

Fieldcrest Aids In Teaching Economics

"The Executive Game" is the name and a group of teachers in the Salisbury public school system is playing it to bone up on basic American economics—thanks to Fieldcrest's North Carolina Finishing Company division.

The idea of a textile company teaching economics to the teachers was the outgrowth of another school project—putting together a course in basic American economics for eighth-graders in Salisbury's only junior high school, Knox Junior High.

Jack T. Carter, of Eden, Fieldcrest's executive employment manager, had been using "The Executive Game" in his work with management trainees so the company offered to set up classes for the teachers. Twenty-three responded and they are now meeting two hours every other week for the eight-session course.

The program is sponsored by the company and there is no cost to the participants or to the school system except for materials. Instructors and computer services are furnished by the company.

Computer Gives Profit-Loss

The teachers are divided into seven teams and they become executives of an imaginary company. The commodity they chose to manufacture was toasters. Teams are given authority to make all decisions of the imaginary corporation. As these decisions are made, the data are fed into a Fieldcrest computer and the team finds out whether it is making a profit or heading toward bankruptcy.

The object of the game is to avoid bankruptcy while making the highest profit possible. All these corporate dealings are by good management rules.



J. T. Carter (left) and R. F. Bell, both of Fieldcrest, instruct (left to right) Mrs. Reid Grimes, Mrs. Cleo Porter and Mrs. Vera Moore in playing "Executive Game".

Participants go step by step through a textbook. The company instructors help them make their decisions such as forecasting their anticipated cost and establishing a budget. Then they adjust their errors from the computer analysis.

Women as well as men are taking the course. They are teachers of special education, language, English, math, science, typing and industrial arts. Four are administrators.

"The Executive Game" is being made a part of the In-Service program of the

school, a program designed to extend the education of teachers. Application to the N. C. Department of Education for accreditation has been approved, so the teachers can now receive certificate of renewal credit through this program.

When the principal of Knox Junior High asked the Chamber of Commerce's Industrial Council for help in putting together the economics course, that body responded with advice regarding curriculum and material, assistance in procuring material, providing speakers and films, and making plant tours available.

Robert F. Bell, personnel manager for the North Carolina Finishing Company division, is a member of the Chamber's Industrial Council and in discussions of the course for the eighth-graders, it was brought out that a number of Knox teachers wanted a better understanding of economics, including the profit motive and competition.

Competition Keen

Mr. Bell said he had been amazed at the enthusiasm generated among those taking the course. Competition between those on the various teams was very keen indeed. Because of the intense interest, those in charge feel the project is highly worthwhile. And, of course, the goal is being achieved. Those involved are learning economics—considered by some quite dry—and they are liking it as they gain a better understanding of a vital subject.

Textbooks and other materials for "The Executive Game" and other executive simulation games are available from Richard D. Irwin Inc., Homewood, Ill., and some other companies, Mr. Bell said.

Accounts Receivable Unit Set Up

Fieldcrest's newly-established Accounts Receivable Department was scheduled to move into its quarters in the former AMP building on Stadium Drive Saturday, December 12.

The department will employ approximately 30 people and is composed of three sections: customer claims, collections and cash application.

Heretofore, except for customer claims, accounts receivable services have been furnished by Fieldcrest's factoring agency, John P. Maguire & Co., Inc., in New York. Customer claims was a function of the General Accounting Department at the General Offices, Eden.

From January 1 until April 1 the Accounts Receivable Department will be engaged in testing programs and training personnel. During that period it will run a dual accounts receivable operation with Maguire with April 1 as the target date for the complete takeover by the new department.

A number of people in the Data Pro-

cessing Department have been working full-time for approximately six months setting up programs for the Accounts Receivable Department, which will itself require five to six hours of computer time per day when its begins regular operations.

L. L. Mann, formerly manager-mill accounting and budgets, is manager-accounts receivable and T. C. Robinson, formerly a financial trainee, is manager-controls and planning.

H. G. Hodges, formerly supervisor-mill accounting-Karastan, is manager of collections and has been working with Maguire in the collections area since August 15. He will return to Eden January 1 to take up his duties here.

L. D. Phelps, formerly of the General Accounting Department, is supervisor-customer claims. Marjorie Rush, who was with the Fieldcrest Payroll Department for several years but more recently was associated with M. Lowenstein & Sons, Inc., in Rock Hill, S. C., is supervisor-cash application.