



This large and modern building in suburban Cleveland houses Fieldcrest's newest and largest customer Service Center.

# Cleveland Service Center Is Opened

Fieldcrest Mills recently opened its newest and largest customer Service Center in suburban Cleveland, Ohio. The Center will serve Fieldcrest accounts in the important Lake States District.

The large and modern building, purchased by Fieldcrest, contains 35,000 square feet and is located at 5900 Pennsylvania Avenue, Maple Heights, Ohio.

The Cleveland Service Center provides efficient facilities for receiving, stocking and shipping the entire line of Fieldcrest Coordinated Bed and Bath Fashions. It also includes new regional sales showrooms and was designed to furnish ample room for future expansion.

Sales headquarters for the Lake States District have been moved to the Service Center from downtown Cleveland. In the regional sales office, orders are processed rapidly by a staff using the latest office machines and equipment.

A TWX installation provides instantaneous written communications with many retail customers as well as Fieldcrest's manufacturing centers, Service Centers and other sales offices.

The purpose of the Service Center is to provide fast, simplified service to retail customers throughout the Lake States District. It is the aim of the center to maintain adequate inventories to support our important customers in the area, enabling them to carry greater assortments of fashion and staple merchandise and at the same time improve their turnover. Fieldcrest Shops and non-shop customers alike will benefit from this increased Fieldcrest service.

Randolph Johnston, as District Sales Manager, heads the Lake States sales staff and the Cleveland Service Center. Jack Sweeten is the Service Center Operations Manager. Sales representatives working out of the regional sales headquarters are Eugene McCarthy, Allen Crouch, Leroy Page and Christopher Fox.



Here, in the new regional sales offices, customer orders are rapidly processed by a staff working with the very latest office machines and equipment.



Randolph Johnston, district manager, presents the Cleveland Service Center's comfortable, air-conditioned facility.

In picture is storing shipping cases are needed. the contents bins. The permits utilization throughout the Fieldcrest than double stocked in to the company