



# Fieldcrest

MILL WHISTLE

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## How Did Business Get Ready To Fill History's Biggest Order?

It didn't happen yesterday or the day before.

America's power to produce has been a long time growing. Year by year, the most successful businesses have had to prove and strengthen themselves in competition. The managers of business have had to demonstrate their resourcefulness during each day of so-called normal times.

Now the country calls confidently on business for a greater torrent of production than the world has ever known.

It isn't enough that we can already produce more of the vital things—more steel and rubber and petroleum and electricity—and that communications and transportation are at the highest levels in our history.

**That's only the start. Where we go from there depends in great degree on management. Fortunately, there is a spirit in the men of management which welcomes the difficult and denies the impossible.**

Does today's emergency call for making new products and improving old ones? Management has been doing that for years. It wouldn't be good management if it hadn't bettered output steadily to meet public needs.

Does it mean creating new machines and new methods, training new workmen and supervisors in new jobs? It has long been management's responsibility to develop more efficient ways of making things.

Does it require modern plants? Good managers have been wise in distributing earnings, ploughing back funds to expand plants, to install more machinery.

America can count itself fortunate that business is ready to fill history's biggest order.

—Courtesy N. W. Ayer & Son, Inc.



A man telephoned his doctor, asking him to come as quickly as possible. "My wife has appendicitis."

The doctor retorted, "Nonsense! I took your wife's appendix out three years ago, and I never heard of anyone having a second appendix."

To which the husband replied, "Ever hear of anyone having a second wife?"

## LOWENSTEIN'S IN MEMPHIS, TENN. Famous Store Sells Fieldcrest Textiles

Rich in tradition is the 91-year-old history of Lowenstein's, and mellow with the flavor of the Old South, out of which this modern institution has grown. Yellowed newspaper files and faded photographs tell its story during Memphis' pre-Civil War days, the terrible conflict, the rigors of Reconstruction, the battles against yellow fever, the lush Twenties, the current Fifties.

It is interesting to note that only 12 Memphis firms in existence today share with Lowenstein's the honor of being "first in Memphis", and that Lowenstein's is the only department store, women's wear or men's store in the entire group.

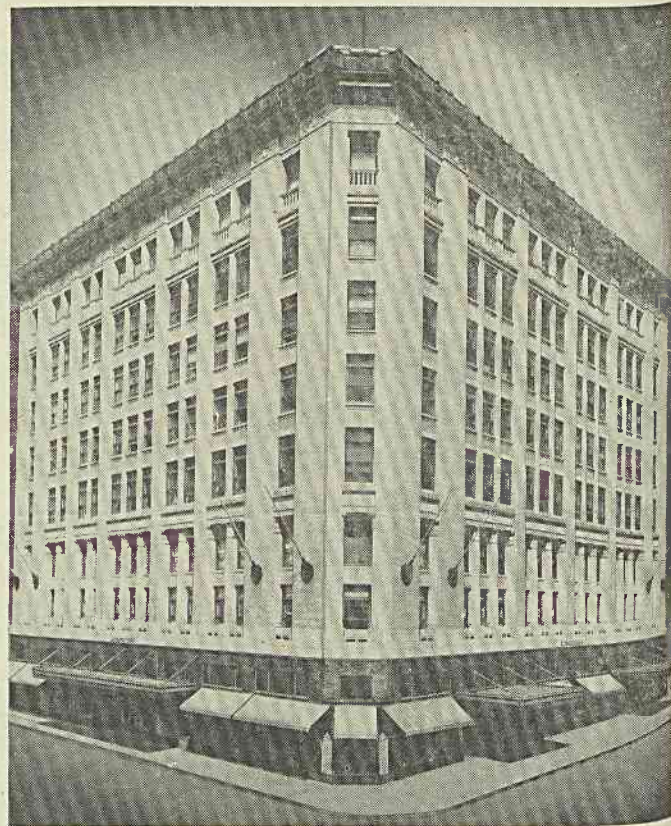
Benedict Lowenstein foresaw a great future for the Mid-South. As an early peddler, in 1855, he invested his savings in a limited stock of merchandise, housed in an unpretentious room. His capital was limited, but this disadvantage was more than offset by his ability as a merchant and his honesty of principle.

His business grew by leaps and bounds. Benedict Lowenstein saw his store becoming more than a "one-man" stand. There was soon a need for larger quarters, and the entire building was occupied.

In 1873 and again in 1878 Memphis was scourged by the dreaded epidemics of yellow fever. Many firms were forced to give up or face destruction. But not Lowenstein's; this business emerged virile and strong with a volume of business that called for more space. This resulted in the acquisition of the Goodlett Building in 1883.

Within a few years, the Rogers Building was added, giving the store much more space.

On New Year's Day in 1906, the store was practically destroyed by fire. Hurried conferences brought about the purchase of the Hunter Building on the corner of Main and Court Streets. No expense was spared to make the new Lowenstein store the South's finest. In 1910, the Arnold Building on Front Street, immediately to the rear of the store was added. The present home of Lowenstein's was built in 1924, embodying every modern detail in architecture and equipment. Time had



changed the building from a single-story room to a huge department store of ten great floors.

Lowenstein's is an institution dedicated to service to the great Mid-South. Continually on the alert to show the new, the unusual, the different to its patrons, the store maintains constant contacts with all market centers in America and throughout the world.

It is a source of pride to Fieldcrest men and women that the products made in our mills reach the consumer through famous stores such as Lowenstein's in Memphis.



## Electric Blanket Man Receives Jaycee Honor



Elwood Edwards of the Electric Blanket Mill has been appointed membership chairman of the fourth Jaycee district and vice chairman for the State Jaycee organization, according to an announcement by Carson Bain, Vice President of the fourth district.

The North Carolina Junior Chamber of Commerce has over 5,000 members at the present time. It is hoped to form a number of additional Jaycee groups in the State this year and to boost the membership in the present clubs.



Postpone M-Day—the day of the millionth traffic death—by careful driving, the National Safety Council urges.