


Geo. McArthur & Sons

BARABOO, WISCONSIN

TOWELS

October 26, 1944

Dear School Friend:

Now that the WPB is lifting many restrictions on the manufacture of varied products, you may begin to hope that the green light will soon again be flashed for the manufacture of towels for schools. We most sincerely join with you in these hopes.

Cotton products are most critical items in the Pacific war area. Tents, clothing and thousands of other uses have made it necessary for the industry to devote well over 75% of its efforts to the winning of the war.

What concerns us most at the moment is the prospect of losing some of the good will of our customers thru inability to give the same prompt attention to inquiries and orders that we have always given in the past.

At the present time we are turning out much more than twice our normal production in spite of tremendous war time problems of man power and material shortages. All products go to the fields designated by the War Production Board directives. And we will not sacrifice quality of our products in order to get additional production.

So, until the labor and material situation improves, please bear with us. We will give your inquiries and orders the very best possible attention and ask you to understand if there are inevitable delays. The looms that made school towels are now fighting the enemy by making products that will help shorten the war. Our last word is-HAVE FAITH IN BOTH McARTHURS- Both are doing their best for the hurrying of the great day of PEACE.

Yours very sincerely,

GEO MC ARTHUR & SONS

AM/ws

SUPER GYM SUPER TURK VELVA-TERRY BATH ROBES BARABOO TOWELING