

# NORTH BRITISH NEWS

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

VOL. XIV. No. 6

FEBRUARY 1962

## SPECTACULAR DRIVE FOR U.S. ROYAL TYRES IN WALES AND WEST TELEVISION AREA

ELSEWHERE in the issue we refer to the Sales Conference of the Tyre Division, held at Castle Mills on 8th/9th January. A highlight of that conference was the unfolding of a new approach to advertising support for U.S. Royal tyres—a concentration in a selected television area which in proportion represents probably the heaviest campaign of any tyre manufacturer within a particular period.

The area chosen for this intensive drive is TWW (Television Wales and West), which includes the heavily populated counties of South Wales, West and South-West England. Actually, the first broadsides commenced on the TWW network during peak viewing time (7.30–10.30 p.m.) on Sunday, 21st January. While the spearhead is commercial television, this is supported by local Press advertising in the area, window display, point of sale, and the most active support for the distributor and his garage outlets with forecourt display. There is also a bonus scheme for the distributor and garage man covering the period of this campaign.

In a completely new departure of this kind, it is vital that our customers be fully briefed to ensure they derive the maximum support from the investment. This was done at a series of "dealer" meetings last month in Swansea, Cardiff, Bristol, Taunton, Exeter. The enthusiastic reception given to the U.S. Royal campaign augurs well for its success. On the shoulders of Field Sales Manager T. A. Bayliss, Tyres Advertising Manager A. C. Barrett, Regional Manager John Garrod, who is in charge of this TWW drive, District Sales Manager D. T. Davies, and sales representatives D. Fielder, D. B. Davies, J. H. Maggs, W. Newsome, rests the responsibility of follow-up and service, to maintain initial enthusiasm, and to extract the last ounce of sales assistance from the dealer, who through the bonus scheme, has so much to benefit. If this campaign achieves the target set, it may well become the pattern for other areas.

We wish everyone connected with this spectacular effort—from the planners to the warehouse and factory personnel who will service it—every success. That will only come from hard work and a realisation that every single person has a vital part to play. This is the test of real teamwork.

**GENERAL MECHANICALS ANNUAL DINNER**  
CARLTON HOTEL, EDINBURGH  
Saturday, 3rd March 1962 6.30 p.m.



Sales personnel of Hose Distributors in Southern Counties attended this conference at Brighton. Standing, third from right, is T. H. Lee, Commodity Manager, who handled this meeting. On extreme left is S. Spencer, our representative in the area.

## "We take the Factory to Hose Distributors"

### Programme of Sales Education

CLOSE on 18 months ago our Industrial Products Division decided to set up distributorships for Hose. Now the country is well covered by these key distributors, but to ensure that we get the maximum co-operation and resultant sales, it has been necessary to educate our Distributors' salesmen, so that they understand the inherent value they have in selling Blue Riband Hose made in Europe's most modern hose factory at Castle Mills—the manufacturing techniques, quality control and general rubber technology which goes into our hose.

Since the middle of December a series of sales educational meetings have been taking place with those key distributors. Because of the distances involved and the time, a distributor is unable to release salesmen from their territories to come to Edinburgh, therefore we take the factory virtually to them by the use of diagrammatic slides showing clearly the methods of hose manufacture with cross sectional diagrammatic illustrations of the equipment used. This is linked with records, films and talks from our Commodity Manager, T. H. Lee, backed up by our local representative on the general aspects of selling, and particularly Hose selling.

The first of our series of distributor meetings was held in Brighton and attended by personnel from Barflo Ltd., covering

Kent, Surrey and Sussex, and Marsh Plant Ltd., responsible for Southampton and County of Hampshire, Isle of Wight.

The success of this type of Conference has been immediate. From this intensive full day's session our distributors are fully briefed and take away from there for their salesmen special kits of hose samples, which cover 85 per cent. of the requirements they are likely to meet in the field.

Vic Wallis, General Sales Manager, Industrial Products, Tom Lee, Commodity Manager, and his salesmen are to be congratulated on this very worthwhile idea of taking the factory to the field and providing the Distributor with a Sales Conference on his doorstep. That enterprise is deserving of success.

## No Accidents in January—That's the Target for 1962

The 1962 Safety Programme has got off to a good start with No Accidents in January. What has been done for one month can also be done for twelve months.

Accidents interfere with production, and this is the year we expect maximum production capacity to the benefit of everyone.

We cannot afford accidents—neither can anyone in the factory. Accidents are senseless and useless. No one derives any benefit from them—least of all the victim. He suffers—his family suffers and the Company suffers.

Because January has been Accident-Free there is no cause for complacency—we still have eleven months to go to make 1962 the best ever year for everyone. Work with care and the target will be reached.

### YOUR SAFETY IS IN YOUR HANDS

The open letter last month to every factory employee from the Works Director sums up the aims of the Company for 1962.