

# "Crafted With Pride"

## Tells American Made Textile Story

(EDITOR'S NOTE: The following is reprinted from the NCTMA Newsletter with the permission of the North Carolina Textile Manufacturers Association.)

Have you talked with your retailer yet?

I'm looking for a new suit. Something relatively conservative. Good quality. Reasonably priced. And, of course, "Crafted With Pride in USA."

First store doesn't have much of a selection of American-made suits. Tell the manager why "no sale." Ask nicely to call or advertise when he gets in a supply of suits, "Crafted With Pride in USA."

He's understanding. Says he will call.

Second store much like the first. Only the manager is different. He doesn't like any part of "Crafted With Pride in USA." Got a good business with imports.

"What are you trying to do anyway," he fumes, "put me out of business?"

No sir. Just the opposite. Trying to keep you in business. If these imports keep flooding in on us there are going to be more textile and apparel people out of work.

And, if textile people aren't working they don't spend. If companies aren't making money, they don't spend.

It's good business to buy American. It's good business to sell American.

It keeps Americans working. Keeps Americans buying. Keeps retailers busy. Keeps stores open. Keeps communities prosperous.

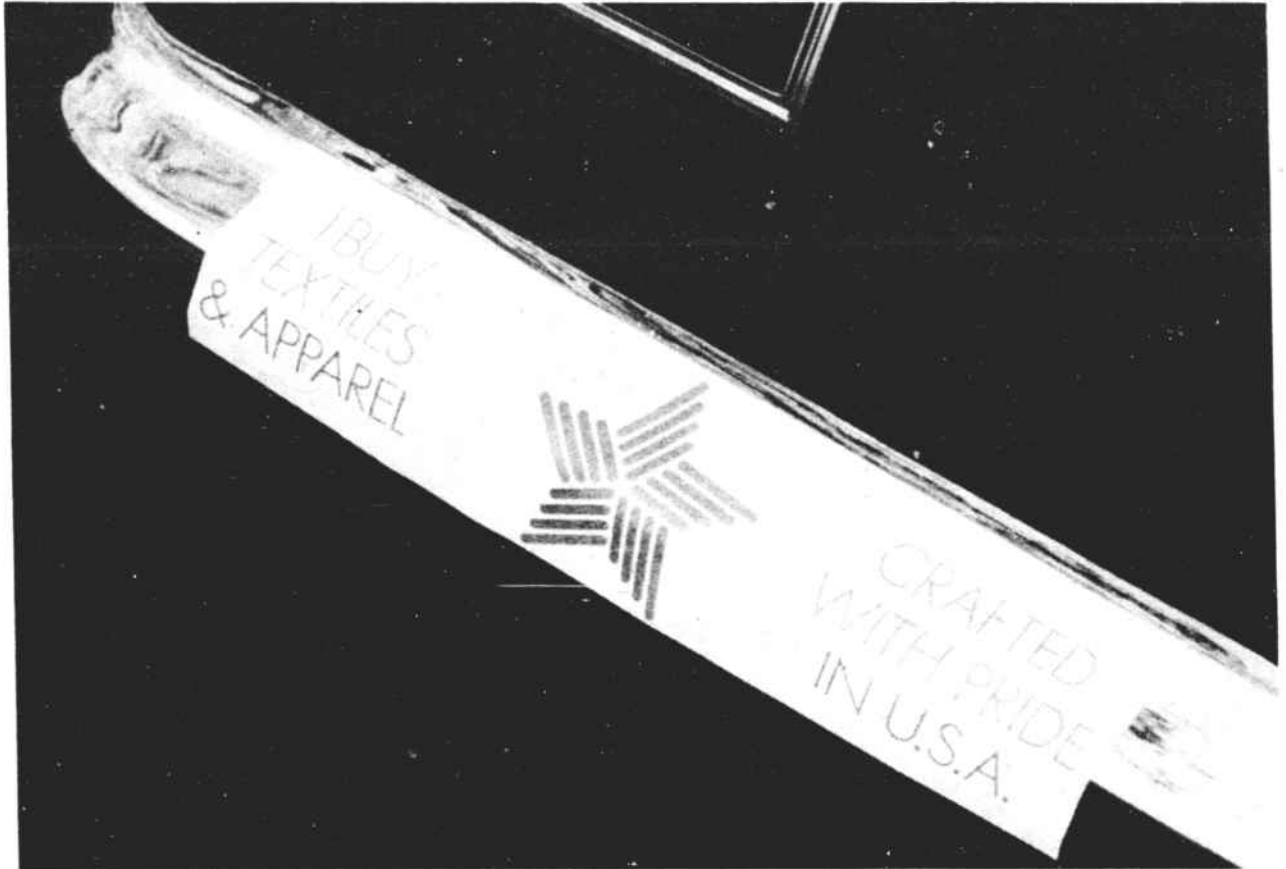
Second store manager says, "Well, maybe. I'll look into stocking more American-made suits ... maybe."

Third store ready for business. Here's some quality suits, sir. American-made. Looks great. Right price. Cash register jingles. Happy manager. Happy customer.

He's got the message. Maybe he should have more business.

Maybe he should have a sign. "Yes. We have quality suits 'Crafted With Pride in USA.'"

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Red, white and blue bumper stickers have been placed on cars, vans and trucks to emphasize the "Buy American" theme. The "Crafted With Pride"

program is a nationwide effort aimed at saving textile jobs.

## Supervision Told How To Respond In An Emergency

William Adair, Director of the Laurens County Emergency Medical Service, addressed the March Supervisory Safety meeting at Bailey, Clinton 1 and 2, and Lydia Plants.

"We are a service agency," stated Adair, as he gave participants pointers in how to respond in case of an emergency.

"It is important that a caller give us good directions in an emergency. In a panic situation, callers often forget to be specific and this can cause the EMS team to be late."

Supervisors and the plant nurses were advised to give to EMS an idea of what has happened when summoned for assistance. "We need to know if we need back-up assistance to free someone who is trapped, if we need to have medical specialists to meet us at the hospital, or any other crucial assistance."

Adair praised the efforts of Clinton personnel who have given EMS personnel

assistance when answering a Clinton Mills' call.

"Our calls here are few," he added, "this indicates you have an excellent safety program."

"We have progressed a great deal in the last few years," he explained. "Once we were a 'grab and run' agency, but no more."

"Our personnel can be at Clinton Mills in less than 6 minutes from the time we get a call. Every effort is made to stay reasonably close to the speed limit because of the safety factors involved."

Adair, accompanied by EMS Technician Bill Ellerbe explained the areas covered by the emergency service, its fees, funding, and service provided.

"Our role," he added in closing, "is to transport an injured or sick person to the nearest facility where the emergency can be handled."



William Adair explains to No. 2 Carding Superintendent Bob Hooks and No. 1 Weaving Assistant Superintendent Nathaniel Pitts emergency treatment for a cardiac arrest victim.



David Smith and Bill Ellerbe, right, discuss life support equipment used by the EMS.

