



Left, Bob McEntee, Fieldcrest sales representative, goes through a "coffee huddle", a device for training sales girls in how to sell the fashion of Fieldcrest. Center, Higbee sales girls

admire Fieldcrest's new terry robes. Right, Tom Goble, a Higbee buyer, shows Bright Nights, Fieldcrest's new "one look" to some of his sales personnel.



Dinner for the Higbee Company visitors was catered in the cafeteria at the Cleveland Service Center. The pictures above

(at left and in center) show scenes at the dinner, while at right are shown some of the evening's lucky prize-winners.



J. BOYD MINTER

'Open House' Is Held For Higbee Group

The Fieldcrest Sales Department was host to officials and sales personnel from the Higbee Company, Cleveland, Ohio, recently at an open house at the

Cleveland Service Center, Maple Heights, Ohio. Guests included Higbee Company buyers, branch managers and sales people.

40-Year Record

James Boyd Minter, of the Inspecting Department at the Blanket Mill, completed 40 years of continuous service with the company on October 22. He has been presented with the Fieldcrest diamond-and-gold 40-year service emblem and a congratulatory letter from President G. William Moore.

A native of Henry County, Va., Mr. Minter has worked in the same department during all of his years with the Company. He served as assistant foreman and foreman for several years but has worked in the checking weights and fixing classification since 1948.

During the very informative schedule of activities the visitors were conducted on tours of the service center. They saw how the service center functions to aid them in increasing their sales. The visitors also had an opportunity to see the new lines before they arrived at the store.

In one feature of the program, Bob McEntee, Fieldcrest sales representative, conducted a "coffee huddle". This program involves a method of training salespeople to sell the fashion of Fieldcrest merchandise and enables them to become more thoroughly familiar with the Fieldcrest lines.

Dinner was catered in the cafeteria at the service center.