



# Fieldcrest

FASHIONS FOR BED AND BATH

## MILL WHISTLE

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NUMBER 4

## Thompson Company Advertises Fieldcrest

**World's Largest Advertising  
Agency Named In Long-Range,  
Fashion, Ad Program**

The J. Walter Thompson Company was appointed advertising agency for Fieldcrest's domestics division, effective August 1.

This new association with the world's largest advertising agency is part of an overall program in sales, merchandising and advertising, designed to place increased emphasis on style and fashion. The program is aimed at making Fieldcrest fashion leaders in the field, and continuing and increasing its reputation for quality merchandise.

The long-range plan is based on using the finest creative talent and most efficient organization obtainable to make Fieldcrest the best-known style and quality name in the field. The Thompson appointment is expected to contribute importantly to the plan.

Fieldcrest sales executives have outlined our program to key personnel at the Thompson agency, who have expressed great enthusiasm over the Fieldcrest merchandise and sales program.

(Continued on page eight)



PAUL D. EMERY



CLINTON J. FRANK, JR.

## New Men Assume Duties Sept. 1

Two new members of the Fieldcrest organization whose appointments have been announced and who will assume their duties Sept. 1 are shown above.

Paul D. Emery will become assistant to Robert A. Harris, vice-president in charge of manufacturing, and Clinton J. Frank, Jr. will become director of industrial relations. Mr. Emery has

been with Bates Manufacturing Company for 25 years and for the past eight years has been plant manager of the Bates Hill Division, Lewiston, Maine. Mr. Frank has been with Procter & Gamble, Cincinnati, Ohio, for 16 years and engaged in all phases of industrial relations, including union negotiations and arbitrations.



**TESTING ROLL CALL**—Applicants for jobs at Fieldcrest listen to roll call of those scheduled to take aptitude tests. John Dallas (at left with hand raised) answers to his name. Turn to pages four and five and follow John through the testing procedure.

## Lay-Away Plan Offered For Automatic Blankets

Norwood Cheek, manager of the Employees Store, today issued a reminder of the store's lay-away plan for automatic blankets. Some unusual bargains are available now in automatic blankets and a small deposit will hold the employee's selection until the blanket is needed later in the year. The lay-away plan was instituted for the convenience of employees, Mr. Cheek said.

By using the lay-away plan the employee can choose from a wider assortment and can get a blanket at a better price than will be possible in the fall or winter months. Also, the lay-away plan makes it more convenient financially to own an automatic blanket. After a minimum deposit, small payments may be made weekly or monthly. If the employee chooses, the entire balance may be paid when the blanket is called for, the store manager said.