movies and candy. Johnny saved some money, borrowed some more, and bought a power mower. Now he can cut 5 lawns a day, and so makes \$10.

He puts aside \$2 a day to pay back his loan, and \$1 toward another mower when this one wears out.

He still has seven dollars where he used to have two, and is helping more people get their lawns cut when they want them. Yet some enemies of business would say that that shows Johnny is too big; he should be limited in the number of people he can serve.

These same strange enemies would prevent Johnny from setting aside \$1 a day out of his own earnings, to buy a new mower when this one wears out. (Of course, that means Johnny would go back to hand labor at \$2 a day, and fewer people would be served—but these strange people don't care about that.)

And some people say Johnny should be forced to share his \$7 with Tim so Tim can keep on spending his \$2 for movies and candy.

Sound ridiculous? Yes, but everyone of these charges and demands is leveled at American business today.

—Courtesy Warner & Swasey, Cleveland



We are coming to see that there should be no stifling of labor by capital, or of capital by labor; and also that there should be no stifling of labor by labor, or of capital by capital.

—John D. Rockefeller, Jr.

ZCMI, IN SALT LAKE CITY, UTAH Famous Store Sells Fieldcrest Textiles



Possibly an Indian prowled about — or a coyote wailed its weird song — that fateful night of October 9, 1868 when Brigham Young and a small group of associates held their first meeting to organize ZCMI, Zion's Co-operative Mercantile Institution.

Less than a year after that beginning, Brigham Young and his associates opened the doors of the first ZCMI retail unit at First South and Main Street (then called East Temple Street) in Salt Lake City, Utah, hardly a block from the present site of today's retail store.

Originally, ZCMI was intended to become a chain of retail outlets together with a manufacturing corporation. For a time it did produce a major portion it sold, but with the coming of the railroad across the continent the production aspect was subordinated to the one of distribution. Various retail outlets were set up throughout Salt Lake City, the rest of Utah, and parts of southern Idaho, but now the only remaining retail unit is the large department store in Salt Lake City.

Early in its life ZCMI Wholesale was organized and today is possibly the largest wholesale distribution center both from the standpoint of number of sales and dollar volume in the Mountain West. In addition, there is a wholesale drug unit, and a wholesale grocery unit with divisions in Ogden, Provo, and Price, Utah, as well as Pocatello, Idaho, besides Salt Lake. ZCMI School and Office Supply is a large portion of the operation with headquarters in Salt Lake City.

From a beginning like a country store, using metal pots as "cash registers"

ZCMI has grown to a leading business of the nation, giving the best merchandise for the lowest possible consumer price.

Major lines in both the wholesale and retail dry goods divisions are the products of Fieldcrest Mills, which have gained wide customer acceptance in the area served by ZCMI.



EDITOR'S MAILBAG

Dear Editor:

Thank you kindly for your good letter of July 13th which reached me a few days ago, enquiring about The Mill Whistle.

I have enjoyed receiving your paper the past more than five years and have on many occasions shown it with pride to South Africans.

Only this morning we looked at the most recent issue to arrive and picked out about 6 faces we knew very well. A couple of them had been in one of my classes at Draper High School.

Don't stop it, whatever you do, and before I return home in 1954, Lord willing, I will advise you to discontinue sending it to this address.

Receiving your letter was like an oasis in the desert. Thanks so much. We are all keeping well and enjoying South Africa. With kindest regards, I remain

Faithfully yours,

Rev. George E. Fisher.

P. O. Box 36, Krugersdorp
South Africa.