

District sales managers, shown following meeting at Fieldcrest Lodge, from left to right, are A. S. Thompson, Jr., G. D. Stewart, G. C. Lea, Randolph C. Johnston and J. A. Schroeter. R. R. McGill and W. K. Sturrock, Jr., were not present.

District Managers Hold Meeting At Mills

A review of outstanding happenings in the field and discussions of sales plans for the rest of the year featured a meeting of the Fieldcrest district sales managers at the Fieldcrest Lodge at Fieldale, Va. Thursday and Friday, October 1 and 2.

D. M. Tracy, eastern sales manager, conducted the meeting which included previews of new items and special mer-

chandising programs for the fourth quarter of 1964.

Fieldcrest marketing division officials participating in the meeting, in addition to the district managers, were G. W. Moore, president of the marketing division; A. S. Thompson, Sr., vice president, sales; F. W. Green, vice president, merchandising; W. I. Krohn, western sales manager; and D. H. Rob-

erts, manager, Fieldcrest Shop and premium sales.

Members of mill management and general management also attended some of the sessions.

District managers present were: Randolph C. Johnston, Cleveland; G. C. Lea, Atlanta; J. A. Schroeter, Dallas; G. D. Stewart, New York; and A. S. Thompson, Jr., Chicago.

Wives Of Editors Are Guests Of Fieldcrest

(Continued from Page One)

editor, the Journal and Constitution, Atlanta, Ga.; Mrs. William P. Steven, wife of the editor of the Houston Chronicle, Houston, Texas; Mrs. Miles H. Wolff, wife of the executive editor of the Greensboro Daily News and president of the ASNE; Mrs. Robert C. Notson, wife of the editor of the Portland Oregonian, Portland, Oregon; Mrs. Norman E. Isaacs, wife of the editor of the Courier-Journal and Louisville Times, Louisville, Kentucky.

Others were: Mrs. Vincent S. Jones, wife of the editor of the Gannett Newspapers, Rochester, N. Y.; Mrs. William D. Snider, wife of the associate editor of the Greensboro Daily News; Mrs. Creed C. Black, wife of the editor of the Chicago Daily News, Chicago, Ill.; and Mrs. Herbert Brucker, wife of the editor of the Hartford Courant, Hartford, Conn.

Also, Mrs. Vermont Royster, wife of the editor of Wall Street Journal, New York; Mrs. C. O. Jeffress, wife of the president of the Greensboro News Co.; Mrs. Alfred Friendly, wife of the editor of the Washington Post, Washington, D. C.; Mrs. Newbold Noyes, Jr., wife of the editor of the Washington Star, Washington, D. C.; Mrs. Arthur C. Deck, wife of the editor of the Salt Lake Tribune,

'Forecast '66' Fashions Promoted In Ads

Fieldcrest "Forecast '66" bed and bath fashions are promoted in a full-page colored advertisement to appear in leading magazines during October and November.

The illustration shows coordinated bedspreads, towels, blankets and sheets.

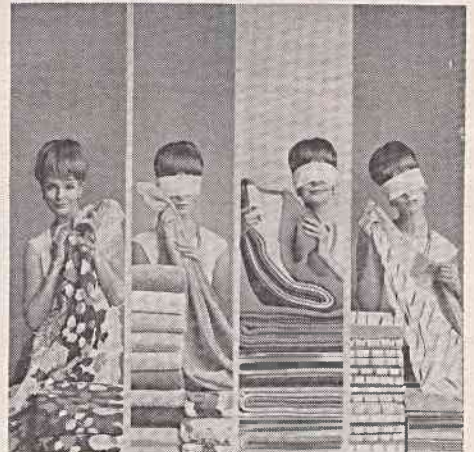
The copy reads:

"Stripes, prints, solids, blues, greens, pinks, yellows. Put them all together and love it! Forecast '66 mixes, matches and surprises. Everything goes! Be as daring as you wish with your bedroom and bath. With Forecast '66 you'll enjoy perfectly beautiful results every single time."

The ad will appear first in the November issues of Sunset, House and Garden, and House Beautiful, each of which goes on sale October 20. It will appear next in the October 31 issue of New Yorker Magazine, on sale October 29.

The ad will be in the New York Times

Salt Lake City, Utah; Mrs. William J. Woestendiek, wife of the editor of the Houston Post, Houston, Texas; Mrs. I. William Hill, wife of the managing editor of the Washington Star, Washington, D. C.; and Mrs. Alice Fox Pitts, former executive secretary of ASNE.



Reprints of "Forecast '66" ad are posted throughout the mills.

Magazine November 1 and will appear in Harper's Bazaar in the November issue, on sale November 2, and in the November issue of Town and Country on sale November 5.

It will appear in Bride's Spring Forecast issue, on sale November 5, in the November 16 issue of Vogue on sale November 16, and Modern Bride's Spring Fashion Preview issue on sale November 19.