

News of the Advertising and Marketing Fields

By WILLIAM M. FREEMAN

Decorating the Florida sand at the moment are pretty girl in swimsuits. Later on they will grace beaches and resorts throughout the country.

More often than not the swimsuit will be the product of Jantzen, Inc., a forty-year-old Portland, Ore., concern.

Now the company, which in recent years has emerged from the water to enter the sportswear field, is making elaborate plans to market a line of Jantzen Career Girl sweaters, separates and knitted suits.

The decision was not made quickly, Ronald McCreight, vice president and general sales manager, said the other day.

"It resulted," he explained, "from two years of careful study, research pursued in co-operation with the United States Department of Commerce to determine the scope and characteristics of the potential market, and the opinions and reactions of retailers to Jantzen's decision to enter this field.

"Our ultimate determining factor was the realization that there are 19,000,000 working women in the United States who spend three and a half times more on their clothes than does the average non-employed female. With this type of a potential market open to legitimate invasion, our executives decided that it was more than worth the effort to overcome any production problems."

\$2,500,000 for a Start

By this fall the company expects to have 12,000 accounts handling the new line, with a gross of \$2,500,000 to \$3,000,000 in the first year. It calls this "conservative planning," and, in its swimsuit metaphor, merely getting its feet wet.

The company expects to spend more than \$2,000,000 this year to advertise its sportswear and foundations through Botsford, Constantine & Gardner. This is 100 times the initial appropriation in 1920.

Most of the copy, which appears largely in newspapers and magazines, is based on the latest approach, called mass motivation or motivation analysis. This digs deep for the reasons that cause a prospect to become a customer.

Diving Girl Symbol

The advertising will include the trade-mark, a red diving girl, that is worn by millions. While the girl's figure and her apparel have changed with the popular taste over the years, she is still pretty much the same as she was when she made her first appearance as a windshield sticker three decades ago.

The company's first magazine advertisement with the diving girl appeared in 1920. The total appropriation that year was no more than \$20,000. Since then, the formula has called for building sales market by market, until national distribution was achieved.

The operation, now world-



ADVERTISING CAN BE BEAUTIFUL: This idealized young woman, wearing a Jantzen swimsuit, will decorate the advertising of the manufacturer in a few months.

wide, was begun in 1910 as the Portland Knitting Company by John A. Zehntbauer, his brother Roy, and Carl Jantzen. The three made heavy woolen sweaters, hosiery, scarfs and gloves.

Three years later a member of the Portland Rowing Club asked if a pair of athletic trunks could be made with the same elastic rib-stitch used in the sweater cuffs. That first garment led to more orders and then to a swimsuit (the first one weighed eight pounds when wet!) Over the years, the operation grew into the present companies employing 5,500 persons.

Mr. Zehntbauer, president and chairman for more than forty years, is proud that Jantzen has never been a one-man operation.

"Our success is now and has always been solely dependent upon our organization," he said. "From the outset my partners and I realized that manpower, ability and know-how were responsible for successful achievement."

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Green: Mint or Kelly?

Since the first St. Patrick's Day parade from Lower Broadway to the Bowery, March 17, 1779, the traditional tie for the day has been a Kelly green. This is a brilliant light shade, much admired by marchers and watchers. Now the Men's Tie Foundation reports that the Kelly is

giving way to a mint green, a lighter, clearer version.

Says Myron H. Ackerman, president of the foundation, confidently rather than defensively:

"This has been due primarily to the rapid rise in popularity of men's suits in charcoal hues of brown, black, gray and green."

Promotion or no promotion, advertising or no advertising, the important thing is that next Thursday's necktie be green.

Reverse Twist

Present-day advertising by volume retailers of major appliances illustrates the inversion of word meanings brought about by the copy approach.

Where the product, a television receiver, a radio-phonograph or a refrigerator, is made by a major manufacturer, such as RCA-Victor, General Electric, General Motors or another of the big ones, the copy says so. Where the product is made by a lesser producer, the copy substitutes the word "famous" for the manufacturer's name. Thus, where the name is given as "famous," it isn't.

It all means that advertising, even an outdoor sign, can be very misleading at times. Some time back, when Bleek's, a late-luncheon establishment on West Fortieth Street, was instructed by the State Alcoholic Beverage Control Board to drop the word "club" from its name, it had the sign re-done. The new version read, "Artists' and Writers' Res-

taurant," and, underneath, "Formerly Club." Two young-in-heart ladies from the Midwest, representing country newspapers, were escorted there. Upon their return they duly described in their papers the delightful entertainment they had had at the Formerly Club on West Fortieth Street.

Films

The Film Producers Association of New York has elected Walter Lowendahl, executive vice president of Transfilm, Inc., as president. He succeeds David Pincus, president of Caravel Films, Inc. Other new officers are Harold Wondsel of Sound Masters, Inc., vice president; Herbert Kerkow of Herbert Kerkow, Inc., secretary, and Edward Lamm of the Pathscope Company of America, Inc., treasurer. The group has approved the codified contract for filmed commercial announcements worked out with the Screen Actors Guild, and the agreement is now being signed.

By Any Other Name

The advertising fraternity, long in the word business, is troubled by a semantic problem. Some agencies have public relations departments, others publicity divisions and still others employ public relations agencies. Some, indeed, take purely public relations accounts, which might give them a look-in on the advertising business of the client.

"Public relations" is of course a catch-all term for improvement of the regard in which a company or a product is held. Advertising is one of the techniques used; and publicity is another. The public relations agencies, so-called, are publicity organizations until they influence client companies at the policy-planning level. Then they often take the handsome handle of management consultant.

There are no press agents any more. They are all public relations counselors.

Notes

Who will be the "advertising woman of the year," to be named at the Advertising Federation of America's annual convention in Chicago in June? Miss Ursula M. Wehde, account executive at Hoffman & York, Inc., of this city, has been named general national chairman of the award committee. The honor goes to the woman who, by her past and present advertising activities and her new practices and concepts has contributed most to the growth and stature of the advertising profession.

Henry Ford 2d, president of the Ford Motor Company, will be the chief speaker at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association in the Waldorf-Astoria Hotel on April 28.

Young & Rubicam, bursting at the seams at 285 Madison Avenue, has taken a floor at 41 East Forty-second Street for one of its departments.