

THE MILL WHISTLE

Fieldcrest
COORDINATED FASHIONS
FOR BED AND BATH



Karastan
AMERICA'S FINEST POWER LOOMED RUGS

Vol. 29

Eden, N. C., May 3, 1971

No. 21

Fieldcrest Group Insurance Rated 'Tops'

Your Fieldcrest Mills group insurance is better than ever.

Maybe you haven't given much thought to it, but you are protected by a group insurance plan that ranks at the top in the industry. The Fieldcrest plan was further improved when some of the benefits were increased October 1, 1970.

Allowances for hospital room and board were increased from \$25 to \$30 a day. Maternity benefits were increased from \$100 to \$150 each for the hospital and doctor—an overall increase of \$500 paid in each maternity case.

These increases in benefits were made without any additional cost to you. Although such improvements are important in these days of rising hospital costs and the better benefits are helping many employees and their dependents, major increases in benefits inevitably must result in higher cost to the employee.

NO INCREASE IN YOUR COST

While the employee's share of the cost remained the same, insurance payments to employees and their families are at an all-time high in 1970. A whopping \$3,167,338 was paid in benefits for

employees and their dependents, representing a 10% increase over the previous year. While the amount paid out has been rising each year, there has been no increase in the employee's contribution to the cost since 1968.

The attractive, liberal plan of insurance available to Fieldcrest employees is made possible by the mass buying power of the large group. The insurance is bought as a "package" and the bid to the insurance carrier negotiated on a competitive basis. As a result, very little is paid for insurance company service or advice. Also, the fact that the plan is self-administered helps to provide insurance at the lowest possible rates.

COMPANY PAYS PART

The cost of the insurance to the employee is further reduced because Fieldcrest pays a part of the premiums. During 1970, the company again paid over 25% of the cost. And while we're talking about the Company's share of the cost, let's clear up one misunderstanding. You frequently hear it said that some other company somewhere pays a larger share of the cost. This can be misleading because they may be talk-

ing about insurance for the **EMPLOYEE ONLY**.

Some companies do pay all of the cost for the employee but the **EMPLOYEE HAS TO PAY ALL OF THE COST OF HIS COVERAGE FOR HIS DEPENDENTS**. Experience shows that more benefits are paid out for dependents than for the employee, therefore family coverage is considerably more expensive than for the employee alone.

FEW PAY 100%

Another comment you hear is that the insurance "doesn't pay enough", that too much is left over for the employee to pay. Very few plans pay 100% of the bill and in order to do so they would have to be very expensive. To have benefits paying all of the bill would result in considerable additional cost to the employee. You can understand why insurance plans do not pay 100% when you realize that things like

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Sales And Earnings Up In First Quarter

G. W. Moore, chairman of the board of Fieldcrest Mills, Inc., announced April 21, that Fieldcrest's sales increased 12.0% in the first quarter of 1971 to a level of \$45,933,000.

Net earnings were \$878,000, an increase of 43% from the level of \$616,000 in 1970. Earnings per share for the quarter were \$.25 compared to \$.17 last year.

"The record level of sales was achieved in both our Karastan-Laurelcrest and Fieldcrest product lines, with carpet sales being particularly strong," Mr. Moore said.

"More favorable activity levels and continued emphasis on cost reductions contributed to our earnings improvement. In addition, our factoring division, John P. Maguire, continues to show improved profitability.

"The stance of the Administration on national economic policy, low retail inventories, and signs of increased consumer buying activity lead us to be optimistic for sales and earnings prospects during the remainder of 1971."

Eugene Purcell Elected To State TB-RD Board

Eugene Purcell, superintendent of piece dyeing at the Blanket Finishing Mill, has been elected to the state board of directors, North Carolina Tuberculosis and Respiratory Disease Association.

He will represent the executive committee, Piedmont TB-RD Association, of which he is a member. The Piedmont association serves Rockingham, Guilford, Caswell and Stokes counties.

Mr. Purcell is also serving on a committee to acquaint the public with respiratory diseases in the "What's RD?" campaign being held in Eden and in other areas of Rockingham county.

The Piedmont Tuberculosis and Respiratory Disease Association received over \$86,000 in the 1970 Christmas Seal campaign. This generous response means that Eden and Rockingham county will have more services available for the fight against pollution, TB and other respiratory diseases.



EUGENE PURCELL