

Gold BRAIDS FOR THE NAVY

Fulton Rindge of Ware, Mass., was a third-generation manufacturer of woolen cloth. During World War II, the company that he owned and operated was asked to make blankets for the Armed Forces, and it produced hundreds of thousands of them.

But then Rindge was invited to do a very special job. He was approached by a high-ranking officer of the U.S. Navy with a request to manufacture the gold braid used by the Navy. While that may not sound like much, the reality was that the Navy used a tremendous amount of gold braid during the war.



Rindge had never made gold braid, didn't know anyone who had, and he didn't know how it was done.

Rindge's response to the inquiry: "I'll find out what it costs, and I'll do it for that amount."

Eventually, he learned from the French how to make the braid, and he supplied the quantities sought by the Navy.

At the close of World War II, Rindge had not made as much as \$100 on the gold braid.

"Why would you do that? Why would you produce for the Navy what it needed and make no more than that?" he was asked.

"That's little enough for me to do for this country when men are dying," he answered, "while I'm safe here at home just manufacturing."

Rindge's story is an example of the power of the quality of loyalty. In his case, he proved he was loyal to his country and the liberty it afforded him, including the freedom of operating a business.

Loyalty in relationships and loyalty in the workplace are remarkable demonstrations of the character of an individual, too.

– Beecher Hunter