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The House Organ of
THE NORTH BRITISH RUBBER CO. LTD.

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Reg Purnell and Peter Cook discussing one of next winter's lines.



THINKING OF NEXT WINTER ALREADY

Footwear Plans Revealed at London Sales Conference

For the Footwear Division next winter's season had almost begun before 1963/64 winter had ended—and with a spring and summer selling season in between. That just illustrates how necessary it is to plan ahead, a never-ending campaign to be in the forefront of development.

In London on 12th and 13th March, Footwear Sales staged their conference for next autumn and winter. In doing so Peter Cook, Footwear Sales Manager, planned the conference on more informal lines with a view to stimulating greater individual participation. This move was completely successful and helped to make this conference more informative for all concerned. Indeed three salesmen took an active part in the presentation of specialised lines, along with Ron Clunie, Field Service Manager, and with outstanding success. Tony Duckett presented the agricultural range; Joe Benson dealt with industrial footwear, including the miner's safety boot with which he was actually connected in its development; while Malcolm Portsmouth handled leather bootees.

Both Mr Martin, our Managing Director, and Mr Purnell, General Sales Manager, General Products, set the tempo in their remarks at the opening session, and took part in all sessions over the two days.

From Heathhall, Gilbert Crerar and G. W. Allison contributed with talks covering production and development aspects. The problem of planning ahead were discussed by Alan Watt, who heads P. & I.P. Plans for advertising and sales promotion were outlined by E. J. Hopkins, Advertising Manager. How the sales force could contribute substantially in our Public Relations activities was outlined on the second day by T. W. W. Davie.

Next winter's lines of Gaytees, Eskiloos (bootees) and Keds Continentals Autumn Casuals were presented in detail by Peter Cook, assisted by two models, now the accepted pattern on such occasions. Features of the products handled by our Footwear salesmen—Clothing, Safety Helmets and Industrial Gloves—were discussed by Mr Clunie.

Much of the success of Footwear conferences lies in a session wherein those attending are split into small groups to exchange product knowledge and engage in mock presentations—all very essential in ensuring uniformity of selling in the field.

The final session was a review of marketing for the Keds summer season just commencing.

SUGGESTIONS AND AWARDS

CASTLE MILLS

£1—A. Webber, Royalite (Departmental Notice Board); W. Finlayson, PowerGrip Belts (No. 1 Wire Winding Lathc).

Letters of Merit—A. S. Nicolson, PowerGrip Belts (Storage Rack and Hanger); W. Henderson, Mission Moulding (Stripping of Cable Garter Mould); K. Jeffrey, Motor Tyre Building (Lofted Wires and Distorted Beads); A. Murray, Mechanical Inspection (Eliminate misplaced Backplates).

Letters of Thanks—G. Price, Reclaim (Stop crumb overflowing to Pond).

HEATHHALL

£3—P. Caven, Rotocure (Use of Horseshoe Breaker); I. Lypka, Rotocure (Transfer Brackets).

£2—M. Bohdan, Rotocure (Cover Matrix when Buffing).

Certificate of Merit—J. B. Graham, Belt Making (Utilising small table at the Cutter).

Letters of Thanks—J. B. Wilson, Millroom F/W (Turning Lester Truck) (Safety—Upper Calender 'C' Wing) (Misfeeds at Upper Calender 'C' Wing); W. J. Turner, Cement Mixing (Saving Electricity); G. Kerr, Bathing Caps (Mould Changes); J. B. Graham, Belt Making (Savings Car Mats); J. Douglas, Technical Control (Safety—Lighters); J. Bell, Masson Grinder (Cooling Crumb at Grinder); J. B. Turner, Tredaire (Increase Production—Tredaire); C. Clark, Belt Making (Cured Stock for Bathing Cap Straps).

Photographs taken during the presentation of leather bootees, which was efficiently handled by Malcolm Portsmouth, seen addressing the conference in the left-hand photograph.

INTER-FACTORY FOOTBALL MATCH

Home and away fixtures have been arranged: 4th April at Holm Park, Troqueer, Dumfries. 9th May at City Park, Ferry Rd., Edinburgh. After the game at Dumfries, the team will be entertained at the Waverley Hotel. Later both teams and their ladies will have a social evening at The Anaconda. The Edinburgh party will return from Dumfries at 10.15 p.m.

These fixtures have certainly caught the imagination of the football group at Dumfries, whose form has been sharpened by a series of friendly matches with local clubs, but without cost, as we hear two fractures have resulted in the past two months.

When the teams meet again next month in Edinburgh there will be a similar opportunity to socialise.

ASSISTING OPERA PRODUCTION

For many years now there has been a close association of North British personnel with the Edinburgh Opera Company. J. Paterson, Management Engineers is Chairman; J. S. Wilkie, Development, is Stage Manager; T. W. Murray, General Mechanicals Quality Control, is still a singing member; while behind the scenes many of the stage crew are from North British.

All are now actively involved in rehearsals for "The Pearl Fishers" (Bizet) to be staged in The Gateway, Elm Row, from Wednesday, 22nd, to Saturday, 25th April. Tickets 5s. 6d. and 4s. can be had at the Gateway Box Office from Wednesday, 8th April.

THEY SAW CLEOPATRA

144 youngsters in the 12-14 age group of Castle Mills' parents had their belated Christmas treat by seeing the epic film Cleopatra at the New Victoria, Edinburgh, on 14th March.

