

\$37-Million Paid In Eden

Fieldcrest Mills' operations added over \$37 million to the economy of Eden and Rockingham county in 1973. A total of \$37,568,763 was paid in Eden and the county for payrolls and taxes alone, Company records show.

The largest contribution to the prosperity of Eden was the Fieldcrest payrolls of

\$34,668,737, paid to the 4,761 employees in the area.

Property taxes paid in Rockingham county totaled \$801,173, of which \$459,575 was paid to the county and \$341,958 paid to the City of Eden.

Fieldcrest in 1973 also paid \$2,098,853 in Social Security taxes and for unemployment insurance on its Eden employees. This was what the Company paid in addition to the employees' share of the Social Security taxes.

By law, the Company pays half and the employee half of the taxes to finance Social Security benefits for employees; but the Company pays 100 percent of the taxes to provide the state-administered compensation for eligible employees when out of work.

In addition to the more than \$37-million pumped into the economy by direct payments, large sums were distributed in the form of benefits for the 4,761 active employees and their dependents and for pensions to the Company's 1,710 retired employees. A majority of the retired employees live in the Eden area.

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Textile Industry Leads All Others In Philanthropy

America's textile industry leads all other industries in giving to philanthropic causes, according to a recent survey by the Conference Board in New York.

Ten representative textile firms were asked to list their contributions in a survey of 433 firms of various sizes and industrial classifications. Results showed that the textile companies gave a total of

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John Page To Complete 50 Years Of Service

John W. (Bill) Page, of the Weave Room at the Draper Sheeting Mill, is to complete 50 years of continuous service with the Company on March 17.

He will be honored by the management of Fieldcrest Mills, Inc., at a luncheon at Meadow Greens Country club Tuesday, March 19. Other members of the 50-year club will attend.

Mr. Page has been a loom fixer for 32 years and previously was a weaver for several years. Both of his parents, the late John S. Page and Mrs. Lou Page, were employed at the Blanket Greige Mill.

Four sisters of Mr. Page like-

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JOHN W. PAGE

Energy Conservation Continues

With the advent of March with its warmer temperatures, the temporary cessation of the rains, and the beginnings of feeble hopes for shorter gasoline lines, it's very easy to think that perhaps the worst of the energy crisis is past and everyone can return to "normal" living again. Not so, says J. G. Farrell,

Fieldcrest energy conservation coordinator.

"The energy shortage will be with us for a long time yet, and individuals as well as industries are going to have to continue to cope with it," he said.

"The measures which the

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Fieldcrest Marketing Div. Receives Vanguard Award



D. M. Tracy is presented Vanguard Award by Mrs. June M. Thursh.

The New York-based Fieldcrest Marketing Division of Fieldcrest Mills, Inc., has been selected by the National Retail Merchants Association as the 1973 grand winner of the association's prestigious Vanguard Award.

The Vanguard Award is made annually by the board of directors of the Sales Promotion Division of NRMA for outstanding performance in assisting retail stores to increase their sales and profits.

Mrs. June M. Thursh, vice chairman of the board of directors of the sales promotion division of the NRMA and catalogue creative planning manager, J. C. Penney Co., Inc., presented the award to D. M. Tracy, president of the Fieldcrest Marketing Division, at a luncheon held on Monday, February 25, in conjunction with the NRMA's retail orientation workshop.

In her remarks, Mrs. Thursh congratulated Fieldcrest for its contribution to the development of fashion in the domestics department through the well-

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Mr. Tracy addresses NRMA group at luncheon.

Car Pool Lists Being Distributed

The computer-matched lists for Fieldcrest employees interested in joining a car pool have now been returned to all locations and distribution to individual employees should be nearing completion.

Response in some locations was excellent. Overall, 37 percent of the company's employees expressed a desire to car pool.

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