

News of the Advertising and Marketing Fields

BY JAMES S. NAGLE

When a promotion that starts out as a publicity stunt increases advertising and creates interest in a whole group of products, it leaves the field of press agency and enters the realm of marketing.

A good example is that of the gown, said to be made of 100,000 cultured pearls, created by the Imperial Pearl Syndicate, large importers. The gown was designed to promote the company's products, but since Imperial began to show it early this year, there has been a sharp increase in the demand for cultured pearls generally and stores displaying it have taken many ads to promote its appearance as well as their own stocks.

David Goldstone, vice president of Imperial, says the gown is valued at \$100,000. Eight dress-makers required two months to complete it. The full skirt and bolero jacket are covered with 4 and 5 mm. matched full-drilled pearls and weigh twenty-seven pounds. The gown is being taken on a tour of department stores in leading cities of the country and at the end of the year will be donated to the Damon Runyon Cancer Fund. That organization, it is hoped, will find a means to realize the greatest benefit possible.

Took Fifteen Years to Collect

Joseph Goldstone, president of Imperial, explained that it took fifteen years to gather the pre-war cultured pearls that went into making the gown and three months more were required to drill holes in them. Thus far the gown has been shown in thirteen cities and by the end of May will have been shown in six more.

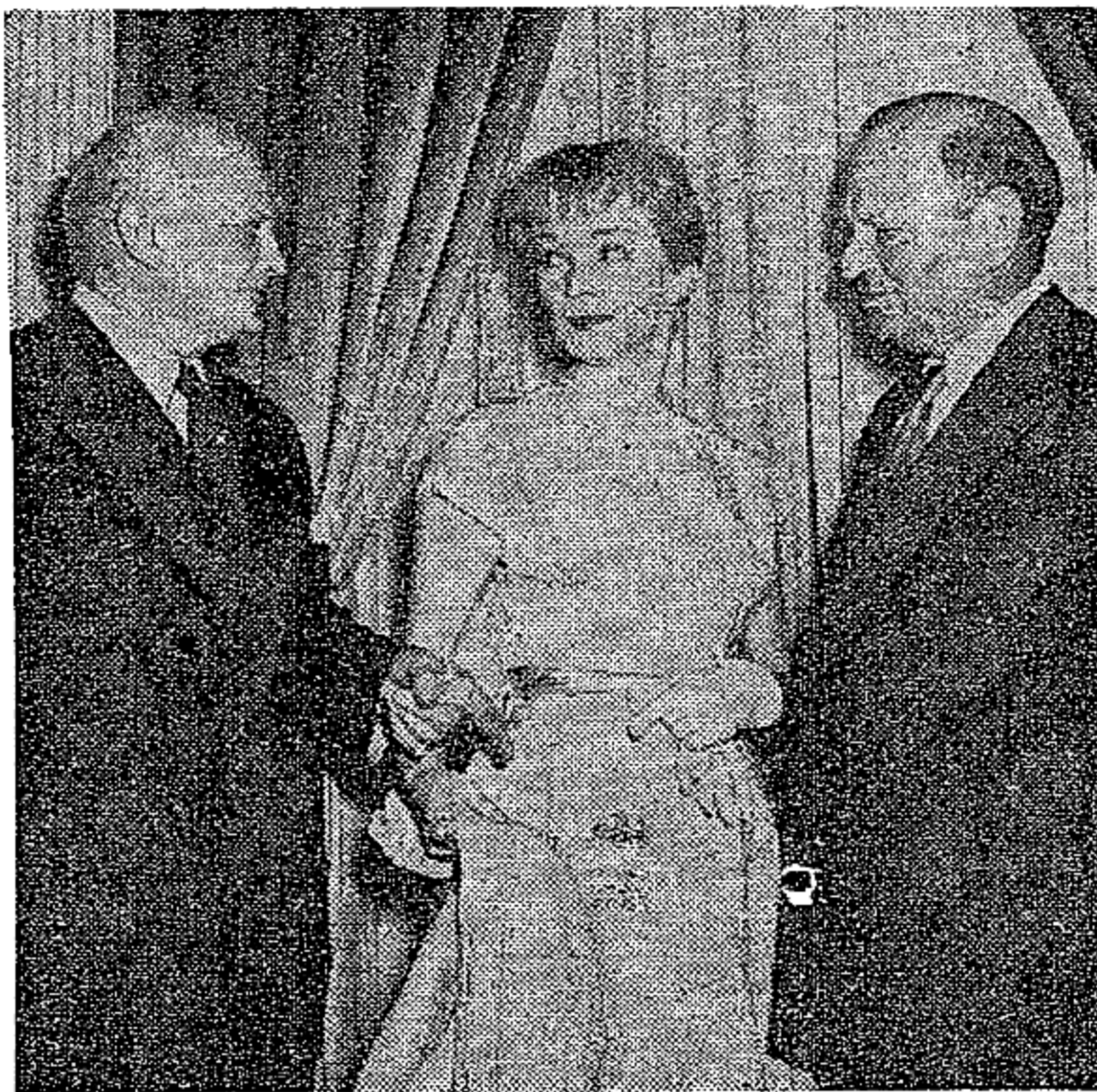
Collaborating in the promotion are the Chicago office of Doremus & Co., which handles consumer advertising for the company; Arthur A. Judson, Inc., which handles trade copy; and Max Rogel & Associates, Newark, N. J., public relations concern.

