

Advertising Turning To Science But Room Remains for New Ideas

Editor's note: This is the fourth in a series of five articles dealing with the people who make up the big advertising agencies.

By JACK V. FOX
United Press Correspondent

New York—Advertising is becoming more and more a science, a business in which certain fundamental principles guide Madison Avenue on courses that will produce reasonably certain results.

There is room for experiment, for creative ideas, for flamboyance, for a flop now and then. The agencies use mass psychology, sloganizing, jingles, sensationalism, sex symbols, brainwashing sessions.

But the giant corporations that put on \$10 billion a year for advertising do so in no slapdash, hit-or-miss fashion. They expect sales and if they are not

forthcoming they take their advertising elsewhere.

Top Ten Get Results

It takes only a glance at the roster of big advertisers to bear out that they get results. The top 10, in order, in 1955 were General Motors, Procter & Gamble, General Foods, Ford, Chrysler, Colgate, Palmolive, General Electric, Lever Bros. National Dairy and Distiller Corp., Seagrams.

The way they divide their advertising dollars among the media also holds to a solid pattern over the years. Last year it went roughly like this:

Newspapers—\$3 billion, direct mail—\$1,600,000, counter displays—\$1 billion, television—\$880 million, magazines—\$747 million, radio—\$197 million, and billboards—\$118 million.

The ad agencies themselves

seem to be moving toward concentration of accounts. The big four, all in New York headquarters, are J. Walter Thompson, McCann-Erickson, Young and Rubicam, and Batten, Barton, Durstine and Osborn. They were the only ones with total 1956 billings of around \$200 million or more.

Expensive Challenge

Launching a new product is one of the trickiest and most expensive challenges it calls for a combination of caution and boldness and money. For example, it costs about \$20 million to put a new toothpaste on the market.

Chemists and researchers be-

gan developing Dove in 1948. Dermatologists tested it and found it had no harmful skin effects. The Illinois Institute of Technology developed its shape—one aimed at a pleasing appearance fitting the hand better and not getting soggy in a tray.

Two years ago the first test advertising and marketing was started in small, isolated communities. Then the first mass tests were tried in Greensboro, N.C., Grand Rapids Mich., and the area of Davenport-Moline Rock Island.

The ads stressed two things: "Dove makes soap old fashioned" and "Dove creams as it cleanses." Neither was the com-

plete answer so they blended the two ideas. Last year Lever went into the big market around Chicago and this year moved into New York with Dove.

Girl in a Tub

The ad agency was given the task of making it clear that Dove was as suitable for the bath as for facial use. It came up with a suggested display ad which, as a Lever man recalled, "almost made our Dove vice president swallow his teeth."

It showed a girl in a lather-filled tub speaking on the telephone to her boyfriend and the accompanying copy went something like this:

"No dear, it isn't a soap. Soap never was like this. So wickedly creamy. I'm all over cream. Just imagine, cream from tip to toe. Arms. Legs. All of me. Dove is sort of me-shaped. It's curved to fit my hand. I'm just the most pampered and the most spoiled girl in the world."

Lever decided to try the ad in Providence, R.I., which is considered the toughest marketing town in the nation. It was an immediate hit. There were no protests and now the girl in the bath can be seen in the 50 per cent of the country where Dove has been introduced.

Tomorrow: What has advertising contributed to prospect, culture, conformity?

Great Britain Fires First Hydrogen Bomb

London—Britain fired its first hydrogen bomb in the skies over Christmas Island. The test, carried out in secrecy in mid-Pacific, confirmed Great Britain as the third world power to possess the hydrogen bomb.

An official announcement issued in London described the burst only as a "nuclear device." Official sources said it was in fact the first British "megaton bomb."



The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

Mrs. W. F.—I'm afraid to try to break up Jack's romance.

Mr. W. F.—We should forbid it.

Mrs. W. F.—Life has been unbearable at our house since puppy love hit our 15-year-old son.

One day he arrived home with this perfectly awful girl and announced that she was his "steady." He was drooling over her, wouldn't let go of her hand, kept running around her like a jack-in-the-box doing things for her. He behaved so disgustingly I could hardly stand to look at him. When I told him so, he gave me one of those I-am-about-to-throw-myself-in-the-river looks and disappeared until late at night.

