

NORTH BRITISH NEWS



The House Organ of
THE NORTH BRITISH RUBBER CO. LTD.
Affiliated to UNITED STATES RUBBER COMPANY

VOL. XIV. No. 3

NOVEMBER 1961

ANNUAL STAFF DANCE

IN THE

Adam Rooms, George Hotel

George Street, Edinburgh

ON

Friday, 8th December 1961

8 p.m.—1.30 a.m.

14/-

Buffet Bar

Tickets available from the Committee:

S. Jack, Budgets; T. B. Miller, Office Management;
G. Barrie, Control; G. Barclay, Inventory Control; Olive
Wardrobe, H.O. Accounts; Peggy McNeil, S.P.C.

Industrial Products Sales Conference —the theme, “Blue Riband” QUALITY

LAST month the Industrial Products Division held, at Selsdon Park, Surrey, its first Sales Conference for two years, and its first under V. M. Wallis, General Sales Manager of the Division. In the interval there have been changes in personnel, which made this conference all the more vital.

The Conference theme was QUALITY—in production, in service, in selling. Mr. Wallis, in his outline of the immense markets open to his Division, laid stress on qualities of salesmanship. “With all our advantages acquired through the modernisation programme of recent years, competition is apprehensive of our intentions,” said Mr. Wallis. “We have, however, to match their professional selling ability. How we use our sales tools will determine our future. One of these tools is our ‘Blue Riband’ quality theme featured in our advertising and sales promotion, and this is not just a gimmick. Today ‘Blue Riband’ quality was built into all our products.”

Mr. Stewart looks ahead

Our Managing Director, Foster M. Stewart, was present for the opening sessions of this two-day Conference. Discussing forward plans, Mr. Stewart emphasised that quality goes far beyond product and service—it revolves around people. “Competition in Great Britain and the world today is not only intense, but directed by great organisations and revolves around people.”

“All companies,” added Mr. Stewart, “experience mistakes, but out of such difficulties they can rise to greater heights.” Instancing P.V.C. Belting, he said: “We failed to hold our place as a major supplier to the National Coal Board. That presented a challenge which, as has happened before, releases our innate reserve power that produces greater effort. Now we are able to say again that the best belting supplied to the Coal Board is North British. We have regained their complete confidence and by current contracts are once again major suppliers to the N.C.B.”

“We must never become complacent. A normal effort and rate of progress will not keep us ahead of competition, it needs something more—a very definite gallop!”

A feature of this Conference was the effective use of records and films to press home the sales story, supported by talks and discussions on Hose, Belting, Dock and Industrial Fendering, Expansion Joints, General Products, PowerGrip. On the second day our Deputy Managing Director dealt with sales objectives and the opportunities that lay ahead for the Division by



V. M. WALLIS
General Sales Manager,
Industrial Products Division

planned selling. From the Production side came valuable contributions from D. F. Vallis (Castle Mills) and G. H. Coston (Heathhall). Under the title “Making a Profit”, A. J. Mackenzie explained the vital functions of modern financial profit analysis, illustrating the direct contributions which can be made by field salesmen.

OBITUARY

STARK.—On 21st October, David Stark, who retired in April 1952, after 45 years' service, largely in the Tyre Estimating Section of Costing. He leaves a widow and son, to whom we extend our deepest sympathy.

Alexanders feature North British

FOR quite a few years now we have admired *The Alexander Gazette*, an eight-page tabloid newspaper issued bi-monthly by Alexanders of Edinburgh Ltd., the main Ford dealer for over 50 years.

The current issue of *The Alexander Gazette*, published last month, carries a full-page article, liberally illustrated, on North British Rubber under the banner “Famous Edinburgh Firms”. We are honoured by this generous reference to our firm, which highlights our long association with the Automotive Industry, and in particular our position as suppliers of U.S. Royal tyres, Royalite fascia crash pads, and rubber matting to current Ford models.

Heathhall's Largest Belt

To fulfil an export order, through U.S.R.I. in London, for nitrate mines in Chile, Heathhall recently completed the largest rubber conveyor belt ever made there. This was a 7-ply belt of 24 ins. wide and 2,000 ft. continuous length. Our photograph shows W. Hannah (Technical Services), G. F. Dawson, Asst. Supt., and D. Gardiner, Mechanicals Production Manager, viewing this outside belt in its final stages of “curing”. When wound the reel was 12 ft. in diameter and weighed 6 tons. This was only one of the belts destined for Chile, where previous supplies have proved to be entirely satisfactory, hence the repeat business we are now enjoying.

