



"Homer", a racing-homing pigeon, is held by Tom Robinson as Betty Flinchum, a secretary, places message in capsule.



Mr. Robinson releases pigeon for its return to a data processing company which used the birds as advertising gimmick.

'Homer', A Racing-Homing Pigeon, Unusual Visitor

"Homer" was one of the many visitors to the Fieldcrest Mills General Offices during September.

Homer is a racing-homing pigeon and was named by Betty Flinchum, secretary to Julian F. Scott, manager-Business Information Department. Mr. Scott received the pigeon in his mail.

The story began one afternoon when a sturdy, well ventilated box arrived air express. Inside was the pigeon and a letter from a computer firm in New York telling about a new data processing system. The letter went on to say that this firm would like to send a brochure giving all the details of the new system.

To get the brochure, the letter said, "... you don't even need a postage stamp. Simply write your name and address on the enclosed slip of paper, place it in the capsule on the pigeon's leg, and release the pigeon."

This firm decided to use pigeons, 2,500 of them to be exact, because they figured an executive couldn't very well tell a pigeon he wasn't in. This method of making selling contacts was so novel that it rated a lengthy article in the Wall Street Journal describing how the pigeons were sent to executives of the top 2,500 firms in the nation.

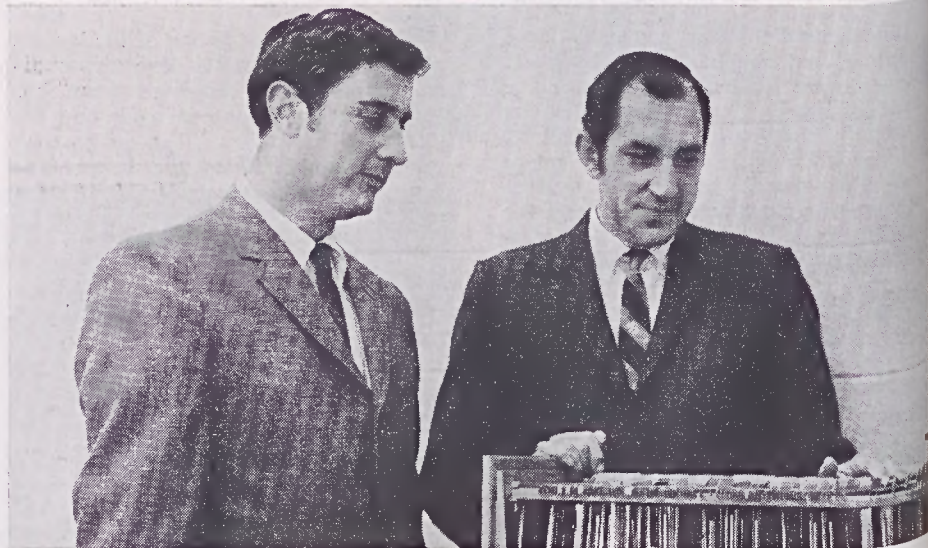
Homer came to Eden from an address in Columbus, Ohio and when released, was to return to Ohio. Homer spent just one day here and was released the following morning. Mrs. Flinchum took

him home with her for the night, and the next morning Tom Robinson, of the Auditing Department, took Homer out of his box and released him in front of the General Offices.

Homer flew to the top of the building, sat there a few minutes looking around

as though to get his bearings. He then started flying off, circling for a minute until he knew in which direction to head.

The last anyone saw of Homer he was headed in a northerly direction carrying his capsule and message home.



Principals in organization changes at Foremost Screen Print Plant, left, James L. Poteat, technical superintendent; George L. Howard, personnel manager.

New Appointments Announced At Stokesdale

In new appointments at the Foremost Screen Print Plant at Stokesdale, George L. Howard was named personnel manager and James L. Poteat was appointed technical superintendent.

Mr. Howard, a native of Baltimore, received his B. S. in business administration from the University of Maryland and previously was engaged in personnel work with the Bethlehem Steel Co., at Sparrows Point, Md., and with Allstate Insurance Co., at Roanoke, Va. He served as personnel manager at the United Brass Works at Randleman

and immediately before joining Fieldcrest was personnel manager for Sylva Electric Products, in Reidsville.

Mr. Poteat graduated from North Carolina State University with a B. S. in textiles. He joined Fieldcrest at Eden in 1963 as a quality control engineer but left for military service in 1966.

He returned in June 1968 as a quality control engineer and shortly thereafter was appointed assistant director of the Domestic Quality Control Department. He continued in that capacity until his latest appointment.

Win Memberships

Two General Offices employees won memberships in Effie's Figure Salon in the drawings held recently in connection with the opening of the new salon at Eden. Receiving the free memberships were Laura Horsley, Employment Office, and Ann Aheron, Engineering Department.