

Distributor Groups Make Visits To Mills



Officials and members of sales organization of Meyer Segal & Sons are shown upon arrival at General Offices.

Distributor group from Richmond Dry Goods Co. was here at same time. The Richmond visitors are shown on office step.



Left, group including men from Meyer Segal & Sons and Richmond Dry Goods Co. pause in Engineering Department to watch Clarence E. Martin, as he works on an engineering drawing.

Below, another distributor group seems much interested as George Brandon, cotton classer, second from left, explains how all cotton purchased by Fieldcrest is checked for grade and staple.

Meyer Segal, Richmond Dry Goods Groups Hold Sales Meetings Here

Wholesale distributors play an important part in Fieldcrest's nationwide marketing system. The distributors' forces handle the sale of Fieldcrest merchandise to stores in smaller cities and towns, complementing the work of our own sales organization in the larger population centers.

Meyer Segal & Sons, Inc., with headquarters in Minneapolis, Minnesota, and the Richmond Dry Goods Co., Inc., of Richmond, Virginia, are important Fieldcrest distributors with long associations with our mills.

Sales representatives for these two firms, led by executives of their companies, visited Fieldcrest Mills recently and held their sales meeting at Meadow Greens Country Club.

The distributor groups toured the mills and offices and the Research and Quality Control Laboratories. They met with many members of the Fieldcrest organization and saw at first hand the processes used in the manufacture of our products.

The Richmond Dry Goods Co. group



was headed by Philip W. Klaus, president, and the Meyer Segal & Sons group was led by Dave Segal, president, Minneapolis store.

Harold W. Whitcomb, president of Fieldcrest Mills, Inc., and Frederic W. Hoit, president of our Fieldcrest sales division, spoke at the sales meetings.

G. W. Chapin, manager of Fieldcrest's distributor department, was master of ceremonies. Our department sales man-

agers and the district managers and sales representatives from the distributors' areas presented our new lines of merchandise.

The distributor sales meetings followed the annual Fieldcrest sales meeting which was held at Meadow Greens Country Club. The attractive displays of new merchandise being introduced by Fieldcrest were left intact for showing to the distributor groups.