

# The Customer Is King

Customers are the reason for the existence of our jobs and of Fieldcrest as a Company. Customers are the most important visitors we ever have. They are the most important persons to whom we write letters or talk with on the telephone. It is because of them that we are able to provide for our families and prepare for a secure future.

In the final analysis, it is the customer who decides what should be produced and it is he who will decide if the goods will be sold at a profit.

Satisfying customer wants or needs is the fundamental objective of all our operations. To give this satisfaction requires that the goods be right from the standpoint of quality, price, and service. Fieldcrest has achieved an enviable reputation because those who develop and manufacture its products have high standards. This reputation depends largely on the reliability of employees and is laid on the line every time a sale is made.

Therefore, we have an obligation never to let down or relax our efforts. People remember the bad as well as the good... and customers have long memories. But, more important, we must do everything a little better for, in our business, nothing stands still. What is best today is only good tomorrow and soon becomes second-rate.

We continually need a little better quality, a little better service, a little more cooperation, and willingness to do needed things.

The result will be a strengthening of our own job security and other proof that Fieldcrest has a winning team competing in a tough league: a hard position to attain, a harder one to maintain, and one that all of us must continue to earn by putting forth even better and more sincere efforts every work day.

## False Food Beliefs Can Be Harmful

By DR. J. A. SANFORD  
Medical Director, Fieldcrest Mills

Fallacious beliefs concerning foods and their usefulness to the body may influence eating habits in ways harmful to health.

In some instances, these misconceptions are of long standing and passed on with unquestionable belief. One such is "feed a cold and starve a fever." We know now this advice is wrong—that the additional heat generated when the temperature is elevated requires more energy; consequently, more rather than less food.

A survey made by the American Dietetic Association brought to light many fallacious ideas; the following are a few of the most common:

- (1)—That citrus fruits—tomatoes—are too acid to be handled by the body. The acids in these fruits are broken down into carbon dioxide and water and readily eliminated. The residue is basic in reaction.

(2)—That garlic cures high blood pressure. There is no evidence to substantiate this.

(3)—That beets build blood. Beets are not a good source of nutrients essential to blood formation.

(4)—That foods cooked in aluminum

utensils will cause cancer. There is no scientific basis for such a belief.

- (5)—That raw cucumbers without salt are poisonous. There is no evidence to support this.
- (6)—That food combinations—as orange juice-milk, fish-milk—are poisonous. Such combinations are eaten daily by many with no ill effects.
- (7)—That a good way to diet is to skip breakfast. Omitting breakfast results in lowered physical efficiency and is not advised.
- (8)—That toast has fewer calories than bread. Caloric value of bread is not changed by toasting.
- (9)—That adults need no milk. Without milk or milk products in the diet, it is difficult to supply calcium requirements.
- (10)—That skim milk has little nutrient value. Skim milk is whole milk with the butterfat removed.
- (11)—That white shelled eggs are more nutritious than brown. Nutrient value of an egg has no relation to the color.
- (12)—That honey is not fattening. A cup of honey has 227 more calories than a cup of sugar.

Food faddists have taken advantage of the interest of people in weight reduction, with detrimental results to general health.

Weight loss can only be accomplished if energy expenditure exceeds energy consumption.

## THE MILL WHISTLE

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## SERVICE ANNIVERSARIES

Fieldcrest Mills extends congratulations to the following employees who since our last issue, have observed notable anniversaries of continuous service with the company.

### Forty Years

Charles D. Harris ..... Central Warehouse  
George S. Harris ..... Central Warehouse  
Ruth M. Young ..... Finishing

### Thirty-Five Years

Bertha M. Horsley ..... Sheeting

### Thirty Years

M. Booker Newman ..... Blanket  
Edith V. Aaron ..... Blanket

### Twenty-Five Years

Viola O. Boyte ..... Bedsprad  
W. Sherman Hailey, Jr. .... Sheeting  
Harold W. Whitcomb ..... President

### Twenty Years

Essie C. Hampton ..... Blanket  
Lillian W. Fulcher ..... Finishing  
L. Gilbert Jarrell ..... Blanket  
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### Fifteen Years

Grace C. Nichols ..... Karastan  
Clyde P. Rogers ..... Bedsprad  
Lunary P. Fagge ..... Karastan

### Ten Years

Shirley R. Black .... Automatic Blanket  
Melvin U. Harmon ..... Finishing  
Ione Vick ..... Karastan Spinning  
Odell H. Flinchum ..... Bedsprad



For thou wilt light my candle.  
Lord my God will enlighten my darkness.  
— PSALMS 18:28.

THE MILL WHISTLE