

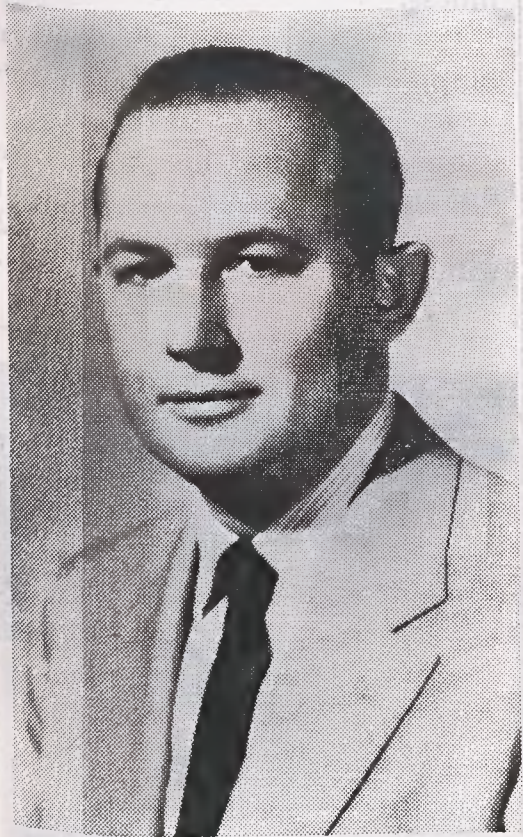
The Caromount News

PUBLISHED EACH MONTH BY AND FOR THE EMPLOYEES OF THE WILSON AND CAROMOUNT DIVISIONS

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SIDNEY BLUMENTHAL AND CO., INC.

NOVEMBER, 1954



Ned Feldman Elected Company Vice President

Malcolm G. Jones, President of Sidney Blumenthal & Co., Inc. has announced the election of Ned Feldman as Vice President for Administration. In this capacity, Mr. Feldman will be responsible for the supervision of the financial and administrative activities of the Company.

Ned Feldman was graduated from St. John's College and Law School in 1942. He joined the Air Force the same year, and while in service, was admitted to the New York State Bar in 1943.

After leaving the service in 1946, he became associated with the Madison Lingerie Co., Inc. as Treasurer; and also served as a principal in several factoring concerns.

Mr. Feldman was recalled to active duty in 1951 as a Major in the Air Material Command of the Air Forces during the Korean emergency. Separated in 1953, he joined Robbins Mills as Budget Director and later became Assistant to the President.

Mr. Feldman is married to Bernice G. Feldman and has two sons, John and James. He resides in Englewood, N. J. where his community activities include: Chairman of the Englewood U. S. O. Committee; member of the Executive Committee, member of the Board of Directors, and an officer in the New Jersey section of the National Jewish Welfare

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Magic, Hypnotism And Tricks In Safety Show

"Don't Bet Your Life" is the of Clyde R. Powell's exciting demonstration in which he presents the tried and tested principles of safety in a completely fresh and dramatic way.

This show will be sponsored by the Eastern Carolina Safety Council, in the Braswell School Auditorium, in Rocky Mount, Thursday, December 2, at 7:30 p. m.

Mr. Powell, who is Public Relations Director of the Endicott Johnson Corporation, and Lehigh Safety Shoe Company, drives home the simple rule of safety with astonishing feats of magic. He materializes an endless flow of coins out of thin air—shears a rope to bits, and whips it whole again—links visibly solid rings together—with humor.

Mr. Powell has for many years studied crooked gamblers tricks. He defies his audience to detect his nimble fingers in dealing from the bottom of the deck, cold-decking, second deal and other sharper's tricks. He shows how foolish it is to "bet the other fellows game"—and how much more foolish the man who bets his life on an unsafe act for only a few seconds of time.

Mr. Powell is a master hypnotist and will, if desired, give a demonstration.

This is a professional show that entertains as well as drives home the importance of safety. The Safety Council has tried to schedule it for a number of years. Don't miss it!

Textile Age Features Blumenthal Story

Editor's Note: The article "A Century in Fabrics" — Sidney Blumenthal & Co., appeared in the October issue of the Textile Age. W. A. B. Davidson, the editor, prepared the article after a visit to the Caromount and Wilson Divisions. Parts of the article are reprinted below.

