



# Fieldcrest

MILL WHISTLE

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OTIS MARLOWE ..... Editor

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## The Customer Is All-Important

In our competitive system, the customer is all-important. He wields more power than any ruler. He controls employment by deciding from whom to buy. He controls wages, prices and profits by deciding what price he will pay. He keeps all business alert and eager to please. Companies must stay out ahead and satisfy customers in order to remain in business. All progressive companies appreciate the customer's power and most of them, like Fieldcrest, consider it healthy.

In our business, as in all business in America, the customer buys where he can get the most or the best for his money and at the time he wants it.

Fieldcrest is not the only company in the world — or even in this township — which is in the business of manufacturing and selling textiles. We don't make all of the textiles that are made nor do we sell all we try to sell.

Here at Fieldcrest, to meet competition, and to get and keep the customers who make our jobs, three things are essential: first, we must constantly try to improve our products through research and control of quality because of his power to demand top quality for his money; second, we must ceaselessly study our equipment and methods in order to make a better product at a lower cost because of his control over prices; third, to guarantee the customer satisfaction, which will bring him back again, we must give him cooperation and service, we must see that his goods are packaged and packed the way he wants them and shipped so that they are delivered where he wants them, when he wants them. Further, we must work closely with the customer in developing new products to assure his receiving the best answer to his needs.

Pleasing King Customer is the keystone of business success. To do so we must make the name of Fieldcrest synonymous with quality, skill, and efficiency. As long as we do that we will all benefit.



Ty Cobb holds the record for the most stolen bases in one season; in 1915 he stole 96 bases.



There is no exercise better for the heart than reaching down and lifting people up.



NEWLY-ELECTED OFFICERS of Central Y.M.C.A. for 1953 are shown above with Paul L. Peterson, general secretary of the Y.M.C.A. The new officials were installed at a board meeting January 12. Left to right: Mr. Peterson, Rev. William P. Price, secretary; H. E. Williams, president; and Cletus F. Tulloch, vice president.



FELLOWSHIP SPEAKER — Rev. Clifford Peace, pastor-counselor, R. J. Reynolds Tobacco Co., Winston-Salem, addressed the Men's Fellowship at Leaksville Methodist church January 6. Left to right: Mr. Peace, J. O. Thomas, president of the Methodist Men's Fellowship; Rev. J. K. McConnell, industrial chaplain, Fieldcrest Mills, B. C. Trotter, member of the program committee, who introduced Mr. Peace; and Dr. E. P. Billups, pastor of Leaksville Methodist Church.



Students from Greensboro College are shown as they arrived for a visit to the Karastan Rug Mill.