

Poteat, Beck Complete Course

James L. Poteat and Warren L. Beck recently received the certificate of completion in the fifth Young Executives Institute (YEI) graduation exercises held at the University of North Carolina School of Business Administration at Chapel Hill.

UNC Chancellor Ferebee Taylor presented the certificates to the Fieldcrest executives. Maurice W. Lee, dean of the Graduate School of Business, and Richard I. Levin, director of

the YEI, presented the graduates to Chancellor Taylor.

The graduates completed over 120 hours of classroom instruction, 40 hours of small seminar discussions and 90 hours of study and project work during the five-week advanced course for men and women in management.

Mr. Poteat and Mr. Beck studied the use of computers in decision-making, macro economics, business policy,

organizational behavior, accounting, and marketing and financial management.

This year's class of 40 administrators 25 to 35 years of age came from North Carolina, South Carolina, Virginia and Georgia.

Mr. Poteat, manager of technical and customer services at the Foremost Screen Print Plant, joined Fieldcrest in 1964 as a quality control engineer. He later worked as assistant director of quality control and technical superintendent. He was named manager of technical and customer services in 1974. He is a graduate of N.C. State University with a B.S. degree in textiles.

Mr. Beck, manager of quality control and lab at North Carolina Finishing, joined Fieldcrest also in 1964. Beginning employment as a supervisory trainee, he became chief chemist in 1967. He later worked as assistant finisher, quality control coordinator, and supervisor of quality control before being named manager of quality control and lab in 1972. He is a graduate of N.C. State University with a B.S. degree in textile chemistry.



JAMES L. POTEAT



WARREN L. BECK

New Collection

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Fieldcrest's Mexicana towel interprets this centuries-old pattern on an unsheared jacquard towel in contemporary colors that will complement both traditional and modern decorating schemes.

Fieldcrest's second design concept for Fall 1975 is a sparkling new juvenile coordinate, Woodsy Owl. Launched under the auspices of the Forest Service of the U.S. Department of Agriculture, Woodsy is a happy cartoon character who serves as the focus for a national environ-

mental improvement campaign. The lovable little owl and his brightly-hued portrayal on a sheet, blanket, bedspread and towel are sure to be a hit with children of all ages.

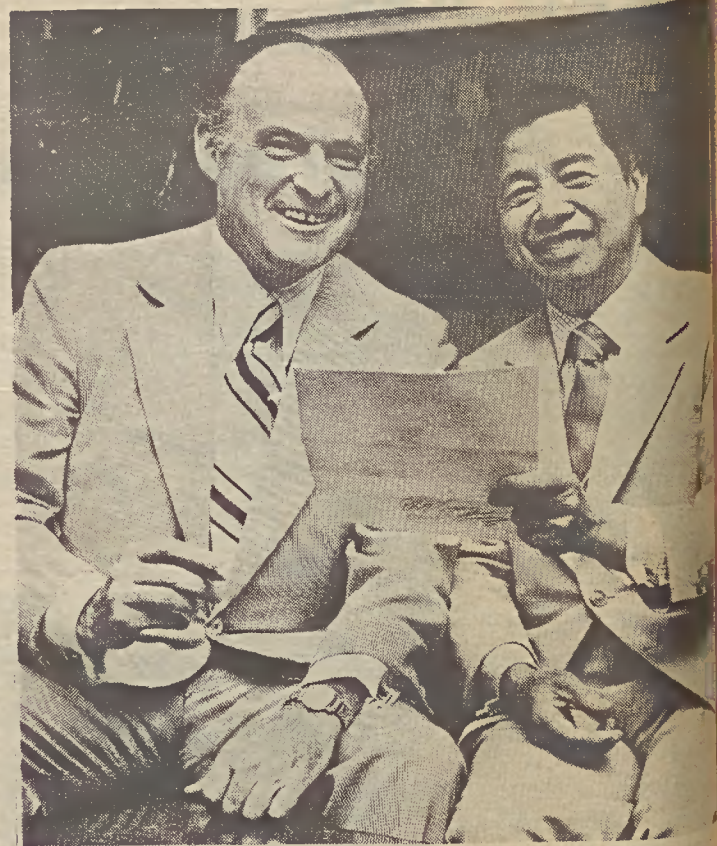
The Nation of Nations Collection, Woodsy Owl and strong single additions to each of the individual product lines represent one of Fieldcrest's most exciting lines.

