

## 7th Annual

# Clinton Hosts Textile Run

Barry Pinkney of Greenwood captured the rare racing feat of winning all three of the races in the seventh annual Textile 10,000 Great American Textile Run recently at the Clinton Family YMCA.

Over 200 runners competed for awards in various age groups in a one-mile "fun run," a 5,000-meter race and a 10,000-meter race, which concluded the statewide Textile Week for the South Carolina Textile Manufacturers Association.

The seventh annual road race, hosted in Clinton for the Textile Association, was sponsored this year by the South Carolina Department of Physical Fitness and the Clinton Family YMCA.

Several area runners placed in age groups for three races.

Caroline Sease captured second place in the 12 and under women's one-mile race. Larry Jones placed fourth place in the one-mile run in the men's 30-34 age group. Susan Jones placed third in the women's one-mile "fun run" in the 25-29 age group. Joyce Rogers captured first place in the women's 30-34 one-mile run and Leigh Smith won first place in the women's 35-39 one-mile run.

In the 5,000 meter race, Candace Jennings won first place in the women's 17 and under age group and Katy Hassell captured fourth place. Margie Martin won second place in the women's 30-34 age group in the 5K, which was won by Nancy Grayson, one of the state's best women runners. June Brooks won first place in the women's 35-39 age

group and Anne Edwards captured first place in the women's 40-49 age group for the 5K race.

Tee Watkins, 13, won first place in the men's 17 and under 5K race, with Billy Hassell finishing in fifth place. Tim Samples finished in 12th place in the men's 25-29 age group and Donald Jennings captured seventh place in the 40-44 age group, with Jim Edwards finishing in ninth place. Rand Bailey, former executive director of the Clinton Family YMCA, and founder of the Textile 10,000 race, captured third place in the men's 45-49 age group in the 5K race.

Greg Whitmire won his age division of 17 and under in the 10K race and placed second overall with a time of 35:27. Greg attends Clinton High School and is a mem-

ber of the Greenville Track Club.

Hugh Jacobs, Jr., son of Hugh Jacobs of Clinton, captured third place in the men's 30-34 age group in the 10K and 10th overall; Sonny Hembree of Laurens captured fourth place; Larry Jones sixth place and Chip Howe 10th place in the 10K race.

Janet Hassell won second place in the women's 35-39 age group for the 10K race and husband Bill Hassell captured third place in the men's 45-49 10K race. The Hassell family had an excellent showing with all four family members running and placing at least fifth place.

All runners were awarded a "Great American Textile Run" t-shirt, symbolic of the industry's race against imports.

## New Ad Campaign Tells Story

The initial phase of an aggressive long-term advertising campaign signaling a new "Made in U.S.A." label on domestically produced apparel and home furnishings was launched on November 26, 1984. The campaign, projected to cost initially about \$10 million, is funded by the Crafted with Pride in the U.S.A. Council, Inc.

Roger Milliken, chairman of Spartanburg-based Milliken & Company, who serves as chairman of the Crafted with Pride in the U.S.A. Council, stated that the council is a unified force of American cotton producers, labor and manufacturers of man-made fibers, fabric, apparel and home fashions, who are working to promote merchandise made in the U.S. Textile leader involvement with the council is driven by a belief that these interdependent groups must maintain their market position.

The severity of the import challenge has caused the different groups to unite for the first time. Textile retail sectors employs 2.2 million people in markets that exceed \$100 billion of America's gross national product.

According to industry sources, the council's campaign is keyed to recently enacted congressional legislation, effective December 24, 1984, which requires all apparel and home fashions manufactured in this country to carry a "Made in U.S.A." label.

The ads will promote the "Made in U.S.A." label as an indication of American quality, style and value with such attention-getting headlines as, "She'll be looking for US in her blouse," and "He'll be looking for US in his slacks." The initial ad series will stress the business advantage of sourcing goods in the U.S., including better delivery, easier reorders and shorter lead time in specifying style, color and size. The ads will run in 11 major retail trade publications, daily newspapers and national weekly news magazines targeted toward retailers, business and consumer audiences.

Clinton Mills employees are encouraged to watch the printed media for these advertisements as they begin appearing.

Look For This Ad As It Appears In Newspaper, Trade Papers, etc. as a Reminder of Products Bearing "Made in USA" Label



He'll be looking for US in his shirt.

And in his jackets. And slacks. And rainwear.

Because as a result of Congressional legislation, consumers will have a choice. All apparel and home fashions manufactured in this country after December 24 will proudly carry a "Made in U.S.A." label.

Your customers are going to come looking for it. And we'll be telling them why they should look for it in a big, big way.



We're mounting a multi-million dollar campaign that will make consumers aware of the quality, the style, and the value of merchandise made in the U.S. It's clear that we mean business.

Big business for you. You already know you get better delivery with US. And that you can reorder easily with US. And that you don't have to commit your money far up in front with US. So as you plan Fall '85, look at US before you leap overseas.

Take a good look at US.



Crafted With Pride U.S.A. Council—a unified force of American cotton producers, labor, and manufacturers of man-made fibers, fabric, apparel, and home furnishings, who are working to promote merchandise made in the U.S.

CLINTON MILLS, INC.