

NEWS



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

FOOTWEAR AND CONSUMER PRODUCTS DIVISION SALES CONFERENCE

Mr. Stewart outlines Company growth through quality

QUALITY products and the opportunity they afford to increase sales volume and improve profit margins were the dominant feature of the Footwear and Consumer Products Division Sales Conference, held at the Skyway Hotel, adjacent to London Airport, 23rd-24th February.

In his survey at the opening session our Managing Director, Foster M. Stewart, dealt with the rebuilding and rehabilitation of the past four years, the accomplishments of 1960, the objectives for 1961 and a forward look to the pattern of the next five years.

In the case of the past four years of rehabilitation, Mr. Stewart underlined that it wasn't just the new facilities that had made this period so vital as the foundation of future development, but in addition the building of a better and more professional organisation of people. "The people of North British will determine the future of the Company and the quality output of our new production facilities.

"In a competitive world," Mr. Stewart added, "we must be continually increasing the sales volume of our conventional lines through improved quality and at the same time introducing new quality products as will assist in grading up profits to higher levels. By following this practice North British during the last four years has increased sales at a rate four times greater than the average of industry at large. In the next five years I visualise a comparable growth each year. This makes North British a growth company.

"We should move into a satisfactory profit position during 1961," Mr. Stewart

continued. "This will result from having behind us the major expense of our rehabilitation activities, the cost of introducing new lines of products and one further cost of bringing other products up to the superior level of quality as required by Company policy."

Mr. Stewart touched on the opportunities that lay ahead of the Footwear and Consumer Products Division to contribute substantially to the Company's future. He also outlined the success story of the other Divisions and concluded by saying that: "By our efforts we are earning the right to secure a larger share of the market."

"Think Big!"—Mr. Stephenson

These sentiments were enlarged upon by J. P. Stephenson, General Sales Manager of the Division, in his instructive talk on Sales Policy. By a policy of "Think Big", Mr. Stephenson emphasised how North British now stood second in the Rubber Footwear Industry as a whole, and in lines such as styled casuals and overboots we had product leadership. The same basic philosophy could be applied to all sections of the Division. Today first-class design, creative selling and quality production are essential factors as the basis of steady expansion.

"Let us Think Big," said Mr. Stephenson, "and demonstrate that, provided we have the tools, we can lead the way in every field—Footwear, Carpeting, Flooring and Royalite."

At the opening general session a warm welcome was given to an American colleague, E. A. Martin, Production Manager, Western Division, Footwear and General Products Division of United States Rubber.

SOCIAL EVENTS DURING MARCH

Friday, 10th March.—Heathhall Staff Buffet Dance, County Hotel, Dumfries. Tickets 16s., from Industrial Relations, Heathhall.

Saturday, 18th March.—Mechanicals Division Dinner, Carlton Hotel, Edinburgh. 7.30 p.m. (meet in lounge 6.30 p.m. onwards). Tickets 16s. Enquiries to A. Kay (Convenor), Mechanical Division.

Friday, 24th March.—Union Dance Assembly Rooms, Dumfries. Tickets 5s., from Shop Stewards. Draw for local funds.

Friday, 31st March.—Weba Golf Club. Dinner and Presentation of Trophies, Barn-ton Hotel, Edinburgh. *Speaker*—W. A. W. Sivewright, President Lothians Golf Association. *Film Show*—American Golf Films.

GROUP SESSIONS

All commodity groups attended the opening general session, after which the conference continued on a sectional basis. In Footwear, next winter's Gaytees were presented by Mr. McDiarmid, as were the Industrials and Clothing. The mannequins modelling the 1961 Gaytees wore Quelrayn weathercoats specially selected to harmonise with our styled overboots.

It will be remembered that a year ago we announced an important expansion of the Keds range by way of autumn casuals and bottines, which we are delighted to reveal had a most favourable reception by the trade and later endorsed by the public through big sales. This success has led to a 1961 Autumn Keds range of ten casuals, five flat and five with louis heels, plus four bottines, which includes one in Misses' sizes. The presentation of this most colourful range was made by Footwear Sales Manager R. Purcell, assisted by professional models. Commenting on the new range Mr. Stephenson said, "Within the next few years we expect to sell as many Keds in the autumn as in the summer. This trend is because we are keying traditional shoe fashions to a more casual mode of dress."

In addition to Mr. Stewart, the conference was also attended by our Deputy Managing Director, R. D. Hunt; from Heathhall, G. W. Allison, W. Sneddon, J. Clapp, J. T. Lowe, and representing Castle Mills production D. F. Vallis and W. K. L. Relph, all of whom made valuable contributions to this first sales conference of the enlarged Footwear and Consumer Products Division.

L. E. Shaw in charge of Flooring Sales, announced an enlarged range of Million-Aire, which now has three grades to be introduced at this month's Ideal Homes Exhibition in London. On behalf of Courtaulds, whose fibres are used in this carpeting, a technical talk was given by their Mr. McLeod.

A new approach to the marketing of Royalite was outlined by Commodity Sales Manager B. W. Aston. As representing the factory, Mr. Relph dealt with the technical aspects of this versatile thermoplastic. This exchange of sales/technical information added appreciably to the background knowledge which is so essential to the sales personnel handling this product with its great potential in the industrial field.

Throughout the whole conference at sessions to each group Mr. Hopkins explained in detail the advertising and promotional support for 1961.

WELSH INVASION OF HEATHHALL

AMONG the thousands of Welsh fans who travelled to Edinburgh for the Scotland-Wales Rugby International, on 11th February, was two car loads of "Taffies"—relatives and friends of Taffy May, Footwear Millroom, Heathhall. There were four brothers of Taffy who stopped at Dumfries on the way north to pick up Taffy. Arrangements were made for Mr. Graham, Training Officer, to give them a look round Heathhall on their way back on the Sunday.

In the group were a number of miners, who were delighted to learn at first hand about the manufacture of P.V.C. belting as used by the N.C.B. underground. They were greatly appreciative of the week-end gesture to look over Heathhall to add to a really memorable trip to Scotland despite their team's narrow defeat.

Spring's around the corner—choose your Keds now!

Two of the smart, inexpensive Keds casuals for the coming season.

Left—"Spotluck", styled in rayon material. The trim is a knotted bandanna screen-printed in gay spots. Available in White, Sand, Capri Blue, Flame or Pippin Green, in sizes 3-8 and ½ sizes except 7½. Retail 17s. 11d.

Right—"Magicale" is a taper-toe shoe in Jacquard brocade, with the new louis heel. The white goatskin saddle has an imitation lace treatment. In White, Sand or Pippin Green, in sizes 3-8 and ½ sizes. Retail 25s. 11d.



In White, Sand or Pippin Green, in sizes 3-8 and ½ sizes. Retail 25s. 11d.