

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.

JULY, 1955

Posters Promote Safety And Good House Keeping



**ACCIDENTS DON'T CARE
WHO THEY HAPPEN TO....**



WHO'S THIS?

A good man — but for one little moment
he forgot to take care.
Every day — all day — safety pays off
for each of us.

Your Company's Prosperity is Your Best Security!

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The above pictures are a part of the current poster program being carried out at the Wilson and Caromount Divisions. Comments from President Malcolm G. Jones concerning the series on "Safety" were:

"When the traffic light turns red, we come to a stop.

Why?

Because we know it's dangerous to go through.

That traffic light is *safety* equipment. We know from experience that it works for our benefit.

The same with *Safety* equipment in our plant. It's here for our protection.

Using safety equipment—watching safety rules—helps us all stay healthy and happy.

Taking that "little chance"—forgetting to take care—isn't worth injury and pain it can bring.

Wherever we are—at work, at play, at home—*Safety* pays off for each of us.

Twenty Year Group Holds Annual Meeting

The Shelton Looms Service Club of New York, a group of employees with 20 or more years association with the company, held its annual luncheon meeting in New York on June 30, 1955.

Officers elected included: George B. Matthews, President; Francis J. Raith, Vice President; Theodore Messina, Treasurer; Cecilia Wuestmann, Secretary.

Board of Managers: Carl O. Hocke, Irvin Hoff, Abe Schuman, Lawrence Fischman, Benjamin Wexler.

Guests included Norman Tarnoff, Executive Vice President, Ned Feldman, Vice President in charge of Administration, and Admiral Thomas M. Shock (retired), Personnel Director.

Why You Get Tired When You Perspire

Sweating in hot weather can cause a tired, listless feeling and make every move an effort. These symptoms are caused by the loss of salt from the system. Salt is lost amazingly fast through perspiration. As vigor and vitality go down, the accident rate can go up. Prompt replacement of this salt can quickly restore vigor and vitality and the most satis-

(See SALT TABLETS Page Four)

Tarnoff Optimistic About Fall Outlook

The following is a message to THE CAROMOUNT NEWS. From Executive Vice President Norman Tarnoff:

Did you know that Judy Holiday will probably have a coat next winter made of our Contessa quality which will be fabricated for her by the same designer who made her very expensive mink coat?

With our greatly expanded automotive business, it is more than likely that our fabrics will be in the 1956 models of Ford, Chevrolet, Buick, Oldsmobile, Cadillac, Packard, Dodge, Studebaker and Chrysler. As a matter of fact, don't be surprised to see Beavertex being sold as optional equipment for floor covering on the Cadillac Eldorado.

You are probably having a rough time trying to find a Davy Crockett hat for your five year old. Our Ray Alto Sable Tipped is going great guns and if we ever catch up with the demand, you will then probably find the hat in your local store.

We are counting on you to nurture our two starlets, Baronessa and Contessa, in such a way as to assure them top billing in every fine store this fall.

—Norman Tarnoff

Blumenthal Tractor-Trailer Operators Happy With Modern New Equipment



Harry Walker shown above, has been promoted from a small van to one of our large tractor trailers. Harry has been driving to and from the Wilson plant for many years, and has been with the Company more than twenty years. The larger truck cuts down the number of trips to Wilson considerably.



Caromount truck drivers are shown above with one of the new fleet operated by the Company. Drivers, left to right are Jack Carter, Dennis Renfrow, Perry Robinson, Archie Ramsey, Alton Joyner, Micky West, Glenn McKeithan. Floyd Hedgepeth, garage foreman, is shown at right.