

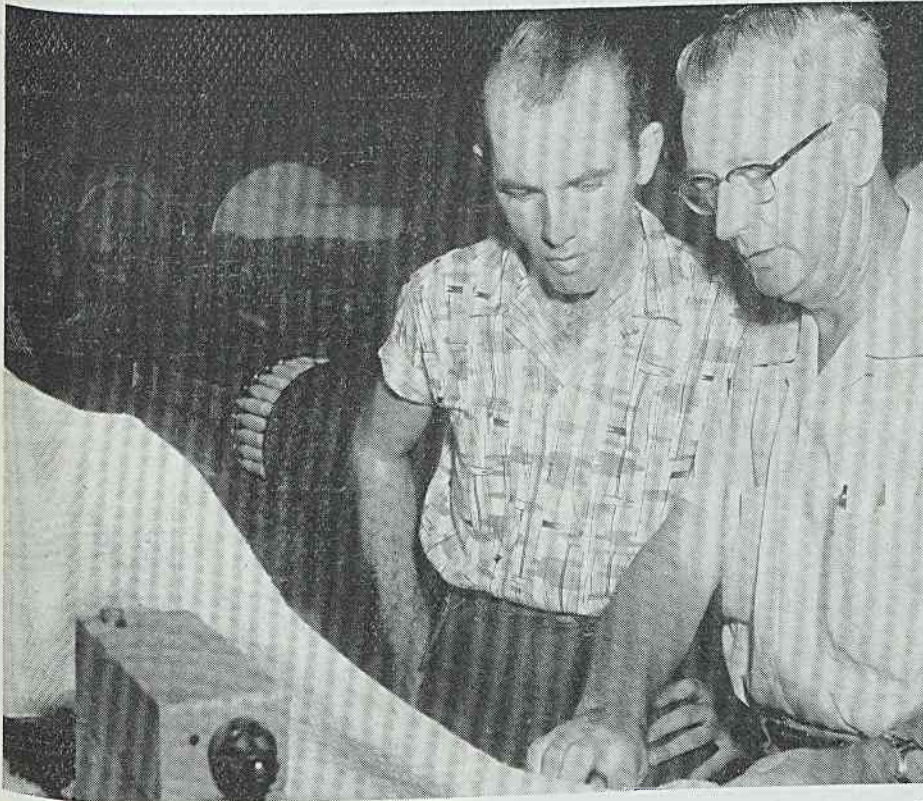
Fieldcrest® MILL WHISTLE

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Spray, N. C., Monday, October 24, 1955

Number 8



WEAVE ROOM TRAINING— A training program arising from increased operations and the need for rapid development of weavers and loomfixers has been in progress at the Towel Mill for several weeks. The training is primarily for persons recently placed on the job. Raymond Martin, assistant foreman, is shown instructing Claude Austin Jr., a weaver who was formerly a knitter at the Hosiery Mill.

Hoit Appears In LIFE Magazine

LIFE Magazine has paid Fieldcrest a distinct honor by selecting Frederic W. Hoit, domestics sales manager, as one of the business people featured in LIFE's October 24 issue (on newsstands since October 20).

In connection with an article on office furniture, Mr. Hoit was photographed in an exhibit of office furniture held at the Savoy-Plaza Hotel in New York. He was pictured in the suite set up for an Important Executive.

He was interviewed about his likes and dislikes on office arrangement, furniture, etc. Additional photographs were taken of Mr. Hoit in his office at Worth Street and he is shown in the magazine in both settings.

LIFE also photographed for the story, Lily Dache, the women's hat designer, in a setting created for the Woman Executive; an important husband and

wife team of architect and fashion consultant in a suite set up for husband and wife working in their home and a department head from Birdseye Corporation in an office set up for the Junior Executive.

The pictures of Mr. Hoit appear on page 99 in LIFE's current issue.

Eye-Catching Ads

Eye-catching, full-color advertisements of Fieldcrest products this Fall are concentrating attention on the Fieldcrest label as the hallmark of quality and fashion.

See pages four and five for the story of our fall series—the thinking and planning that is behind this campaign to increase sales and keep the mills running at full capacity.

Fieldcresters Give To Fund Campaign

The Tri-City Community Fund drive at Fieldcrest was in full swing as the Mill Whistle went to press Friday.

Beginning last Monday, Edward J. Hoechst and Jones Norman, Fieldcrest chairman and vice-chairman, met with the managers, superintendents and foremen of each mill.

Mr. Hoechst gave information about the Community fund and asked for cooperation in making the campaign a success. Mr. Norman explained how the Fieldcrest phase of the campaign would be handled and distributed pledge cards, campaign buttons and other materials to be used.

Campaign officials said that the results would be announced, when known, through the Leaksville News and the Mill Whistle.

Captains for the various mills were as follows: S. T. Anderson, Bedsread; C. A. Davis, Blanket; F. T. Suttentfield, Bleachery and Finishing; John Eggleston, Central Warehouse; T. R. Ray, Electric Blanket; Virgil Hall, Karastan; Ralph Going, Sheeting; and A. L. Jackson, Synthetic Fabrics. Department heads are in charge in the various offices.

Danhoff Appointed Towel Night Supt.

Vice-president E. W. Medbery has announced the appointment of Walter Danhoff as night superintendent of the Towel Mill, a new position necessitated by increased operations. Mr. Danhoff assumed his duties at Fieldale Monday, October 24.

Mr. Danhoff for the past four years was superintendent of Caledonia Mills in Lumberton, N. C. and previously was superintendent of Lydia Cotton Mills, Clinton, South Carolina and served in a supervisory capacity with various textile companies in South Carolina.

He is a native of Texas and graduated from Texas A & M with a B. S. degree in Textile Engineering. After receiving his textile engineering degree he completed courses in Business Administration through the Alexander Hamilton Institute and courses in foremanship training through La Salle Extension University.