

THE ERWIN CHATTER

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MANAGEMENT SPEAKS

January 2, 1952
 The Employees of Erwin Mills: want to take this opportunity wish each one of you a Very Happy and Prosperous New Year. As has been with keen regret that we have seen so little of you during the past year while serving as President of the National Association of Manufacturers. Now that I am back full time I look forward to visiting each of our plants as often as possible, and to seeing more of you. My experience in traveling all over the United States and meeting business men in every type of industry, while strenuous, was beneficial to me. I hope that experience will enable me to do a better job as the President of our Company. We regret that the lack of business has forced us to run short time in recent months in many of our plants. The truth is that the textile industry has been going through a depression. I am sure you know that a very great number of textile plants have been experiencing short operations. Furthermore, a number of our products continue to sell below costs. However, improvement is predicted for the industry, and we surely hope it will soon be a reality. I want to assure you that we will continue to do the best we can for you. In the unsettled world situation, of course, gives us all concern, but let us hope that by working with our hands abroad we can maintain the peace that we all pray for and work hard to secure.

Faithfully yours,
 Wm. H. Ruffin
 President and Treasurer

William H. Ruffin as Busy Month

December was a busy month for William H. Ruffin, President and Treasurer of Erwin Mills, Inc., retiring President of the National Association of Manufacturers. On Monday and Tuesday, December 3rd and 4th, the first International Conference of Manufacturers, sponsored by NAM, met to study various aspects of productivity in Europe and America. At this meeting, Mr. Ruffin welcomed the international delegates and in his speech brought out several questions pertaining to productivity. Many of the ECA members

who have visited Erwin Mills were present for this conference. During the remainder of that week, the National Association of Manufacturers conducted the 56th Congress of American Industry. At the Friday luncheon meeting of the 56th Congress, Mr. Ruffin made a stirring speech in which he urged Americans to "look behind the headlines to see how far we have fallen. For every influence-peddler there must be an influence-buyer, he said. "For every bribe-taker there must be a bribe-giver. For every tax-fixer there must be a tax-avoider. For every corrupted official there must be a corrupter. For every

crooked politician there must be tens of thousands of politically lazy and morally apathetic citizens." Mr. Ruffin urged all businessmen to dedicate themselves to make their contribution to the "fundamental American concept of individual responsibility. That concept in action," he concluded, "can be as powerful in the defense of our individual freedom and national security as any armadas we can launch, any air fleets we can build or any armies we can muster." The NAM 56th Congress ended on Friday night with the annual dinner at which the actor and radio commentator, Robert Montgomery,

and Bishop Henry Knox Sherril of the Episcopal Church were the speakers. President W. H. Ruffin presided and the Rev. E. A. DeBordenave, rector, Christ Church, Philadelphia, gave the invocation. Mr. William J. Grede, president of Grede Foundries, Inc. of Milwaukee, Wisconsin, is the newly elected president of NAM. Mr. Ruffin was elected Chairman of the Board. We at Erwin Mills are extremely proud of the outstanding work done by Mr. Ruffin as President of NAM and the recognition given him throughout the world.

AT THE ANNUAL N.A.M. DINNER



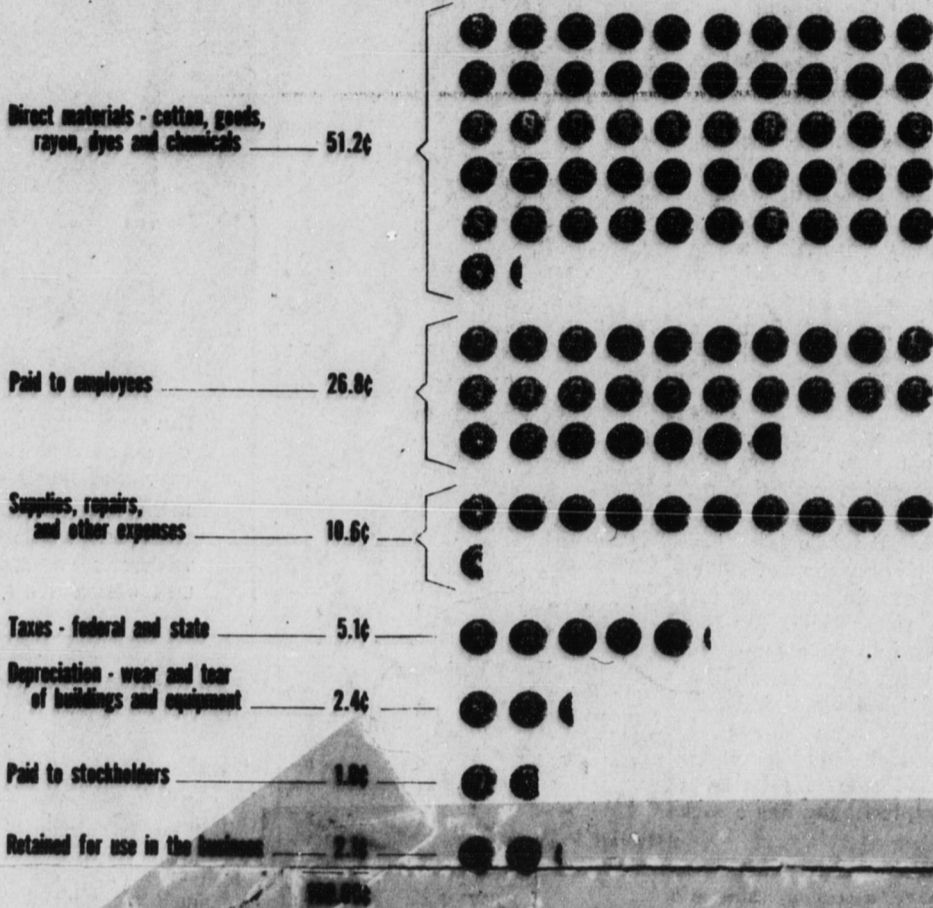
Robert Montgomery, Wm. J. Grede and William H. Ruffin meet before the annual N.A.M. Dinner.

