

COMPETITION AND QUALITY

Benjamin Franklin, writing in his famous "Poor Richard's Almanac", once said, "A little neglect may breed mischief: for want of a nail the shoe was lost; for the want of a shoe the horse was lost; and for want of a horse the rider was lost."

The fact that "a little neglect may breed mischief" is as true today as it was in the Eighteenth Century when Franklin lived. However, the truth may be a little more meaningful today than it was in Franklin's time because of changed conditions and higher standards.

For example, in the textile industry of Franklin's time, nearly all of the yarn and cloth produced in this country was laboriously made by hand. Certainly, quality was desired, but consumers understood the conditions under which yarn and cloth were produced, and they took what they could get.

Today, after more than a century and a half of progress, the consumers of American textiles demand, and get, the highest quality possible. They will not necessarily "take what they can get", because they know that they can find what they want if they just look long enough.

The individuals who make up the textile industry — nearly a million good Americans — recognize this. They know "a little neglect may breed mischief" in the form of inferior yarn, shoddy cloth and ill-fitting garments. They know, too, that the highly competitive nature of the textile market quickly eliminates the second-rate companies and individuals.

The American textile industry stands today as the world's finest because its people are constantly on guard against "a little neglect". Every individual's contribution to the production process is important to the quality and appeal of American textiles.

Textile Industry Sets Record For Expansion

The American Textile Manufacturers Institute reported the textile industry will spend approximately \$820-million this year on modernization and expansion.

The institute interpreted the figure to mean an increasing faith in the future of the industry.

"Of particular significance," the report said, "is the fact that the rate of expenditures for modernization and expansion was more than twice the rate for all manufacturing."

ATMI said the \$820-million figure would be 24 per cent ahead of 1963, the previous record, and on a percentage basis, was greater than that of any other industry in the nation with the exception of the paper industry.

Data for the report was obtained from the Office of Business Economics of the Department of Commerce and estimates for new plants and equipment were based on anticipated capital expenditures as reported in February.

Credit Union Member Wins \$25,000 Prize

A credit union member, Mrs. Joyce Liere of Fairbanks, Texas, recently won the \$25,000 top prize in Coca-Cola's World's Fair Sweepstakes.

When asked by contest officials what she intended to do with the money, Mrs. Liere quickly answered, "Put it in my credit union." The next morning she and her husband, a dairy farmer, deposited the \$25,000 check in the Houston Milk Producers Federal Credit Union.

On The Job At Fieldcrest

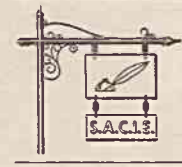


Letha White, of the Karastan Spinning Division, is busy each day driving the Greenville plant truck on local delivery and pick-up jobs. He has been employed at Greenville since December 8, 1959, and first worked as a yard man. In April, 1962, he was promoted to plant truck driver with responsibility for hauling baled stock to and from local storage warehouses.

In between his hauling jobs, he is kept busy as a maintenance handy man throughout the plant, and is considered a dependable and conscientious worker on all tasks assigned to him. He says the most exciting part of his job is raising the American flag over the building each morning.

THE MILL WHISTLE

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SERVICE ANNIVERSARIES

- Fifty Years**
Betty H. Ratliff Spray Cost
- Thirty-five Years**
W. Clarence Manley Finishing
- Thirty Years**
Cornelia H. Harris Finishing
- Twenty-five Years**
Oren D. Fox Towel
- Twenty Years**
Benton Spencer Towel
John O. Wray Blanket
Margaret L. Hundley Towel
- Fifteen Years**
Willis M. Booth Blanket
Nathaniel Thomas Muscogee
Thelma V. Carpenter Bedspread
Marie C. Haymore Blanket
Joe R. Kimbro Muscogee
Gladys W. McCracken Sheeting
Roy Troy Spain Blanket
Riley W. Wilson Sheeting
Leonard Curtis Cobb Blanket
Louie N. Durham Blanket
Wayne L. Overby Sheeting
- Ten Years**
Louise T. West Towel
Amos J. D. Hall Towel
J. Diary Wright Towel
Doris S. Hopper Blanket
Willie J. Forsythe Towel
Albert M. Goode Towel

New Directory

A new Fieldcrest telephone directory is being compiled. Please check your directory and notify Wendy Yoder, Engineering Department, of any desired changes. The deadline for making revisions, additions or deletions is August 17.