It can't last more than a week I told myself, but it has already been going on for six months and it is more than we can take. We are getting really worried. But I am afraid to break it up.

Mr. W. F.—Jack always has been, and still is, a very obedient boy. I feel sure that if we forbid him to see this girl, he will do as we say. In fact, I almost think this is what he wants us to do. He likes to dramatize himself and would like to have some sort of an ordeal to suffer through.

It seems to me that at this point Jack needs to be saved from himself. All his time and energy goes into calling this girl, running errands for her, writing poetry to her and mooning over her. He has neglected his schoolwork and all his other friends.

When I was Jack's age, I went through this same kind of thing. I wish now that somebody had saved me from getting on my own and everyone else's nerves like that.

The Council: Uninhibited puppy love is often hard for adults to take, but these parents are making too much of it. This boy is enjoying some entirely new emotions and it is rather cruel for his mother to show disgust and tell him she can "hardly stand to look at him."

Mrs. W. F.'s prim attitude is hardly calculated to help Jack through the onslaughts of adolescent emotions. A boy of 15 hasn't learned how to hide his feelings. His mother's disgust will lead him to feel that there is something shameful in the emotions themselves. Since he is a well-behaved boy who pays attention to his parents, he may try to repress those emotions—making life and love difficult for him.

Jack should be permitted to see his friend and to express his feelings. All the parents have to do is to apply a few brakes—like no dates during the week and a time limit on telephone conversations. He will probably get over the whole thing as suddenly as he fell into it. In the meantime, why not let him enjoy himself?

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Barbers Had Problems 50 Years Ago, Too

Fall River, Mass.—(U.P.)—There were problems half a century ago, too. The Fall River Herald-News for March 7, 1907 noted: "Journeyman Barbers discussed barbershop prices and urged a drive to have all barbers charge 25 cents for a haircut instead of 20 cents. Concern was felt about barbers working at other jobs in the daytime and opening shops at night."

Court Records

MUNICIPAL COURT
Leonard Zaddock Emery, disobeyed traffic signal, \$5, bail forfeited.
Morris D. Dunn, violation basic, \$10, bail forfeited.
Mary Jean Woodcock, disobeyed traffic signal, \$5, bail forfeited.
Edith Joyce Lull, violation of basic rule, \$10, bail forfeited.
Howard Winters Mitchell, disobeyed stop sign, \$5, bail forfeited.
Jerome Neil Shopp, disobeyed stop sign, \$5, bail forfeited.
Franklin Gene Rider, operating on wrong side of road, \$5, bail forfeited.
Wilbur Franklin Singleton, disobeyed traffic signal, \$5, bail forfeited.
Charles Marvin Rettmann, no tail light, \$2.50.
Allen Lewis Paul, no tail lights, \$2.50.
Henry Fred Niedermeyer, defective equipment, one headlight, \$5.
Arnel Porter Butler, disobeyed traffic signal, \$2.50.
George Edward Crump, no driver's license, \$5, bail forfeited.
Fred Labert Canterbury, violation basic rule, \$10, bail forfeited.
Earl Lee Pidcock, violation basic rule, \$10, bail forfeited.

DISTRICT COURT
Jean Rannus Watkins, Crescent City, Calif., driving while intoxicated, \$25, bail forfeited.
Gail Caribelle Watkins, drunk on a public highway, \$30, bail forfeited.
Thomas Jennings Oakes, overwidth, \$15.
John William Nichols, overload, \$56.
Dan Roland Shugart, no PUC permit, \$15.
Richard Arlington Walker, overload, \$97.
Bill Wayne Fitzsimmons, no PUC permit, \$10.
Charles A. Parlier, violation of basic rule, \$30.

CIRCUIT COURT
Hazel L. Middlekauff vs. Owen R. Middlekauff, divorce complaint.

MARRIAGE LICENSE APPLICATIONS
Louis Rueben Walsh, Eagle Point, and Vera Lee Richardson Carter, 890 Modoc ave., Medford.
George T. Hulsey, Modesto, Calif., and Oma Mae Boles Wright, Chico, Calif.