SOME FACTS

About Your Company
 And Your Job



HOW EACH DOLLAR RECEIVED FROM SALE OF PRODUCTS IN 1951 WAS USED



Outlook For 1952

"The cotton textile industry, which entered the year 1951 in an excellent position to provide not only for all defense needs but for civilian requirements as well, approaches 1952 bound by limitations and faced with many uncertainties.

"Nevertheless, despite the restrictions imposed upon it and the confusing developments of recent weeks, the industry will embark upon the new year with less doubt than ever before of its ability to fulfill whatever military requirements may be necessary and to keep civilian production at whatever level may be needed."

Thus Charles C. Hertwig, of Macon, Ga., president of the American Cotton Manufacturers Institute, approached the outlook for the cotton textile industry at the year end.

This industry, said Mr. Hertwig, has demonstrated beyond all doubt its tremendous productive capacity and its increased efficiency which have stemmed from the widespread program of rehabilitation and improvement following World War II.

In fact, he said, a major contributing factor to the depressed state in which it finds itself at the year's end has been a very real underestimation of its productive power, coupled with an exaggerated estimate of military requirements which it has been called upon to turn out.

The major need now, he emphasized, is that this industry be permitted to operate in an environment free of the uncertainties which found it in the latter half of 1951 and with the least possible interference of the kind that disrupts schedules and induces in the market a state of suspense and insecurity.

Only in such an environment, he continued, can there be attained the balance between supply and demand which is essential for a healthy economy.

"Because of the general timidity in buying which characterized the closing months of 1951," Mr. Hertwig said, "the industry is hopeful that there will be an accelerated demand for its products in the new year. In fact, the absence of any volume buying in the textile industry since as far back as April, 1951, should have created a tremendous vacuum in American markets by the beginning of 1952. The mills, consequently, have reason to believe that the coming year will see a substantial improvement over 1951, because of the production that will be needed to fill the shelves of retailers and the linen closets of the consuming public.

"Moreover," he added, "because of the relatively small volume of government business placed this year, the industry believes both the number and the volume of business of such contracts will be stepped up sharply in 1952."

The ACMI executive pointed out that despite rising costs of production, prices of cotton textiles have been declining. In some cases they have reached such a level as to threaten serious financial loss. The healthiest development which could now occur, he asserted, would be the removal from cotton textiles of price controls which long since have outlived any usefulness they may have had at the beginning of the defense program.

"The truth is," he declared, "that the situation now is not the pressure of plentiful dollars against a scarcity of cotton textiles, which could make for inflation. It is, instead, the pressure of excessive supplies of these goods against a demand which has sharply declined."

Memo to Reporters

Recently, your editors have received objections from some of you that your news has been cut before being published. We would like to explain the reason for this. Some months there is more news than can be put in 8 pages. Other months there is less news than will fill up 8 pages. When this happens, we are forced in the first instance to cut, and in the second instance to find material in order to complete the paper. To avoid confusion, henceforth, we will make it a policy to devote two full pages to each location. In the event that any location does not send sufficient material to fill up its two pages, we will run in the extra space, any excess material which we might have omitted previously. We sincerely hope that this explanation will make clear the variations of the space in the CHATTER devoted to each location.

The deadline for pictures for the February CHATTER will be January 25th and the deadline for news will be February 1st.