

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
FINEST POWER LOOMS

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No. 20

National Ads To Have Exciting New Look

Millions Of People Will See Dramatic, High Fashion Ads in Nation's Leading Magazines

Fieldcrest has taken a dramatic high fashion approach in a Spring 1970 national advertising campaign that is unique in the industry.

The stunning series of color photographs by Harpers Bazaar photographer, Neal Barr, convey the excitement, atmosphere and fashion leadership that is synonymous with the name Fieldcrest.

Millions of customers will see the ads

on the new One-Looks—Soroya, Printwork and Frost Flowers and on the Yves Saint Laurent collection as well.

Some of the publications in which they will appear are McCalls, Harpers Bazaar, The New Yorker, Better Homes and Gardens, Sunset Magazine and the New York Times Sunday supplement.

The Yves Saint Laurent collection is one of the most successful Fieldcrest has ever offered.

Retailers have given strong advertising and display support to this new merchandising concept and the consum-

er response has been exceptional.

The merchandise will be offered at sale prices in August and the national ads are scheduled for May and June to provide maximum consumer impact prior to that sale.

The Yves Saint Laurent ads will carry the Listfax Service which allows customers to call, at no charge, a telephone number shown in the ad to find out where the merchandise is available for sale in their area.

Fieldcresters may be proud of the ads in the Spring 1970 campaign, which should attract many new customers for the Company's valued retail accounts.

Fieldcrest Spends \$37 Million In Eden

Fieldcrest Mills' operations added nearly \$37 million to the economy of Eden in 1969. Company records show that, in the Eden area alone, \$36,898,063 was disbursed for payrolls, taxes, land, buildings, machinery and equipment.

The major contribution to the prosperity of Eden was the company's payrolls of \$28,841,000 paid to the 4,860 Fieldcrest employees in the area.

Property taxes paid to the City of Eden totaled \$307,304. The Company's Rockingham County taxes amounted to \$96,759; and the total property taxes paid in Rockingham County, including city and county taxes, were \$704,063.

Fieldcrest in 1969 paid \$1,437,000 in Social Security taxes and payroll taxes for unemployment insurance for its Eden employees.

By law, the company pays half and the employees half of the Social Security taxes; but the company pays 100% of the taxes to provide the state-administered compensation for eligible employees when out of work.

The company's expenditures for land, buildings, machinery and equipment in the Eden area amounted to \$5,916,000, making a total of \$38,293,000 in capital expenditures in the Eden area since October 1, 1953, when Fieldcrest Mills, Inc. was organized.

In addition to the nearly \$37 million pumped into the local economy by direct payments, large sums were distributed in the form of fringe benefits to the 4,860 active employees and their dependents and for pensions to the company's retired employees, a majority of whom live in the Eden area.

The expenditures made for purchases

of goods and services from local firms are not included, nor do the figures include money paid out at other manufacturing locations or for sales activities. Expenditures for raw materials also are excluded.

'Textile FUTURES' Program Salutes Industry

April has been proclaimed Textile FUTURES Month, in recognition of the industry's substantial contribution to the economic, civic, and educational welfare of the areas in which it is located.

The campaign is being sponsored by the American Textile Manufacturers Institute (ATMI) and cooperating textile firms, including Fieldcrest Mills, Inc.

In addition to highlighting the contribution of the industry in other fields, the program is designed to acquaint the public, particularly new high school graduates, with the career opportunities available in the industry.

Although the campaign is aimed at persons of all working ages, emphasis is being placed on reaching young people in the process of choosing a vocation.

Showing the importance of the textile industry to the state and local communities, it was pointed out by the ATMI that North Carolina is the largest textile producing state in the nation.

Its plants produce almost 25 percent of all broadwoven cotton goods in America, more than one-third of all man-made fiber fabrics, almost 10 percent of all woolen and worsted goods,

nearly one-half of all cotton sales yarns, and 50 percent of the nation's entire hosiery output.

Total sales of the U. S. textile industry amount to more than \$21 billion a year; one-fourth of this amount comes from the sale of items produced in North Carolina.

Some 278,000 North Carolinians are employed by the 1,200 textile plants located in 81 of the state's 100 counties. Their annual payroll exceeds \$1.4 billion. The textile industry spent some \$179,000,000 for new and expanded plants in North Carolina during 1969.

The textile industry accounts for more than 40 percent of North Carolina's total manufacturing employment.

According to dollar distribution figures provided by the U. S. Department of Commerce, textile employees in North Carolina annually spend:

- \$334.8 million for food and related products.
- \$283.3 million for housing.
- \$114.1 million for clothing and upkeep.
- \$90.2 million for transportation.
- \$100.3 million for medical care.
- \$66.4 million for recreation.
- \$36.3 million for personal care.
- \$228.2 million for local, state and federal taxes.

See Pictures On

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