

What's A Customer?

The customer is not dependent upon you—you are dependent upon him. The customer is not an interruption of your work—he is the purpose of it. You are not doing him a favor by serving him—he is doing you a favor by giving you the opportunity to do so.

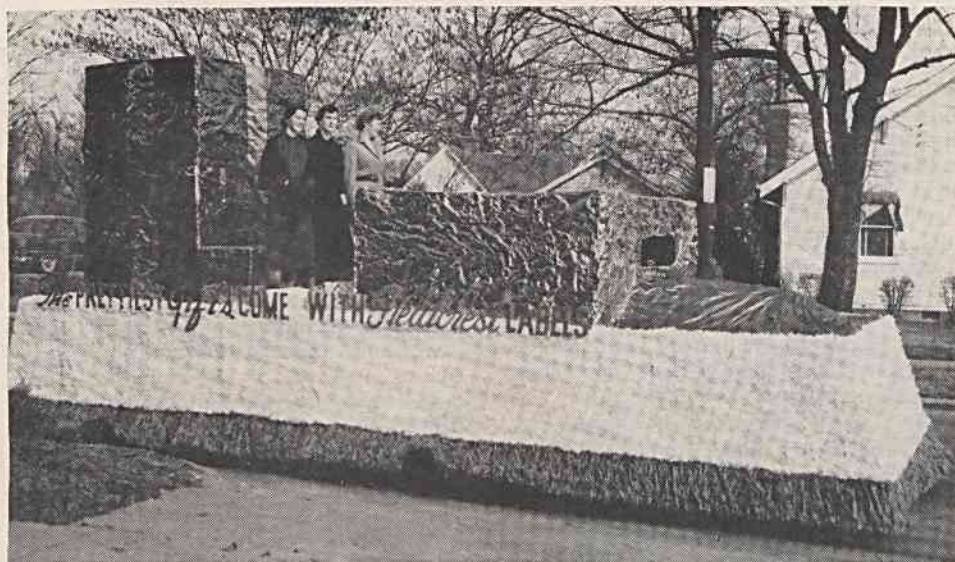
The customer is not a rank outsider to your business—he is part of it. The customer is not a cold statistic—he is a flesh-and-blood human being with feelings and emotions like your own, with prejudices and biases—even though he may have a deficiency of certain "vitamins" which you think important.

The customer is not someone to argue with or match wits against—nobody ever won an argument with a customer even though they may have thought they did.

The customer is a person who brings in his wants. If we have sufficient imagination we will endeavor to handle them profitably to him and to ourselves.

(Consolidated Textile News)

Christmas Float Boosts Fieldcrest Label



Adorned with lovely girls from Tri-City high school, the Fieldcrest Mills float won favorable attention in the Christmas parade sponsored by the Tri-City Merchants Association. Giant packages in Christmas wrappings were shown with the slogan "The prettiest

Gifts come with Fieldcrest Labels."

Girls riding the float (above), left to right, were Julia Ann Brooks, daughter of Mrs. Sadie Brooks; Mary Edith Aaron, daughter of Mr. and Mrs. J. E. Aaron; and Faye Holland, daughter of Mr. and Mrs. George W. Holland.

Younkers Nearly 100 Years Old



Younkers, big Fieldcrest retailer in Des Moines, will celebrate the store's 100th anniversary in 1956. Famous for quality, Younkers' main store (shown above), plus six active branch stores in near-by cities, prosper in the heart of Iowa's corn belt.

Always close to Fieldcrest, records show that the first Younkers executive to visit our mills was in 1918 when Otto Hash, veteran salesman, accompanied Mr. Carl Gerhardt, then basement merchandise manager. Later, Mr. Gerhardt rose to a director of the store before his retirement in 1947.

Service Anniversaries

Thirty Years

Herbert R. Shelton Karastan

Twenty-five Years

Myrtle R. Harris Bedspread
Elice S. Dodson Bleachery

Fifteen Years

Hettie W. Smith Sheeting

Ten Years

Lewis T. Boyd Blanket
Howard L. Moyer Specials Dept.

Smiling Youngsters



LEFT—Steve Woods, one-year-old son of Mr. and Mrs. Sandy Woods of Draper. Daddy works in Sheeting Weave and mother was formerly employed in the Karastan Setting. Grandfather, John Barber, works in Blanket Spinning.

RIGHT—Jamie Wesley Mitchell, eight months old son of Mr. and Mrs. John Mitchell. Daddy is employed in the Napping Department of the Finishing Mill.