Rounding out its first 100 years of business, Sidney Blumenthal & Co., is currently engaged in a far reaching development involving the transfer of most of its weaving facilities to modernized and expanded quarters in North Carolina. The company, which began in 1854 in New York City

Employees Get Checks Totalling \$146,811

Five hundred and forty four employees of the Caromount and Wilson Divisions received Christmas Savings checks this year. This was an increase of eighty three employees participating over last year's club. The total amount of checks issued at both plants was \$146,811.00. This plan is offered each year to all employees who wish to join, and those who have been members before like the idea.

The Caromount Division had 447 employees participating with a total of \$124,104.00 in savings. The Wilson Division had 97 members in the club with a total of \$22,705.00.

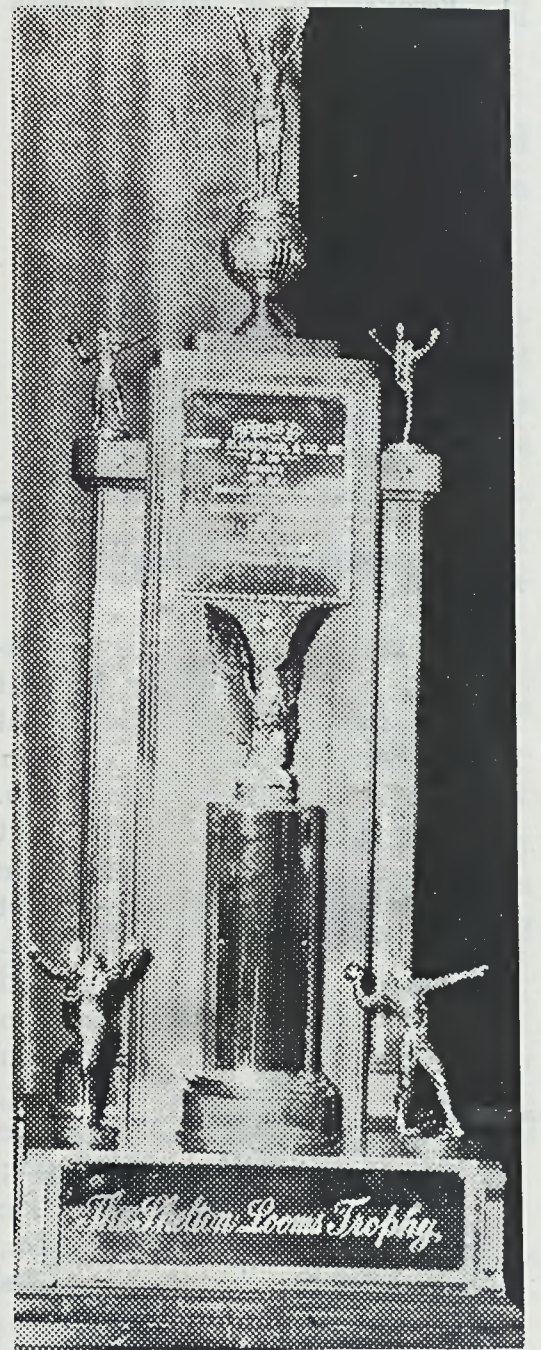
Response to the 1955 club was very favorable and we sincerely hope that everyone who joined will be able to continue throughout the coming year, in order to receive a nice check before Christmas, 1955.

Bolz Joins Sales Staff

Norman Tarnoff, Executive Vice President of Sidney Blumenthal & Co., Inc., has announced that Frank A. Bolz has joined the sales staff of the Apparel Division at 1400 Broadway.

Mr. Bolz has been active in the velvet industry since he joined the American Velvet Co. in 1919. In 1927 he became associated with the Vanetta Velvet Corp. He assumed the duties of velvet converter for the Duplan Silk Corp. in 1931, and later returned to the Vanetta Velvet Corp. as General Manager.

Wilson Wins Trophy



After four years in Rocky Mount, the Shelton Looms Trophy will return to the Charles L. Coon High School in Wilson. The Wilson team defeated Rocky Mount on November 5, by a score of 26-13.

This was the first time the Wilson team had won the annual contest since 1949. The Shelton Looms Trophy, which is presented by Sidney Blumenthal & Co., Inc. to the winner of the annual Wilson-Rocky Mount football game, was first presented in 1948. The team which wins for 10 times becomes the permanent possessor. Wilson now has three victories and Rocky Mount four.

many with August Blumenthal, the son of a journeyman dyer. August emigrated to the United States to join his cousin, Isaac, who was in business in St. Albans, Vt. In 1854 they founded the firm of I. & A. Blumenthal to import fabrics with offices on Maiden Lane, New York City. Their business of importing grew and they moved to 377 Broadway,

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