

CLINTON CLOTHMAKER LYDIA

VOL. 1, NO. 3

PUBLISHED FOR EMPLOYEES OF CLINTON-LYDIA MILLS, CLINTON, S. C.

APRIL 15, 1952

Good Quality Cloth Pays Off To All

The quality of cloth woven at Clinton-Lydia Mills is a matter of great importance to all of us and in this series of articles, we will try to point out what it means to you as well as the company for our mills to produce goods of the best possible quality.

If you stop to think about it, our mills must operate at a profit if they are to run and provide you with reasonably full time employment.

If you were asked to state the most important things about your job, we believe you would say: (1) that you be given a chance to work full time and (2) that your work is the kind that runs well. Your company is doing everything possible to provide you with materials and equipment to make your job run smoothly; but the matter of running our mills on a full time basis depends on our ability to produce good quality cloth. It is only with your help and cooperation that this can be brought about.

CONDITIONS

The textile industry has been in very poor condition for many months now and business is still slow and unsatisfactory. Prices for cotton goods are at a very low level and are generally unprofitable. Nevertheless, cloth still is being bought and sold, so if we can make the right quality goods at the right cost, we believe we can sell enough cloth to run our mills on a reasonably full time basis even in these bad times.

Our customers usually have a list of six, eight or 10 mills from whom they buy goods. They have learned just what kind of cloth each of these mills makes and just how consistent the quality is. From this information they have graded these mills, and in poor times such as now, they

(Cont'd. on Page 4)



THIS INFIELD OF THE 1952 CAVALIERS promises some fast ball, judging by the way they have been showing up in practice. Left to right are "Lonnie" Lyles, shortstop; "Blacky" Blackstock, 3rd base; Ray Riddle, 2nd base and Manager Charlie Gaffney, 1st base. Riddle is a newcomer from Greer who looks mighty good.

Cavaliers On Diamond With Good Outlook

The Clinton Cavaliers are back on the field after missing a year and judging by pre-season workouts, Manager Charlie Gaffney will turn out a team that will produce some fast playing and turn in their share of wins.

Manager Gaffney will not make any predictions but says the team is shaping up nicely with some promising prospects. Virtually the same team as in 1950 is back except for Prater, Eaton, Livingston and Arrabella.

Taylor from Greer and Riddle from Greenwood are two new additions who look good. Those who are back include Lyles, fast glove man at shortstop; Huffstetler, Harbin and Burnett who you've seen in the outfield; Blackstock on third; Whitaker, a pitcher; Gaffney holding down first; Mish in outfield; Cooper pitching and Lombardi catching.

The shake-down period was just beginning as we went to press. We promise you a full baseball round-up next month. In the meantime, here is the schedule of games for the next several weeks. Get behind the Cavaliers and give them your support.

Schedule

Only home games are listed below, all beginning at 8 P.M.

- April 15, Ninety-Six
- April 19, Joanna
- April 25, Ninety-Six
- May 2, Ware Shoals
- May 6, Joanna
- May 10, Ninety-Six
- May 16, Joanna

The team is off to a fine start. Help keep them there by attending every game you can.

New York Office Activities Important To Each and Everyone at Clinton-Lydia

BY NORMAN MEYERS

Pres., Clinton Cottons, Inc.

It has been suggested that many of the employees of Clinton and Lydia Mills who are on the manufacturing end would like to know what happens to the cloth made there. It is the job of the New York office, Clinton Cottons, Inc., to handle the selling and distribution of all the output of the mills, and so this is the first in a series of articles for your paper which will try to tell you how we operate. We will be glad to answer any questions you may have if you will send them in to the editors of your paper.

This first article will tell of the background of your

New York selling agency, Clinton Cottons, Inc. is a very young company. The products of the mills were sold before the war by an independent selling house. During the war period the work was handled by the mills and the goods were sold from Clinton.

Markets became very competitive after the war and it was decided that a modern and aggressive selling organization controlled by the mills was necessary. P. S. Bailey and George H. Cornelson came to New York and after investigating the possibilities of establishing the mills' own selling house, obtained the services of the writer to head up this new division. This took place the middle of August, 1948, and within two weeks, Clinton Cottons, Inc. was operating and took their first order September 8.

Post-war shortages of office space, telephones, office equipment and office help made the first operations very difficult. We started out without even a lead pencil but the various problems were soon overcome. From that beginning in late 1948 until today we have steadily grown and recently have moved to new quarters at 40 Worth Street, the capitol of textile selling of the world. Here we have ample office facilities which enable us to operate even more efficiently. We are having some photographs made which will appear in your paper from time

to time so you can actually see what is going on up here to keep the mills running there.

It is our responsibility, as far as market conditions permit, to keep the mills running full on the fabrics which can be sold to the best advantage and which are the best for the mills in keeping with our equipment. This not only covers looms, but also yarn numbers, weaves, etc. We keep the mills advised daily of all market conditions, prices, trends and other phases of fabric distribution.

In addition to selling the (Cont'd. on Page 2)



THE WOMANLESS WEDDING presented by the Clinton Camera Club was a howling success as you might judge from one of the scenes shown above. That's L. C. Ficklin holding the shooting iron, George Huguley behind the cigarette, and the lovely, demure (and shapely) bride is A. C. Young.



THE FAST-STEPPING CLINTON-LYDIA girl midgets didn't win the state tournament, but they played some heads-up ball and got some good experience. Front row: Floye Dean Hamilton, Sharron O'Shields, Ruth Trammel, Nancy Meadows, Joyce Creswell; Middle: Linda Braswell; Back: Mildred Suttle, Carolyn Roof, Coach Jim Puryear, Barbara McCrary and Jerry Barker.