



From left to right, D. F. Carson, prize-winners Frances Caudle and Rachel Jones.

Smithfield Employees Win Prizes

Frances Caudle, of the Control Assembly Department, Rachel Jones of the Wiring Department, and Laura Faye Massengill, of Product Service, were winners in the drawings from among the names of those who gave a day's pay or more in the Smithfield United Fund campaign.

Each of the winners was presented with a Thermaflo blanket following the drawings conducted by D. F. Carson, personnel manager. Laura Faye Massengill could not be present when the above picture was made.

The employees of the Automatic Blanket Plant contributed \$4,684 in the

recent fund campaign. The company made a donation of \$500 for a total gift of \$5,184. In several departments, 100 per cent of the employees pledged a day's pay or more.

Staying On Top

Of all the honors a company can win, the customer's decision to choose that company's products over all the others is the most valued of all.

Fieldcrest likes its customers—every company does. But when our customers say they like us by choosing our products, again and again, we are well on our way to success and prosperity.

We know how to meet competition. But it is getting harder and harder to win nowadays.

Good products, good service and fair treatment of customers are not enough; our competitors are already doing that.

To continue to be a winner in this expanding battle of competition, we have to make the best products, give the best service and go all out to convince the customer that we are doing the best job of all to please him.

We have to be twice as good to stay on top.

It is more than an honor when customers tell us how much we have pleased them.

This kind of appreciation pays off in future orders, steady work, steady paychecks, and pride in our jobs.

Wouldn't you say that these are worth that extra bit of attention to our jobs which keeps our company in the winner's circle?

Credit Union Facts

Former President Herbert Clark Hoover, who died October 20, was the first U.S. President to sign a credit union bill into law. In 1932, President Hoover signed into law a bill legalizing credit unions in the District of Columbia.

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Membership in the international credit union movement topped the 19 million mark in October for the first time in the movement's history. At the same time, U.S. membership figures set a new record as they rose above 15 million. Final worldwide figures indicate that 30,825 credit unions throughout the world now serve 19,350,000 members.

Card Of Thanks

We would like to thank those who gave blood, and all of the wonderful people at Fieldcrest who remembered us and did so much for us during the time of our bereavement. Your thoughtfulness will be remembered and appreciated always.

THE FAMILY OF
WILLIE JIM ROBERTSON, JR.



Reporters at Alexander Sheeting Mill: Edna Bright (left) and Pauline Yelton.

Mill Whistle Reporters Named At Forest City

Edna Bright and Pauline Yelton have been appointed reporters for The Mill Whistle at the Alexander Sheeting Mill at Forest City. Employees at that mill are requested to hand their news, pictures and "Buy . . . Sell . . . Swap" items to Mrs. Bright or Mrs. Yelton, who will pass the material on to The Mill Whistle.

A native of Rutherford County, Mrs. Bright is employed at Alexander as a laboratory technician in the Quality Control Department. She lives in Forest

City, is married and has a daughter age 3-½ and a son 18 months old.

Mrs. Yelton was born at Forest City and has worked at Alexander since 1947. She is a secretary-clerk in the mill office. She is married to Norman Yelton who is employed in the weave room at Alexander.

Both Mr. and Mrs. Yelton are active members of the First Baptist Church in Forest City, where Mrs. Yelton teaches in the primary department of the Sunday School.

THE MILL WHISTLE