The Goldstone brothers, who were born in Davenport, Iowa, and are in their fifties, are known in the trade to be resourceful and merchandising-minded. It was Joseph who, with the aid of a number of scientists, developed a solution that anesthetizes the oyster when the irritant that results in the cultured pearl is injected by needle, thus reducing the death rate of the bivalves.

Organization Widely Spread

The Imperial Pearl organization has offices in Chicago, New York, Los Angeles, Tokyo and Mexico. Its products are retailed in 3,000 stores in this country and in many others abroad. In 1950 it was the successful bidder for the famous "Lot 88," comprising the huge store of pearls hidden by Japanese owners during World War II, and placed on the block on order of the Supreme Commander of the Allies in the Pacific.

Among its "firsts" are: "gimmick" pearl figures, introduced during the World's Fair as all-pearl trylons and perispheres; promotion through department stores; national advertising by a pearl



A \$100,000 pearl gown, which is generating advertising wherever it is shown. Nina Foch, TV and screen star, is wearing it here. With her are David, left, and Joseph Goldstone, officials of the Imperial Pearl Syndicate, creators of the gown. At the end of the year it will be donated to the Damon Runyon Memorial Fund for Cancer Research.

concern; and the use of pearls as accessories.

"Fine cultured pearls look so much like the natural gems that the average person cannot tell them apart," Joe says. "Even experts are sometimes confused. There is one sure way of telling the difference and that is by an X-ray. An 'Oriental' pearl (natural), except for a tiny center, is composed of concentric spheres of nacre, while the cultured pearls are sure to be made up of a center of parallel lines covered with the concentric circles of nacre."

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Cotton

Stores in key cities are planning "Cotton Time" promotions for National Cotton Week, May 12 to 17, sponsored by the National Cotton Council. The promotions are being developed around the week's slogan, "It's Cotton Time," and requests for display kits and sales promotion programs have been received from all forty-eight states, the District of Columbia, Hawaii, Canada, Cuba and Sweden. Among those planning to participate are retail chains such as Butler Brothers, Sears, Roebuck, W. T. Grant, J. C. Penney, H. L. Green, McCrory, Rose's 5-10-25c Stores, Scott-Burr Stores and Rice-Stix. Last year 2,000 stores in forty-six states participated, a record up to that time.

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Coddles Salesmen

The Brown Instrument Division, Minneapolis-Honeywell Regulator Company, evidently likes the

salesmen who visit its Philadelphia office. Recently it installed in its reception room there a special phone for the exclusive use of salesmen waiting to see its executive. As an additional courtesy it also has the receptionist function as an unofficial Travelers Aid Society—making recommendations as to hotels, restaurants, train or plane schedules and points of interest in town. Commented William Steinkamp: "We don't feel that the pressure of trying to meet our accelerated production schedules is any reason to forget our manners."

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Leather Goods

The Luggage and Leather Goods Manufacturers of America, Inc., has a five-point program for National Leather Goods Week, beginning next Saturday and continuing through May 3. The program will take in publicity, display, store promotion, cooperative retailing, and radio and television. In addition, there is a brochure outlining the methods by which all participating dealers may tie in with country-wide publicity. The aim of the week is to promote personal leather goods—billfolds, wallets, key cases, dressing cases, jewel cases and other articles.

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Salesmen

Activities of the National Council of Salesmen's Organizations in endeavoring to protect the rights of wholesale salesmen is attracting new members to the council, ac-

ording to Louis A. Capaldo, president. Among the seven organizations which recently have joined the council, he said, were: The Connecticut Paint Salesmen's Club, the Mid-Atlantic Commercial Travelers Association, the Women's Apparel Club of New England and the Women's Apparel Club of New York. The council is conducting a drive to enroll all paint groups in the country affiliated with the National Paint Salesmen's Association, and has the support of Nat Wolfe, president of the paint group.

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Expansion Plans

The international information committee of the Export Advertising Association has been empowered to contact other groups here and abroad to consider joint sponsorship of an International Advertising Council. Such an organization, it is felt by directors of E. A. A., could specialize in public relations programs and public service advertising to preserve freedom, combat communism and support world-wide activities in such fields as public health, economic and educational advancement and international goodwill generally. The matter will be discussed fully at the E. A. A.'s fourth international advertising convention in the Plaza Hotel, May 8.