

Fieldcrest MILL WHISTLE



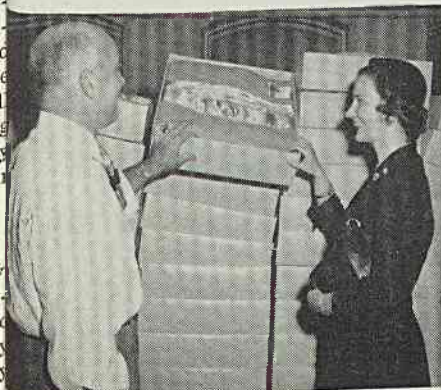
Dress styles from 1852 until the present are shown above modeled by High School girls of Leaksville and Draper. Dresses were shown at the Centennial programs held at Leaksville High School Auditorium, Wednesday and Thursday evenings, May 14 and 15. Left to right are: Patsy Price

wearing 1852 fashions; Rose Tiller, 1863; Kay Shelton, 1871; Gloria Harris, 1882; Sallie McCullouch, 1900; Merita Hopkins, 1911; Iva Robers, 1918; Sue Seay, 1925; Patsy Hancock, 1930; and Jo Ann Webster, 1952 gown imported from Paris.

Merchandise Publicity Manager Visits The Mills

Miss Gertrude Dale was appointed Merchandise Publicity Manager for Fieldcrest Mills, April 2, with headquarters in our Sales Offices at 88 North Street, New York. She will report to the General Sales Promotion Manager, Paul H. Howard.

Miss Dale visited the mills during last week to meet the people here and to observe production processes. She visited the Quality Control Laboratories
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GERTRUDE DALE, J. G. COMMINS
... Writer Visits Mills ...

Centennial Draws Big Attendance

Approximately 1500 persons attended the special Centennial Program in recognition of the 100th Anniversary of Marshall Field & Company in the Leaksville High School auditorium, Wednesday and Thursday evenings May 14 and 15. Fieldcrest employees and members of their families, members of civic clubs, and teachers from Leaksville Township schools attended the program on Wednesday night. A second performance was given Thursday evening for members of the Carolina Cooperative Council, The Junior Carolina Council, retired Fieldcrest employees, ministers of the Tri-Cities and other guests.

Lawrence B. Sizer, vice president of Marshall Field & Company, and director of Public Relations for the corporation, described highlights in the history of the company and told the story of the Company's progress through the years and announced future plans of the Company.

As a feature of the program, girls from the Leaksville and Draper high schools modeled dresses showing styles since 1852 when the Company was founded. The dresses had been especially made up for the Centennial celebration. They were exact replicas of the dresses of the years which they



FIELDCREST QUARTET
... Songs of a Century ...

represented. Dresses which were shown in Leaksville have been shown in the store windows at the Retail Store in Chicago and appeared in newspapers and magazines worn by professional models. Plans for their next use will be a Centennial Program at Frederick & Nelson in Seattle, Washington.

Prior to the showing of the dresses in the Leaksville program, the Fieldcrest Quartet appeared as a barber shop quartet and sang songs reminiscent of periods in the past century.