

# NORTH BRITISH NEWS

VOL. XVI. No. 10

FEBRUARY 1964

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

## MAJOR TELEVISION CAMPAIGN IN SCOTLAND Spectacular Commercials for U.S. Royal Tyres

In the review of 1963 and the appraisal of 1964 by V. M. Wallis, Marketing Director, in last month's issue, reference was made to the concentration of advertising for U.S. Royal tyres in Scotland this year in the television areas of S.T.V. and Border.

Two years ago we embarked on a major campaign for U.S. Royals using the West and Wales area as a test. Considerable planning went into this operation. Trade meetings were planned for distributors and garage outlets with customer targets established. A Sales team "blitzed" the area to ensure every outlet knew all about this huge drive for U.S. Royal before any advertising was seen by the motoring public. Equally important was the continuity of Sales effort during the television campaign. Its success was beyond expectations.

A year ago the same pattern was adopted in the Southern Television area again with meticulous attention to every detail. Coincident a "holding" campaign was launched in West and Wales. Again outstanding success was recorded. In 1964 both those areas will continue to have strong promotional support, but Scottish and Border television areas will have their turn of advertising and sales "saturation".

### All of us can help

And this is where every North British employee in Scotland—and that accounts for well over 90 per cent of our personnel—can give that campaign an invaluable extra boost. Starting on S.T.V. and Border T.V., both on 2nd March, there are 45-second spectacular commercials—right through to June and resuming in the autumn with an intensity greater we believe than any other television campaign of competitive tyres. This television advertising uses an entirely new approach with tremendous impact. We believe each of you will be just as enthusiastic once you see these commercials next month.

Talk about this U.S. Royal tyre advertising to your friends—there's always somebody needing tyre replacements. The tyre fulfils completely all that is said about it. You can recommend with confidence. Remember it's built by your own fellow workers to a quality standard that is unsurpassed. This is fact. Ask your tyre division friends.

### Pre-Television Sales Drive

Every one of us who drives should make a point of having the car fitted with U.S. Royals—the only car tyre with a written guarantee. That is a sales "plus" you should pass on to your motoring friends. It is only sensible that we should use North British products whenever possible and in turn become an ambassador for them.

### IMPROVED SCHEME FOR LONG SERVICE 61 to be honoured

A handsome gold watch will in future be the reward for 40 years loyal service. As at 31st December 1963, 61 employees at Castle Mills, Heathhall, Glasgow, and London, will assemble in Edinburgh to receive their awards. They will be guests of the company at a reception in the North British Hotel on Monday evening, 10th February.



### Stan Davies gets his Reward

WHEN our Flooring/Furnishing division held its sales conference in London last month, Stan Davies, Midlands, was honoured as star salesman for 1963. In two separate competitions—achievement against target and opening new accounts—he was first. Above we see him getting his award from Managing Director, E. A. Martin.

this vast N.B. support—and yet have been highly successful. If each of us resident in Scotland does some personal advertising, the 1964 campaign can be a record one and help to increase production.

### INDUSTRY HONOUR

ON 8th January, E. D. Hay, Assistant Company Secretary, was appointed Hon. Secretary of the Rubber and Plastic Footwear Manufacturers' Association.

Below.—Second from right is D. Wallace, Regional Manager, with a group of tyre customers at the trade meeting held in Dumfries on 29th January.

