

COSMETIC ADVERTISING

A

THESIS

presented to

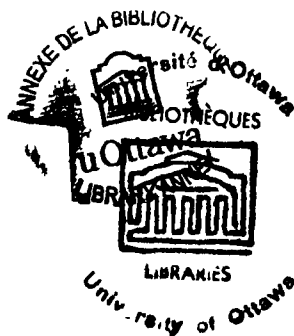
THE UNIVERSITY OF OTTAWA

by

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*Accepted
1947*

in partial fulfilment of the
requirements for the Degree
of Master of Arts.



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A Study of the Appeals Employed
in Advertising Cosmetics, and
the Principal Motives which
Underlie their Purchase.

M. F. 1947

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INTRODUCTION

The purpose of the present study is to correlate the appeals used in advertising cosmetics, with the motives underlying their purchase. It is thus a study of the opinions, ideas and feelings of the people concerned. The actual physiological properties of cosmetic products are of no direct interest in the present investigation, the object of which is simply to determine what people - both consumers and manufacturers - think, or believe that cosmetic products will do.

The study is divisible into three sections, the first of which deals with the problem from the point of view of the manufacturer; the second is concerned with the consumer's aspect; and the third consists of a comparison of the data obtained in the first two sections, together with a few general remarks pertaining to the investigation as a whole. A technical appendix has also been included. In this appendix, cosmetics typical of those studied, have been briefly discussed from the aspects of chemical composition and major physical properties. It is felt that this knowledge will enable the reader to better appraise the validity of advertising appeals, and also the many and varied opinions of consumers.

It was decided that the motives underlying the use of cosmetic products, and the opinions of consumers concerning them, could best be determined by means of a questionnaire. The construction of this questionnaire, the solicitation of responses, and control of the sample, are fully discussed in the succeeding pages. The selection of magazines for the study of advertising appeals, was based on the replies of the

respondents, and the magazines selected are the most widely read, in their respective classes, by the respondents. Pages have been numbered consecutively from the beginning. Figures and tables, however, have been related to the section to which they pertain, by means of a double number - the first indicating the section, and the second the number within that section. No differentiation was made, however, in numbering figures and tables.

SECTION I

The Appeals Employed in
Advertising Cosmetics.

CHARACTERISTICS OF ADVERTISEMENTS

1) Montreal Daily Star.

During the month of July 1944, seventy-six advertisements relating to cosmetics and other allied products, appeared in The Montreal Daily Star. Based on the twenty-six editions which were published during the month, this represents an average of 2.92 cosmetic advertisements per issue. On only one occasion, however, was an advertisement of this type to be found in a Saturday evening edition, the majority appearing on either a Tuesday, Wednesday or Thursday night. The time of the year was probably a contributory factor, in determining this temporal distribution of advertisements, but the writer has observed that, even during winter, the middle of the week seems to be generally preferred.

An examination of these advertisements revealed that they fall naturally into two distinct classes - namely, those published by manufacturers, and those issued by retailers. The efforts made by the manufacturers were definitely more suggestive and emotionally toned than those of the retailers, which were mainly departmental stores. The latter group usually laid emphasis on the practical aspects of the product, and its advertising was distinctly more argumentive in nature. As was perhaps to be expected, the greater volume of cosmetic advertising was done by the manufacturers themselves, the ratio to that of the retailers, by number of advertisements, being fifty-three to twenty-three, or 2.30.

From Table 1a-1, which gives the temporal distribution of both manufacturer's and retailer's advertisements, it will be noted that the former appear with considerable regularity, a fact which is evident not only in the case of the total, but also with respect to each individual product. Retailers, in contrast to manufacturers, seemed to lay more emphasis on "opportunity days" than on regularity of appearance, although their advertising was, nevertheless, fairly well distributed throughout the month. Deodorants were by far and away the most frequently advertised product, as may be seen from Table 1a-2, which shows the number of advertisements per product class for both manufacturers and retailers. No less than 59.3% of the total number of manufacturer's advertisements were devoted to the promotion of deodorants, though strangely enough, they were not featured at all by retailers, except on one or two occasions as an insignificant appendix to an advertisement for some other product. Leg-dos, on the other hand, were promoted exclusively by retailers, although only to the extent of 22.7% of their total advertisements.

