

Coke Fails to Put "Fiz" in Purchases

Textile officials in our company and throughout the industry were caught by surprise earlier this month when Coca-Cola announced its plan to market a line of highly promoted imported sports clothes. The apparel, available in leading department stores throughout the country is advertised as "fun, upbeat, active and very all-American."

In recent years, textile employees as well as their family and friends have been encouraged to look for the "Made in USA" label before buying textile and apparel items—all in an effort to preserve this vital industry. It's sad when we are told "Coke is the Real Thing" and find promotional garments are being imported from foreign countries.

Trade groups in South Carolina, North Carolina and Alabama have been quick to tell Coca-Cola officials how many plants have been forced out of business because of imports and the number of jobs lost to foreign competition. Companies like Coke who have directly or indirectly permitted their name on imported garments have in essence insulted the American textile employee.

When news reached Clinton Mills that Coca-Cola was permitting its trademark to be used on foreign-made garments, the company immediately contacted Coke officials through Doug Cromer, president of Wometco Food Services, who vends thousands of Cokes weekly to Clinton employees to express its concern regarding their imported promotional garments. Cromer conveyed to Coca-Cola top executives the serious effects imports were having on Clinton employees and others in the textile industry.

Coke's Executive Vice President Ira C. Herbert, in a written reply to our industrial and public relations staff, had this to say:

"Our company (Coca-Cola) is sensitive to the concerns of the American textile industry; however, we are committed to achieving 100 percent domestic production of Coca-Cola clothes and we have begun (talks) with Murjani towards that end." (Coca-Cola licensed Murjani International in 1984 to design, manufacture and market a line of clothes bearing the trademark Coca-Cola).

"... Murjani had agreed to begin U.S. production of a denim line. . . Nonetheless, we are committed to the goal of 100 percent U.S. production of Coca-Cola clothes, and I assure you that we will obtain this goal as rapidly as possible."

Coca-Cola has long been the favorite soft-drink beverage among textile employees and their families. Coke has listened to the industry's position, and in our opinion, has responded to our requests in a responsible manner. We only hope they will follow through with our suggestion to make their apparel items in this country.

Perhaps other companies would be well advised to re-evaluate their apparel point-of-purchase and consider the millions of Americans like you and I who depended on American manufacturing for our livelihood.

When companies as American as Coke actively compete against us by supporting foreign textile operations through products bearing their name, we must all agree "it's a bit difficult to swallow." Is it too much to ask for Coke's support in view of all the apparent promotional activities underway to convince the public new Coke and classic Coke are "the real things."



LYDIA SOFTBALL TEAM—Front row (left to right): Barry McGee, Lawrence Estes, Tommy Reese and George Dandy. Back row (left to right): Brian Shealy, Ricky Page, David Satterfield, Williams Mims and Steve Hamrick. Absent: Pete Crawford, Mike McKellar, Jimmy Miller, Mike Smith, Jerry Smith, Steve Heaton, Barry Templeton, Henry Blalock and Darrell Pace.



CLINTON SOFTBALL TEAM—Front row (left to right): Russell Finley, Bennie Brewer, Doug Ward and Tim Wesson. Second row (left to right): Matthew King, Johnny Rushton, Danny Webb, Allen Davenport and Teddy McLendon. Back row (left to right): Rusty Iusti, Billy Osborne, Buddy Tapp and Joe McCall. Absent: Allen Brewer and Doug Newton.

Give the United Way

Clinton Mills and its associates with the United Way is a tradition that spans many years and includes hundreds of employees. Not only has Clinton contributed to the United Way financially over the years, it has also contributed by encouraging its employees to take active roles in local United Way organizations. Clinton Mills has a large number of volunteer managerial personnel who serve in many capacities in the local United Way.

A quick glance at the past five years shows

that Clinton Mills' employees contributed \$15,060 in 1980-81; \$13,351 in 1981-82; \$14,211 in 1982-83; \$14,433 in 1983-84; and \$13,950 in 1984-85.

Including the gift from Clinton Mills and The Bailey Foundation, Clinton employees accounted for 19 percent of the total funds received by the local United Way last year.

As this year's campaign gets underway, employees once again will be afforded an opportunity to contribute generously to this year's drive.



Left, Clinton Mills' softball players Doug Ward, Billy Osborne and Russell Finley, and Lydia team members Mike Smith and Barry McGee display trophies their teams won this year in the YMCA's Industrial Softball League. Lydia won first place in the Industrial League, Clinton second place. Clinton also won first place in the Industrial League playoffs.

Clinton Wins Softball Playoff

Clinton Mills, Inc. won the Clinton Family YMCA Industrial Softball League playoff championship in classic fashion this year as they fought back from the losers bracket to defeat regular season champion Lydia Mills 10-12 and 18-2.

Lydia had defeated Clinton Mills five times in a row, four times during the regular season on its way to the regular season championship and once in the playoffs, but Clinton Mills turned the tables as it defeated Lydia 18-2 to set up the third and final playoff confrontation between the two. Clinton Mills defeated Lydia 10-2 in the championship game to capture the title.

Clinton Mills began the tournament with a 10-0 victory over Ascoe Felts. Billy Osborne collected three hits for Clinton Mills and Alan Brewer added three. Lydia won their first game as Brian Shealy hit safely three

times and Pete Crawford and Williams Mims added two hits apiece.

Lydia Mills then defeated Clinton Mills for the fifth straight time this season to knock Clinton Mills to the losers bracket. Lydia defeated Clinton Mills 11-5 as Mike McKellar and Rick Page led the charge.

Clinton Mills then proceeded with three straight wins for the championship. Clinton Mills defeated Torrington Co. 9-5 to set up a second game with Lydia Mills. Clinton Mills defeated Lydia Mills 18-2 as Doug Ward and Billy Osborne collected three hits apiece for the Clinton Mills win.

In the championship game the Clinton Mills bats were again hot and the defense excellent as Clinton defeated Lydia 10-2 for the championship. Benny Brewer had three hits and Rusty Iusti added three for Clinton Mills.