

# CLINTON CLOTHMAKER LYDIA

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## Finer Cloth Requires Full Cooperation

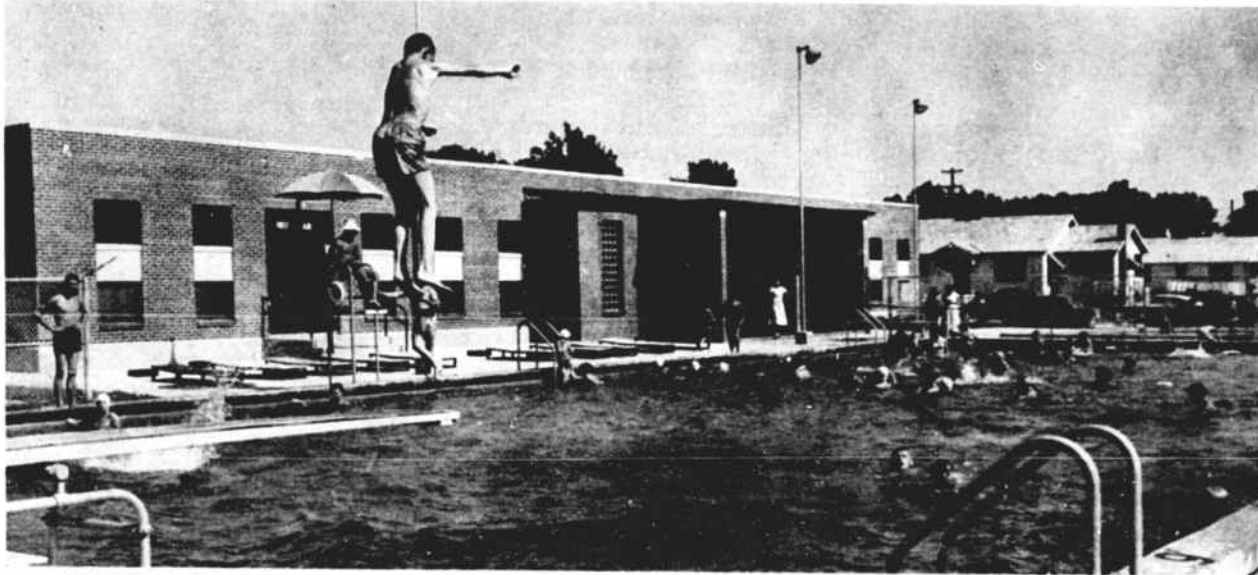
It has been pointed out in the previous articles in this series that the making of good quality cloth is of extreme importance, both to the mills and every employee, and to accomplish that result we must all do our part to solve the many problems involved. You have been told what your management has been trying to do in this direction and now we would like to discuss some of the ways you can help.

Manufacturing of uniform good quality cloth goes right back to where the cotton is opened, the opening room. Every department from there on through the cloth room, and every employee working in these departments, is responsible for and can contribute something toward producing a good product. Even the people in the Shipping Department have a part in this program, as it is their responsibility to handle the finished bales with great care, to see that they are kept clean and free from rips and tears in the burlap bale coverings, which would result in soiled and damaged cloth.

### Opening Room

The employees in the opening room must see that all bales are thoroughly cleaned before the cotton is fed to the hopper feeders. A matter of great importance is to have the cotton fed uniformly from all bales in the mix on the floor and the feeders must be kept as near as possible to a constant level; otherwise it would be impossible to produce a uniform and good quality.

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OPENING DAY AT THE CLINTON SWIMMING POOL, identical to the one at Lydia Mill, was a big day for the youngsters as shown by these first-comers. The pools have been painted a beautiful sky-blue this year.

## Clinton-Lydia Fully Staffed Pools Open

The swimming pools at both Clinton and Lydia Mills opened June 2 with a big throng of youngsters all set for their first swim of the year, and large crowds have been at the pools each day since.

The pools had been placed in first class shape by crews of painters and workmen prior to the opening, and the beautiful new blue paint of the pools add much to their appearance.

The pools are open from 9 to 12 in the morning, 3 to 6 in the afternoon and 8 to 10 at night, except that they are closed Wednesday night and on any night when a home game of the Cavaliers is scheduled. Admission is nine and 25 cents.

### Remember the Rules

A full staff of trained lifeguards, all students at Presbyterian College is on duty at both pools as well as lady attendants. All persons are cautioned of the following rules which have been posted for the safety and pleasure of those using the pools:

There will be no running around the pools, no pushing or horseplay of any kind and no playing in showers. Soap showers are required of all. No diving or jumping on people and throw nothing in the pools. No admission to the inside of concession stand. Obey the lifeguards at all times, they are simply trying to protect you and your friends.

## Work of Converters in Transforming and Disposing of Goods Proves Interesting

By Norman Meyers, Pres. Clinton Cottons, Inc.

In previous articles you have seen that goods we produce at Clinton-Lydia branch into two different directions.

Some go to the industrial trade, or people who have their own factories for making articles or garments using our cloths and the fabrics becomes an important part of their product. As an instance, the rubberizing trade takes our cloth and makes rubber overshoes or raincoats, or something similar.

Then there is a trade called the converters. They take the cloth and do what the word implies—convert it from a piece of gray goods into beautifully finished and styled goods, later to be made into a garment or something for the house. Converters perform a very

important and useful function. In most cases they are primarily stylists and distributors of the goods. They employ a sales force and a staff with artistic temperament and training who create new patterns and colors for their customers. This part of our business is very interesting, although we do not have a part in it, and I think you would like to know more about it.

As you know, a large style center of the world, on women's wearing apparel, is Paris, France. Well-known creators and designers of garments there each year develop new style ideas in fabric and garment design. Most of these are quite expensive, usually using fabrics in the luxury field. What they do in Paris in 1952 effects what we do at Clinton and Lydia in 1953 and 1954. It works this way: American manufacturers go to Europe and see these new style ideas and buy dresses or beach wear. Then probably for a very short time, American-made reproductions can be bought in the more expensive shops.

### Duplicate Styles

While this is going on, American manufacturers of lower priced garments are working on ways and means of duplicating these styles in less expensive items. The next thing that happens is you will find the same type of styling in less expensive fabrics obtainable at more popular prices. At the same time, our converting customers, who make more popular priced items, are developing ways to buy our gray goods and make them resemble the more expensive original fabrics.

Much research and expense is put into this by our converting customers. The net result is that soon you will see our style P or E, or some of

the others, available in dresses, beachwear, etc. at reasonable prices. In addition, our converting customers create their own style trends. Some years there will be a vogue for plain colors in dark shades, such as black, navy, dark blue, dark green, etc., and then you will find other seasons where pastel colors are wanted.

Our converting customers are most clever in handling our fabrics. They give these colors "selling" names, such as "ice cream shades," or "jewel tones." They will use a light blue, pink, maize, coral and such colors.

### Many Variations

In the kind of printing used for patterns, you will find many variations from season (Cont'd. on Page 5)



SOME RESULTS OF THE LYDIA HOBBY club are displayed above by Joyce Mitchell who made all of the costume jewelry shown in the picture. Members of the club made the jewelry for their own use, for gifts and many sold some of the attractive pieces besides.



MRS. IONE WALLACE, Lydia community worker, is shown as she dedicated the new Providence School curtain to Miss Margaret Blakely, right, beloved teacher, as Miss Mary Johnson, Lydia Woman's Club president, looks on. The Woman's Club also presented Miss Blakely with a gift.