



Alison Harwood (right) of Vogue Magazine, is shown with W. M. Stark, head of Design Department.

S. K. Babiss, manager, Design Department; Ruth Pontius and Ruth McLeod, both of Bride's Magazine.

ent, advertising program.

Industry's Progress In 1970 Reviewed

The American textile industry in 1970 saw a decline in production, sales, profits and employment. Chief reasons listed by industry spokesmen were the sluggishness of the general economy, a record high level of imports, and rising costs.

Gradual improvement was forecast for 1971.

"Despite the fact that the industry was working against tremendous odds in 1970, considerable progress was made with new products, better technology and modernization," Donald F. McCullough, chairman of Collins & Aikman Corporation, New York, and president of the American Textile Manufacturers Institute, said.

He cited, in particular, new machinery and new products in the area of knits, textured yarn, weaving, and fabric dyeing and finishing.

Revolution Of New Technology
"In the next five years we should see a revolution of new technology and more sophisticated machines, which will result in an array of new and better products," Mr. McCullough said. "However, we can't escape the cold fact that the continuing influx of low-wage imports, at new record levels every year, is holding down progress and growth throughout the industry, and costing literally hundreds of thousands of jobs."

According to preliminary estimates by the American Textile Manufacturers Institute (ATMI), production in 1970 was down 3.5 per cent from 1969, sales were down 0.5 per cent, profits were down 3.3 per cent and employment was down 3.3 per cent.

The industry had its ninth consecutive

annual wage increase, adding an estimated \$170 million to the textile payroll.

Negro employment increased by 17 per cent, reaching a level of nearly 14 per cent of the labor force. Non-white employment in all manufacturing, meanwhile, remained the same as in 1969, 10.1 per cent.

"There have been some bright spots here and there, such as companies dealing in specialty products and popular fashions, but for textiles as a whole, 1970 was not a good year," Mr. McCullough said in the association's annual review and forecast.

Imports Hurt The Industry

"The high level of imports has hurt the textile industry for many years and 1970 saw another substantial increase to a new record level in excess of four billion square yards," Mr. McCullough said. "All industry has suffered from the general downturn of the economy, but it has hit textiles particularly hard because of increasing imports. In addition, our prices have been flat and our costs have risen. Cautious consumers did not spend nearly as much as they might have in a better year."

The ATMI president predicted a gradual improvement in the textile market in 1971.

"Interest rates on home construction loans have been cut," he said. "The Federal Reserve Bank has lowered the discount rate, making more money available. These are plus factors. Also federal, state and local government spending will be higher than in 1970, adding to the demand for goods and services."

"These things may boost consumer confidence, which has been at a low

Eunice Buckner To Be Honored For Service

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since the new Bedsread Finishing Mill was occupied in 1963.

Miss Buckner commented on the great progress that has been made in the community and in the mills since she came to work 50 years ago. She said that she has enjoyed her work "most of the time" and that she treasures the many friendships she has made at the mills during her years of service.

Fieldcrest's newest 50-year employee lives at 1132 West Washington Street in Eden and is an active member of Emmanuel Baptist Church where she teaches a children's class in the Sunday School. When she is not at the mill or busy with church work, she enjoys cooking and housekeeping.

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FOR SALE: New Perfection oil heater with automatic fan. Call 623-3814 after 3 p.m.

ebb, and this will be one of the most important factors to watch for.

"It is generally felt that the downturn will be reversed and the economy will gradually come back. As for the textile industry, the picture will be much brighter if the government exercises meaningful and reasonable control over imports."