Combined with the complex of new and supporting programs, to be described in forthcoming issues, the Fall '75 line provides the sales force with an exceptional sales tool that should meet the needs of almost every retail market.

Katie Light



Katie Marie Light, daughter of Mr. and Mrs. Tony Light of Wilmington, was six months old when this picture was made. She is the granddaughter of Mr. and Mrs. Jack Light of Eden and Mr. and Mrs. Lynwood Walker of Stokesdale, and the great-granddaughter of Mrs. Nannie Cayton of Reidsville, and Mrs. Myrtle Light of Eden, a long-service retiree of the Blanket Greige Mill.



D. M. Tracy, left, president of the Fieldcrest Marketing Division, with internationally acclaimed American watercolorist Dong Kingman.

Watercolorist Designs Collection For Fieldcrest

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the world on a lecture tour for the State Department and is a member of the National Academy of Design. Mr. Kingman's art works have been used in various aspects of film making — in the production of such movies as "Flower Drum Song", "55 Days at Peking", "Lost Horizon", and "Circus World".

In commenting on the agreement with Mr. Kingman, Mr. Tracy noted the tremendous importance of contemporary American art and the basic

relationship between art and home fashion design which makes the Fieldcrest introduction of the collection timely and appropriate.

"Kingman's distinctive style gives individuality and excitement to this collection for the first time brings the world of the arts into the home environment," Mr. Tracy stated.

Success is being able to hire someone to mow the lawn while you play golf for exercise.

Selected For Training

Airman Daniel L. McBride, son of Mr. and Mrs. Arlie O. McBride of 1010 Fix Street, Burlington, has been selected for technical training in the United States Air Force communications electronics systems field at Keesler Air Force Base, Mississippi.

The airman recently completed basic training at Lackland Air Force Base, Texas, where he

studied the Air Force, missile organization and customs and received special instruction in human relations.

Airman McBride is a graduate of Cummings Senior High School. His wife, Debra, is the daughter of Henry L. McBride of 2559 McKinney Street, Edenton.

He is the grandson of Mr. and Mrs. C. L. McBride, Edenton, and has numerous Fieldcrest family connections.



DANIEL L. McBRIDE
THE MILL WHIST

FIELDALE TOWEL MILL

Top Weavers, Fixers

Weavers W/E June 22

Dobby Terry Shelby Cromer
Jacquard Terry Robert Ferguson

Fixers W/E June 22

Dobby Terry William Kendrick
Jacquard Terry Roger Moore

Weavers W/E June 15

Dobby Terry Kenneth Biggs
Jacquard Terry Robert Ferguson

Fixers W/E June 15

Dobby Terry Melvin Clark
Jacquard Terry Phillip Marshall

Weavers W/E June 8

Dobby Terry Ralph Ballard
Jacquard Terry Leonard Tilley

Fixers W/E June 8

Dobby Terry Bert Finley
Jacquard Terry Roger Moore

Weavers W/E June 1

Dobby Terry Paul Cannaday
Jacquard Terry Bruce Clifton

Fixers W/E June 1

Dobby Terry William Kendrick
Jacquard Terry Roger Moore

Weavers W/E May 25

Dobby Terry Bobby Haskins
Jacquard Terry Robert Ferguson

Fixers W/E May 25

Dobby Terry Bert Finley
Jacquard Terry Bobby Noonan

Fieldcrest Sponsors Programs Celebrating Nation's Bicentennial

In honor of our nation's upcoming Bicentennial, Fieldcrest Mills, Inc. is sponsoring a series of Bicentennial "mini-programs" on Radio Station WLOE in Eden. The "mini-programs" are aired each day Monday through Friday between the hours of 6:30 a.m. and 7 a.m., 2:30 p.m. and 3 p.m., and 10:30 p.m. and 11 p.m.

Entitled "Bicentennial Memories From Around Home," the 15 programs in the series

were written and are narrated by Mike Moore of WLOE. The historical material was checked for accuracy by Dr. Lindley Butler of Rockingham Community College, an authority on local history.

The programs describe historical events which occurred in Rockingham County and the surrounding area. They are aired three times each day so that people working on all three shifts may enjoy them.