



Mrs. Dorothy Lawson

Producing quality goods while operating a machine assignment at standard efficiency or better is the biggest contribution the employee makes toward enabling Clinton-Lydia Mills to compete successfully. There must always be a proper balance between quality and cost.



If our QUALITY is not as good or better than that of our competitors, we lose business. If we are to continue to fill the needs and wants of our present customers, high quality must be maintained.



James Copeland, Jr. — Sherman Bell — James Traynham

Delivery of goods as promised and outstanding service to customers are other ways of competing successfully. The customer needs to receive goods as scheduled. The goods must be in good condition and packaged properly. This means that it is important that goods go through the various mill departments on time and that SECONDS be held to a minimum. When goods are processed and come through as seconds, the goods cannot be shipped to the customer as promised. In a highly competitive business like textiles, goods are available from too many sources for a customer to tolerate late deliveries or poor service.

## NEWS FROM CLINTON

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### WEAVING NO. 3 2ND SHIFT

#### By Richard Caverly

Henry Fallow attended the state fair in Columbia on October 23.

Mr. and Mrs. David Pulley and daughter visited in Greenwood Sunday.

Mrs. Annie Sloan, mother of Leila Black, was 75 years old Oct. 7.

Mr. and Mrs. Ralph Campbell and son visited Mrs. T. A. Human a week ago Sunday in Pelzer, S. C.

Mrs. Lee Bellue, father of Henry Bellue, is in the Veterans Hospital in Columbia.

Mr. and Mrs. Coley Campbell visited in Columbia, S. C.

Mr. and Mrs. Hugh Caverly of Farmington, N. H., visited Mr. and Mrs. Richard Caverly for a few days.

Mrs. Margaret Cannady has a birthday Nov. 16.

We are happy to welcome back Mrs. Margaret Cannady and Mrs. Elsie Alexander.

We wish to extend a cordial welcome to our two new battery hands, Miss Grace Holliday and Mrs. Visharoe Joye.

### CLOTH ROOM By Dorsey Turner

Kenneth Madden, of the U. S. Navy, has just finished Boot Training at Great Lakes, Ill., and spent 14 days leave with his parents, Mr. and Mrs. Sam Madden.

# Competition Is A Hard Fact Of Business Life

Let's face it. Clinton-Lydia Mills doesn't have to exist.

The young lady buying a dress (shirt, pillow cases, sheets, etc.) can buy pretty much the kind of article she wants whether Clinton-Lydia products are on the shelf or not. There are enough textile manufacturers to supply her and the country's needs. There are many manufacturers in competition with us.

The only way that Clinton-Lydia Mills or any other company can exist is by getting its share of the available business. To do this it is necessary to please the customers. The fate of any individual company is in her hands. She actually decides which company will stay in business and which will not.

Those that remain will be the ones that appeal to and satisfy her by producing a product that gives her the best value for her money. This value depends on the quality of the product and the price that must be paid for it.

But it is not enough for a company to manufacture such a product: **it must be sold.** The only way to sell a product is by its quality and the only way to realize quality is through the efficient performance on the part of its employees.

In summary, the battle to exist as a business boils down to three areas of competition: men, machines, and merchandising. All companies are working at these, so it is a continuous race to keep up.

Let's all at Clinton-Lydia Mills do our part to make a quality material so as to satisfy our customers and insure our jobs.



"Buddy" Campbell, Lydia 3rd Shift Filling Doffer, was recently announced 1st prize winner in a contest sponsored by A. M. Byers Company at the Textile Show. Everyone attending the show was invited to submit a "guess" as to the length of time a particular piece of wrought iron pipe had been in service. "Buddy's" guess, good for \$100.00, was short by only ONE DAY. His guess was 63 years, 4 months, and 11 days. Santa Claus came early for "Buddy" this year.



Sp/3 Richard S. Dunaway, son of Mr. and Mrs. Dan Dunaway, Clinton Mills, celebrated a birthday November 2. Richard has served in the Army for two years and nine months. Prior to entering the army he was employed in Clinton Mills Weaving. His wife, the former Dorothy Corley, celebrated a birthday October 2.



Phyllis Ann Yarbrough is the daughter of Mr. and Mrs. Marvin Yarbrough, Clinton Mills. She will celebrate her 8th birthday November 26.



Mrs. Joe Campbell — Mrs. Claude Trammell — Miss Marie Weir

The shopper is able to choose from the products of many textile manufacturers. The best VALUE-STYLE, QUALITY, AND PRICE—determine whose products she buys. Manufacturers constantly compete for her favor.

Mr. J. J. Frier of Whitmire, Mr. and Mrs. C. L. Revels, Mr. and Mrs. Alvin Williams of Chester and Greer, and Mrs. Frances Tidmarsh and daughter, Jo Ann, of Whitmire were dinner guests of the C. M. Friers Sunday.

Marion Turner and sister, Ann, Dorsey Turner and daughter, Marsha, were visitors in Laurens recently.

Mr. and Mrs. James Dunaway were visitors in Greenville recently.

#### Birthday

Phyllis Ann Yarbrough will celebrate her eighth birthday Nov. 26.

#### By William Fowler No. 2 Weaving First Clinton Mills

Here are just a few safety observations I have made about proper use of air hoses or blow pipes which I believe will be of interest to all of us.

1. Please do not walk in front of a blow pipe when

- blowing off a loom. It not only may tear up your hair, but also may blow something into your eye.
- 2. Do not hand the blow pipe from one person to another with the nozzle up. There is 95 pounds of pressure in there which could blow out an eye, or slip out of hand and slap you in the face with a hard blow.
- 3. Please do not stand on the air hose while in motion. There are times when the blow pipe fastens under a loom and a slight jerk may loosen it. It could cause an accident then by jerking your feet out from under you.
- 4. I use my protection to try to protect you. If we both try to protect each other all the time, we can play safe.

Confucius say: Long proved locomotive usually wins at RR highway crossing.



He which soweth sparingly shall reap also sparingly; and he which soweth bountifully shall reap also bountifully.— (II Corinthians 9, 6.)

There is no one so poor that he cannot give of brotherly love—of kindness, tolerance, consideration, and a helping hand to someone less fortunate. The more we give, the more gladly we give in His name, the more we shall receive.