

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUG

FIELDCREST MILLS, INC. • Plants at Draper, Forest City, Greenville, Leaksville, Mount Holly, Salisbury, Smithfield, Spray and Worthville, N. C.; Fieldale, Va.; Columbus, Ga. and Auburn, N. Y.

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FATHER AND DAUGHTER GIVE BLOOD — Posey Snead, of the Bleachery, and his daughter, Miss Martha Snead (right) were among the 189 persons who gave blood when the Bloodmobile visited Leaksville August 5. Miss Mary Sawyer (left), a friend of Miss Snead, also was a blood donor. See additional Bloodmobile pictures on pages four and five.

Fieldcrest Adds \$25 Million To Economy

The economic impact of Fieldcrest Mills on the Tri-Cities and Fieldale, Va., resulting directly from the operation of the mills in these localities was over \$25,000,000 last year, H. W. Whitcomb, president of Fieldcrest Mills, Inc., has announced.

Fieldcrest payrolls in the area reached an all-time high, totaling \$23,109,204. Of this amount, \$17,814,323 was paid to 4,116 employees in the Tri-Cities and \$5,294,881 to 1,281 employees of the Towel Mill at Fieldale.

On top of the payrolls, Fieldcrest paid over \$1,000,000 in Social Security taxes and payroll taxes for unemployment insurance. By law, the company pays half and the employee half of Social Security taxes and the company pays 100 per cent of the taxes to provide state-administered compensation for eligible employees when out of work.

In addition, over \$550,000 was distributed in 1964 in the form of pensions for the company's retired employees, a majority of whom are residents of the Tri-Cities and Fieldale.

Fieldcrest paid property taxes totaling nearly \$500,000 in the Tri-City-Fieldale area. Paid to Rockingham County was \$200,746 and to Henry

County, Va., \$71,802. Property taxes paid to municipalities were: Town of Spray, \$91,241; City of Leaksville, \$51,532; and Town of Draper, \$47,249. Meadow Greens Sanitary District was paid \$4,306.

Most of the above \$25,000,000 pumped into the local economies by Fieldcrest operations was in direct payments. Additional large sums were spent on fringe benefits for the over 6,000 Tri-City and Fieldale employees and their dependents.

Also to be added are the expenditures made for purchases of goods and services from local firms, including construction and property improvement.

The figures do not include payrolls for any manufacturing locations other than the Tri-Cities and Fieldale or for sales personnel. Expenditures for raw materials, machinery and equipment, also are omitted.

Mr. Whitcomb said that the economic impact of Fieldcrest is expected to be even greater in 1965, based on the operating results of the first six months of the year. He said the company's present unfilled order position and the current rate of the nation's economy indicate another successful year for Fieldcrest.

119 Employees Give Blood At Bloodmobile

Fieldcrest employees gave 119 pints of blood of the 189 pints donated when the Bloodmobile visited the Leaksville Moose Hall Thursday, August 5. The Fieldcrest group accounted for 63 per cent of the overall donations.

The Karastan Mill furnished 47 donors, followed closely by the Bedspread Mill with 42 donors, representing an outstanding response at both plants. The General Offices furnished eight donors and the Finishing Mill furnished five.

The Bleachery and Blanket Mill furnished four donors each and there were two donors each from the Central Warehouse and the Research and Quality Control Department. One person gave blood from each of the following locations: Fieldcrest Store, Mechanical Development Department and the Traffic Department.

Thomas Meeks of the Finishing Mill donated his 16th pint to become eligible for the "two gallon" club. Seven other persons gave their eighth pint to become members of the "gallon" club. These were Wayne Lawson, Research and Quality Control; Henry Adams, Bedspread Mill; Billy Jarrell, Bleachery; Bill Barton, Karastan; Vaughn Grogan, (Continued on Page Four)

'Spellbound' Blanket On 'Price Is Right'

Fieldcrest has a new television star. It's "Spellbound", our Creslan acrylic blanket which was selected as a sweepstakes award for the week beginning August 9 on the ABC Network's "The Price is Right," starring Bill Cullen.

During the entire week, over 20,000,000 TV viewers were directed to go to their local store to find out the exact suggested retail price of the blanket (\$16.99 in the 66 x 90 size).

Our customers throughout the country were asked to alert their sales people to this promotion and to call attention to it with a special sign.

Our sales promotion people in New York reported that the reaction was "tremendous". Early in the week, the switchboards at the Fieldcrest Sales Office was swamped with calls as New York area television viewers sought to learn the price of the blanket.