

WHAT IS A CUSTOMER?

A CUSTOMER is the most important person ever in this office . . . in person or by mail.

A CUSTOMER is not dependent on us . . . we are dependent on him

A CUSTOMER is not an interruption of our work . . . he is the purpose of it. We are not doing him a favor by serving him . . . he is doing us a favor by giving us an opportunity to do so.

A CUSTOMER is not an outsider to our business . . . he is a part of it.

A CUSTOMER is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.

A CUSTOMER is not someone to argue or match wits with. Nobody ever won an argument with a customer.

A CUSTOMER is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

—Courtesy of L&N Magazine

Unusual Birthday Celebration



The picture above was taken at a birthday party for Mrs. M. W. Hayden January 24, which was attended by her five sisters. Following a custom of several years, the sisters meet at the home of the one who has a birthday, each sister bringing food and presents for the honoree. The six sisters are daughters of the late Mr. and Mrs. E. J. Thomerson of Preston, Va.

Seated left to right are Mrs. W. R. Aaron, whose husband is a retired employee of the Woolen Mill; Mrs. Hayden whose husband is master mechanic at the Finishing Mill with 39 years of continuous service; and Mrs. Stover L. Winn, whose husband is a loomfixer at the Sheeting Mill with over 45 years of continuous service.

Standing are Mrs. Ira Litaker, whose husband is a retired employee of the Bedsread Mill; Mrs. C. L. Hodges, of Ridgeway, mother of Leonard Hodges, assistant foreman of the Blanket Cotton Carding Department; and Mrs. R. L. Carter of Martinsville.

Mesdames Hayden, Winn and Litaker are all former employees of the Company, principally in the Nantucket Mill. Mrs. Aaron is employed in the Bleachery Sewing Department.



Berry Enjoys Home Workshop

A happy hobbyist is W. A. Berry, second hand-finisher in the Napping Dept. at the Finishing Mill. Mr. Berry, who has 30 years of continuous service at the Finishing Mill, has two favorite outside interests which give him much pleasure — woodwork and checkers. The workshop at the rear of his home on Union Road, Spray, is equipped with a jig saw, joiner, sander, and other woodworking equipment.

Since he built the shop four years ago, he has made window cornices, tables, magazine racks, book troughs, flower stands, whatnots and various ornaments.

A checker expert. Mr. Berry sometimes spends the evening in his shop studying up on the game or reading books on woodwork and carpentry. In picture above, he is shown with his daughter, Priscilla, a student at Leaksville-Spray Junior high school. Priscilla does most of the painting and the clean-up work and occasionally operates the jig saw.

HAND TOOLS — USE THEM PROPERLY AND AVOID ACCIDENTS

