

Ad Campaign Successful

Canned Salmon Institute, promotional arm of the Association of Pacific Fisheries, has supplied all major newspapers and magazines with recipes featuring Alaska salmon for use during the 1966 Lenten season.

This year's program follows on the heels of the Institute's most successful program of food page publicity during 1965.

During the past 12 months, there was a 25 per cent increase over the previous year's record number of photographs and clippings published in the nation's newspapers and magazines.

The grand total for 1965 was 8,656 clippings for 81,238 inches of space with a combined circulation of 527,974,948.

The Institute has been promoting the sale of Alaska canned salmon since 1958. In that time, they have placed more than one-third million inches of canned salmon recipes, photographs and stories in newspapers and magazines with a combined circulation of more than 2 billion.