

Impressive Flag Raising Ceremony

Business and civic leaders from throughout Laurens County assembled at Clinton Mills to raise a new flag symbolizing the company's continuing efforts to combat the rising tide of imports.

Clinton will be flying the red, white and blue stars at each plant location.

Claude A. Crocker, Vice President of Industrial and Public Relations, reminded those attending of the need to support the industry's program. "About a year ago, the question was how best tap the preference Americans have for American products in a market flooded with imports. The answer was 'Crafted With Pride in U.S.A.' Once again the American textile complex made history. For the first time ever, an entire industry mounted a nation-wide campaign to stimulate consumer and retailer awareness of the quality of American textile products and the need to buy American-made goods rather than imports," noted Crocker.

"The primary focus of the campaign is to remind everyone — textile employees, their families, suppliers, merchants, the press and governmental officials — that buying American makes good shoppers — good citizens," he added. "'Crafted With Pride in U.S.A.' is the vehicle and voice to the nation telling the story for survival for the 2.4 million men and women who work in our industry."

As retail merchants, invited guests, and members of management listened attentively, and with concern, Crocker noted, "as part of the 'Crafted' campaign, Americans have been learning about the damage of imports. For example, if textile products made in the U.S.A. were purchased instead of imports, 750,000 job opportunities would be created. Nearly one of two of these jobs would be held by women and one of four by minorities."

"What sets 'Crafted With Pride' apart from the typical industry promotion is that it is not a passive campaign; success depends on involving the buying public."

"It stresses that the buying of American-made garments and textile products is not

only an investment in quality but also in the communities where textile and apparel industry employees live and in a healthy economy for all Americans.

• "It encourages consumers to look for the 'Made in U.S.A.' label, and if it is not there ... then to ask for it."

• "Textile employees are reminding merchants that if our industry goes under, their business, too, will suffer greatly."

Crocker's remarks were supplemented by an 80-slide presentation which emphasized the history of creative craftsmanship since colonial times to the present.

Clinton Mayor David Tribble and Laurens Mayor Bob Dominick presented Chairman Robert M. Vance with a resolution which had been adopted by the city councils of both towns.

A highlight of the pre-flag-raising activities was the cutting of a special "Crafted With Pride" cake that was baked, decorated, and served by Sue Gann, a technical service employee.

The group then moved to the flag pole in front of the main office where Frank Boland and James Werts had positioned the "Crafted With Pride" flag below the American flag.

President George H. Cornelson told those assembled around the pole that this program serves as a reminder of the industry's efforts to the 2.4 million men and women who earn their living in the textile and apparel industry and to those whose livelihoods depend on the industry that the textile industry in many parts of our nation and certainly in South Carolina is a vital way of life.

"Until the American public realizes that the influx of textile and apparel goods into our marketplace is displacing American jobs, how many shoppers will take the time to ask for and to insist on those textile products bearing the labels and hang tags 'Crafted With Pride in the U.S.A.?' Consumer polls tell us that given the choice, shoppers prefer apparel and home furnishings that are made in America. The labels, hang tags, flags and other means of displaying



this new theme of the American textile industry will clearly identify these American textile products.

To conclude the program, Chairman Robert M. Vance raised the flag to its position on the main office flag pole.

Recent Service Anniversaries

5 YEARS

James R. Cothran No. 1
Linda F. Davis No. 2
Ricky W. Howell Lydia
Leander T. Clark Lydia
James E. Jackson Lydia
Joseph J. Carr Geneva No. 2
Linda S. Lyerly Geneva No. 2
Billy L. Childress Geneva No. 1
John I. Henson Geneva No. 1

15 YEARS

Gracie Mae Martin Bailey

20 YEARS

Charles F. Gann No. 2

25 YEARS

Glydia B. Tucker No. 2

30 YEARS

Ruth H. Lark Lydia

Employees Can Help Tell "Made in U.S.A." Story

Individuals often feel they can have no impact on issues of national and international dimensions.

However, in connection with the current textile import situation it will take the cooperation of many individuals to get the message into the proper places to achieve the desired effect.

Consider the buying power which you have and then think how much that would be when it is multiplied by ten times or 100 times or 1,000 times. That can have a substantial impact.

There are several things which individuals can do to achieve this.

Many people are unaware of the amount of imported textile goods which are coming into the United States and the detrimental economic effects created in the way of plant closings, lost jobs, and the like. You can tell them. Your neighbor may not know. Or your doctor, your grocer or other retailers. They may not realize that loss of textile jobs in their community can have a direct detrimental effect on their businesses.

If each of the 2600 Clinton Mills employees would tell 10 people about the bad effect which imports are creating in the United States, the message would reach 26,000 people, which represents substantial buying power.

We should buy American-made products while encouraging others to do the same. It's important to let retailers know your feelings too. Ask them where the American-made textile goods are and impress upon them the importance of providing them to customers. Surveys continue to show that Americans prefer American-made products if price and quality are equal.

Another way you can spread the word is to talk to a civic club, the PTA or garden club about the situation. Each member of those organizations is a consumer and may feel as strongly as you do about textile imports if he or she knew the full story.

These are a few of the ways an individual can have an impact on the situation.