Use Mail Tribune Want Ads

Face-Cloth Pocket



7074
by Alice Brooks

A gay little shell pocket in easy crochet holds a wash cloth! Motif can be heavy cotton for decorating towel, lighter for linen towels. Use harmonizing color.

Washcloth pocket for towel! Pattern 7074 has crochet directions for holder plus matching edging.

Send THIRTY-FIVE CENTS in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune, Household Arts Dept., P.O. Box 168, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS AND PATTERN NUMBER.

A bonus for our readers—two FREE patterns, printed in our new Alice Brooks Needlecraft Book for 1957! Plus a wonderful variety of designs to order—crochet, knitting, embroidery, huck weaving, toys, dolls, others. Send 25 cents for your copy of this exciting NEW needle book—now!

there's only one
SKIPPY

BEWARE OF IMITATIONS

LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY!

LOW IN PRICE

Be Sure!! Buy The Very Finest Meats At The QUALITY — "MEDFORD'S FINEST SINCE 1940"

FRESH CRAB MEAT STRICTLY OCEAN FRESH Serve With Colombo's Sour Dough French Bread 89^c lb	BONELESS PORK LOIN ROAST "CHOICE" EASTERN PORK 75^c lb	HAM LOAF ASK ANYONE? IT'S REALLY GOOD! 59^c lb	PORK CHOPS ALL CENTER CUTS VERY CLEAN 89^c lb	FRESH COLORED HENS FANCY FRESH HENS — FINE FOR STEWING OR FRICASSEE 39^c lb
FRESH OCEAN HALIBUT First of the Season! All Center Slices Well Trimmed 59^c lb	♦ STEAKS ♦ ENJOY THE FINEST STEAKS FROM OUR "CHOICE" EASTERN CORN FED BEEF—PROPERLY AGED FOR YOUR EATING PLEASURE			GROUND BEEF Always Fresh, Pure Steer Beef 39^c Lb. Or 3 Lbs. \$1.00 NO CEREAL

WEEK END PRODUCE SPECIALS

FRESH — TENDER Sweet Corn 6 EARS 39^c	FANCY DELICIOUS Cherry Tomatoes 19 ^c BASKET
SUNKIST NAVEL Juice Oranges 3 DOZEN \$1.00	FIRM GOLDEN Bananas 2 LBS 29^c
• ROMAINE • ENDIVE • Red Lettuce 2 BUNCHES 19^c	

— STORE HOURS —
8:30 A.M. to 6:30 P.M. (Monday Thru Saturday)

SPECIALS FROM OUR GROCERY DEPT.

DUNCAN HINES Angel Food CAKE MIX Pkg. 39^c	"STANDBY" CHUNK STYLE LIGHT MEAT TUNA 4 LARGE TINS \$1.00
"YUBAN" PREMIUM COFFEE 2-lb. Tin \$1.89	STANDBY PURE Strawberry Preserves 12-oz. glasses 4/\$1.00 Case of 12 \$2.98
HERSHEY'S INSTANT COCOA MIX 1-LB. TIN 39^c	"PETER PAN" GOLDEN ROASTED BLANCHED PEANUTS 2 7 1/2-oz. Vacuum Packed Jars 69^c
RUBBER SCRUBBERS 2 for 29^c THAT WONDERFUL SCOURING PAD WHICH HAS BEEN TEMPORARILY UNAVAILABLE	

AD PRICES EFFECTIVE
3:00 P.M. THURSDAY THRU SATURDAY 6:30 P.M.

Ed Milne's QUALITY MARKET

PHONE SP 2 7137
222 WEST MAIN NEXT TO COPCO

OPEN A CHARGE ACCOUNT AT THE QUALITY = SHOP THE EASY WAY!

"Top Quality And Good Service Are Our Most Important Products"

Free DELIVERY FREE DELIVERY

SHOP WEEK DAYS AT YOUR LOCALLY-OWNED QUALITY MARKET Where Top Quality and Courteous Service is a Must Plus an Absolute Guarantee with Every Purchase.

WE ARE CLOSED SUNDAYS