

# THE MILL WHISTLE

*Fieldcrest*  
COORDINATED FASHIONS  
FOR BED AND BATH



*Karastan*  
AMERICA'S FINEST POWER-LOCKED RUG

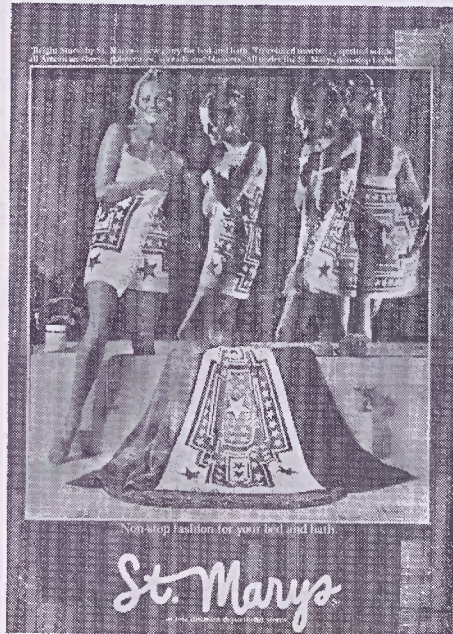
Vol. 30

Eden, N. C., March 20, 1972

No. 18



"Veloura" ad will appear in April issue of Family Circle.



"Bright Stars" collection is featured in Woman's Day.

## Magazine Ads, TV Feature St. Marys

The St. Marys Marketing Division will continue its aggressive national advertising effort in Spring 1972. A striking new ad format is used to show off St. Marys products, and these ads make an impressive visual statement about the St. Marys operation as a quality manufacturer of coordinated bed and bath products. The St. Marys ad for "Bright Stars," a new red/white/blue collection styled the way consumers want it now, appears in the March issue of Woman's Day. The ad on "Veloura," St. Marys' 100%

nylon flocked blanket in a full range of lustrous colors, will be in the April issue of Family Circle. The combined circulation of these two magazines is over 14 million. In addition, St. Marys products will again be featured on 11 popular day and prime-time TV game shows, such as Hollywood Squares, Concentration, To Tell The Truth, Sale of the Century, Beat the Clock and more. During 1972, St. Marys will appear approximately 300 times on these highly rated shows and reach American homes over a billion times.

## Baggett Is Certified Safety Professional

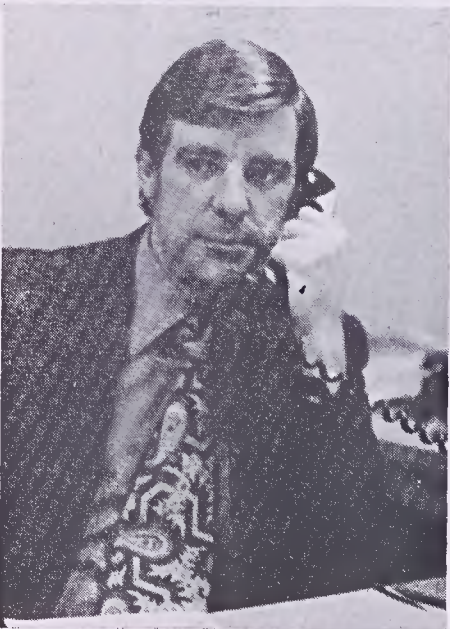
Kenneth R. Baggett, director of safety and workmen's compensation at Fieldcrest Mills, on February 25 became one of North Carolina's first certified safety professionals (CSP).

The requirements for the title of CSP are: a bachelor's degree in engineering, science or other curriculum acceptable to the Board of Certified Safety Professionals; five years or more of professional safety experience in a position of responsibility; and successful completion of an examination given by the Board or an additional five or more years of professional safety experience.

As a certified safety professional Mr. Baggett assumes a responsibility to the safety profession to maintain professional integrity reflecting the highest standards of ethics and to insure professional competence by keeping abreast of technical, administrative and regulatory developments in his field.

Mr. Baggett was employed by Fieldcrest in January 1965 as director of safety. He was given the additional responsibility of director of workmen's

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**KENNETH BAGGETT**  
... Safety Professional ...

## Payrolls, Taxes At Eden Exceed \$34-Million

A whopping \$34-million was added to the economy of Eden and Rockingham County by the operation of Fieldcrest Mills in 1971. A total of \$34,225,848 was disbursed in Eden and the county for payrolls and taxes alone, Company records show. The largest contribution to the economy of Eden was the Fieldcrest payrolls of \$31,703,527 paid to the 4,989 employees in the area. Property taxes paid in Rockingham

County totaled \$893,340, of which \$493,447 was paid to the county and \$399,893 paid to the City of Eden. The Company in 1971 also paid \$1,628,981 in Social Security taxes and for unemployment insurance for its Eden employees. This was in addition to the employees' share of Social Security taxes. By law, the Company pays half and the employee half of the taxes to fi-

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