



Foretaste of summer. Mrs. Evelyn Schultz, professional barbecue chef, turns 1½ lb. half chickens, as these hungry fellows wait impatiently: (l-r) Bill Russell, sales mgr., Martin & Robertson; Bob Blair, chairman, B.C. Broiler Board; Norm Gorling, gen. mgr., Shop Easy Stores; Martin Stuart, meat buyer, Kelly-Douglas.



Portable barbecue winner is L. G. Hull, head meat buyer for Woodwards. With him are Phil Oaks, CKNW sales; Barbecue Barbie (Kisser Mikkelsen) and Harry Watts, CKNW promotion dept. Second barbecue was won by Martin Stuart of Kelly-Douglas; while Sid Fancourt of H. Y. Louie won five gift certificates of B.C. Grown Chicken.



Waitress Susan Ianson serves Alec Grossman of Martin & Robertson. At his left is Art Leckey of H. Y. Louie (IGA wholesale) and Russ Hazard, Super-Valu Stores. In background are (l-r) Gordon Whitley of William Scott Co. Ltd., processors, and Terry Crossie, Martin & Robertson.

Retailers preview 6-week broiler promotion in B.C.

A good idea is always worth repeating. That's why the B.C. Broiler Marketing Board pulls out every stop to make its summer promotion a good-eating success. Over 65 wholesalers, retailers and processors, and key people from their advertising staffs, previewed the on-air selling campaign during a get together on April 20 at the Coach House in North Vancouver. Also sponsoring the half-chicken barbecue supper were Reynolds Wrap's distributors, Martin & Robertson Ltd.

The on-air campaign will include 38 announcements per week over CKNW; on Thurs., Fri. and Sat., Barbecue Barbie will call on leading Lower Mainland supermarkets looking for shoppers with Reynolds Wrap or B.C. Grown Chicken. Barbecue Barbie will award a certificate redeemable for one 3 to 3½ lb. chicken to every shopper with either product in her shopping basket. Every customer found with both products will receive three certificates.

Each week throughout the campaign, a letter from the Grand Prize Mail will be drawn and that person will receive a Coleman Snoflite Cooler and Jug. Every customer contacted with or without the products will get a special chance on the draw of a super deluxe outdoor barbecue.

Point of sale material includes two promotion cards, shelf strips and thousands of entry forms for the grand prize to be distributed by Barbecue Barbie.

Broiler board public relations manager Roy Bowles said he felt the preview of the promotion campaign with processors and retailers was well received. Members of the poultry industry were invited to the annual B.C. Poultry Industries Council smorgasbord April 26 at the Royal Towers Hotel, New Westminster, at which the B.C. Broiler Board officially launches its summer campaign. □



Rush to the stores, men, and man the shopping carts. Barbecue Barbie's looking for you — or anybody, as a matter of fact, who has broiler chicken in his or her shopping basket. Wonder what Ed White, ad promotion manager for Red & White Stores, Vancouver, will tell his wife!



L-R,
Irv Switzer,
Ed Boyd,
CKNW,
Dick Huggett,
Safeway.