

# Hamilton talks About Imports

"The textile industry has a very serious and potentially fatal problem — imports," warned Clinton Mills Marketing Planning Manager Josh Hamilton at a recent Clinton Lions Club meeting.

"Encouraging the public to buy American made products is only one of many means the industry is taking to combat this problem," he said.

"All you have to do is look around right here in Laurens County and surrounding towns and you can see plant closings, reduced work weeks, and much general uncertainty about the future growth of the American textile industry," Hamilton said.

"Our problem is not one of a lack of capital to invest in new production equipment because our industry has invested a record amount in capital expenditures. Our problem is not one of an unmotivated, poorly trained work force because our employees are among the most productive in the world, and textile management is one of the most energetic groups in the world, and our plants are the most modern anywhere," Hamilton said.

"The problem we're facing is purely and simply political. The United States government will not allow us to compete on an even basis with foreign manufacturers," he said.

"American textile employees are losing their jobs by the thousands because our markets are being flooded by cheap imports from countries which subsidize their industries, encourage dumping of their products at disruptive prices, and they engage in other illegal and unfair practices."

When asked by a Lions Club member to describe the working conditions in a typical textile plant in the United States, Hamilton outlined efforts by the domestic industry to provide a clean, safe work environment, excellent fringe benefits, and competitive wages which allow employees and their families a comfortable standard of living.

Joining Hamilton on the program was Clinton Mills Vice President Claude A. Crocker.

"If textile products made in the U.S.A. were purchased instead of imports, 750,000 job opportunities would be created," said Crocker.

"The textile industry wants everyone to



**MARKETING PLANNER**—Josh Hamilton, marketing planning manager for Clinton Mills, recently addressed the Clinton Lions Club. Hamilton warned that textile imports could prove fatal to the American textile industry.

know that imports of fabrics and finished goods are flowing into the United States at an alarming rate. For the first time ever, the entire textile industry has mounted a nationwide campaign to stimulate consumer and retailer awareness of the quality of American made products and the importance of buying American made textile products," he said.

"For those of us whose livelihood is dependent on textiles, the buy American campaign is not just a slogan," Crocker said. "It's a statement of truth of an industry that is struggling."

Following Crocker's remarks, Mack Parsons presented an 80 slide presentation outlining the significance of buying American-made products.

## Christmas Safety

**C**hoose a fresh green tree and keep it in a water-filled stand.

**H**ave off tree lighting for metal trees; use colored spot lights or a revolving color wheel.

**R**emember to check toys to be sure the paint doesn't contain lead.

**I**f you buy new tree decorations or electrical toys, look for the UL label-approved and safe.

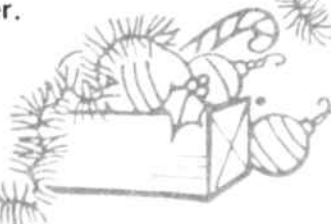
**S**elect toys without sharp corners or small, easily removed parts that can be swallowed.

**T**oys are for children, Dad; buy toys suitable for the child's age group.

**M**ake sure that decorations or discarded wrapping paper are away from candles or an open fireplace.

**A**lways buy fire-proof costumes and decorations or flameproof them by dipping in a solution of one pound of chrySTALLINE borax and 13 ounces of boric acid powder to two gallons of water.

**S**afety is a frame of mind. Merry, Safe Christmas.



## Three Important Words

What are the three important words that mean the best quality buy for American shoppers?

The answer is "U.S.A." As in "Made In U.S.A."

Nothing else comes close. That is according to the respected Roper Organization, which found that country of origin has a strong bearing on what Americans think of the products they buy.

The Roper survey found that to 98 percent of consumers, the words "Made In U.S.A." mean top quality.

Dead last in the quality ranking was "Made in Taiwan." Taiwan is a major exporter of textile and apparel products to the United States.

The Roper survey confirms authoritative government and private opinion polls which say, in effect, Americans believe American products are "Crafted with Pride."

Remember that consumers' desire to buy American textile and apparel products is what gave birth to the Crafted With Pride In U.S.A. campaign more than one year ago.

Consumers have also been saying that often they aren't sure that the products they have been buying were made in America.

To remove any doubt about the origin of textile and apparel products, two days before Christmas manufacturers must start prominently displaying labels saying "Made In U.S.A." on all textile and apparel products made in this country.

That's not all. Catalogues must distinguish whether textile and apparel products are imported or domestic.

The Crafted With Pride program ignites enthusiasm for American products. The new labeling law will help carry consumer enthusiasm into action.

However, this Christmas shopping season virtually will be over before the new labeling law takes effect, so shoppers will have to be especially diligent to find American textile and apparel products.

For example, just because a sweater or other knitted product has an American look, don't be fooled into believing that it is Made In U.S.A. The fact is that most knitwear on merchants' shelves this Christmas season are imports, but it is still possible to find American goods.

Imports have doubled since 1980 and are running more than 40 percent greater in 1984 than in 1983. Buying imports takes American jobs. Buying American textile and apparel products builds American jobs. In fact, for every million yards of imports, 100,000 new textile and apparel jobs could be created.

This can be a Crafted With Pride In U.S.A. Christmas. But only if it begins with you, your co-workers, friends, relatives and merchants who believe a job and a future are the finest gifts of all.

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