A success story of the American Way

The winds of recovery blowing through the energy industry make it predictable that the well-run companies in that sector would have had a good year in 1990. But for Dixie Glass, which produces a range of glass products that are sold in nine states, to post its strong revenue gain in a year in which the national economy flitted with recession, is downright counter to the trends.

"We're doing well because we take care of our customer base and treat our customers well," says Dixie's chief, Randolph McCormick. Dixie's 1990 revenues were $31.5 million in 1990, a $4.5 million jump from 1989, placing it at 158 on the list of Top 100 companies. McCormick notes that enough of that revenue gain went to the bottom line that the company was able to comfortably institute a $7 million capital improvement program, adding new capabilities and products to the company's lines.

Dixie Glass provides a number of glass products, including silk-screen on glass, insulating glass, beveled glass, grooved glass, pencil edge, and two kinds of tempered glass. The company also maintains its own tracking division to move products in a timely and efficient manner through its interstate network.

McCormick says Dixie's successful market growth illustrates that old-fashioned attention to quality, detail and customer service and satisfaction, have paid off in increased business—even in the face of competition.

"This is a success story of the American way," McCormick says. "I started in 1946 with $300 and we built it into what we have today. What it takes is to work hard, take care of your customers and take care of business."