The apparently undue prominence of deodorants and leg-dos, is probably accounted for by the fact that they are still in the pioneering stage, and primarily summer products. It will also be seen from this table, that face powders were advertised to approximately the same extent by both manufacturers and retailers, although face creams and lipsticks were featured by manufacturers only. Under the heading "Mixed Ads." in the table, are listed those advertisements which include a number of products manufactured by a single firm. The term "Misc. Prodc.", refers to advertisements promoting a single product that cannot be classified under one of the previous sections.

Table 1a-1

Temporal Distribution of Advertisements.

<u>Date:</u>	<u>Mfgs.</u>	<u>Retailers</u>	<u>Total</u>
July 1944.			
1	-	-	0
2 Sunday			
3	-	2	2
4	3	-	3
5	4	3	7
6	1	2	3
7	2	-	2
8	-	-	0
9 Sunday			
10	2	2	4
11	3	3	6
12	2	2	4
13	3	1	4
14	4	-	4
15	-	-	0
16 Sunday			
17	4	-	4
18	4	1	5
19	2	1	3
20	3	1	4
21	3	-	3
22	-	-	0
23 Sunday			
24	2	-	2
25	2	1	3
26	3	1	4
27	3	1	4
28	3	-	3
29	-	1	1
30 Sunday			
31	1	-	1
<u>Totals:</u>	<u>54</u>	<u>22</u>	<u>76</u>

Table 1a-2.

Advertisements per Product Class.

	<u>Mfgs.</u>	<u>Retailers</u>	<u>Total</u>	<u>%</u>
Face Powders	5	6	11	14.5
Face Creams	5	-	5	6.6
Lipsticks	7	-	7	9.2
Leg-dos	-	5	5	6.6
Deodorants	32	-	32	42.0
Mixed ads.	4	10	14	18.5
Misc. prods.	<u>1</u>	<u>1</u>	<u>2</u>	<u>2.6</u>
Totals:	54	22	76	100.0%

It is interesting to note that all the lipstick advertisements were inserted by one firm, and referred to a single brand of lipstick - Lypstyl - which was offered more as a prophylactic measure than for aesthetic purposes. Many important cosmetic items were not advertised at all, prominent among which we find nail lacquers, despite the fact that July is an important "toe-nail time", and also summer colognes, which have become increasingly popular within recent years. Another interesting point is the more frequent advertising of depilatories, which seems to have paralleled the rising popularity of the leg-do. In general, manufacturers confined themselves to the promotion of a single item per advertisement, in marked contrast to retailers, who usually attempted to include as many items as possible.

A breakdown of the advertisements, with respect to the advertiser and brand, is given in Table 1a-3, from which it will be seen that the products of more than twenty-three cosmetic manufacturers were advertised in The Montreal Daily Star during the month of July. No more than about half a dozen products, however - mainly deodorants, creams and powders - were featured throughout the month by manufacturers, the twenty-two retail

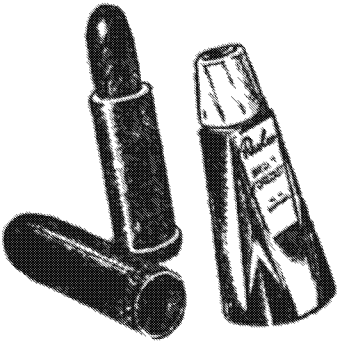
advertisements, which included five promoting the products of several manufacturers simultaneously, also represented about the same total number of products - chiefly powders and leg-dos.

Table 1a-4 shows the general characteristics pertaining to the advertisements of both manufacturers and retailers. Every advertisement in the retailer group had an illustration, or cut, whilst only 87% had cuts in the case of the manufacturers, the remaining 13% being the seven small advertisements for Lypsil. Quite a number of advertisements had two or more cuts; some illustrated the product alone, many suggested new uses in pictorial form, whilst others depicted actions with which it was apparently desired to associate the product in question.

Borders surrounding advertisements were considerably more popular among retailers than among manufacturers, the percentage of advertisements having borders being 77% and 35% respectively. Many retailers favoured exceedingly heavy and not infrequently fancy borders, whilst manufacturers quite often dispensed with even the slightest suggestion of confinement. Retailers mentioned the price of the product without exception, and frequently accorded it considerable prominence. Prices were also given by manufacturers in 73% of their advertisements, but they were never as prominently displayed as in the case of most retail advertisements. Manufacturers generally lavished considerably more care than retailers on the preparation of their advertisements, with obviously better results. Typical examples of these two types of advertisements may be seen in the accompanying instances of Morgan's effort to promote Revlon's "Bright Forecast", and in Yardley's attempt to stimulate the sales of their English Complexion Powder.

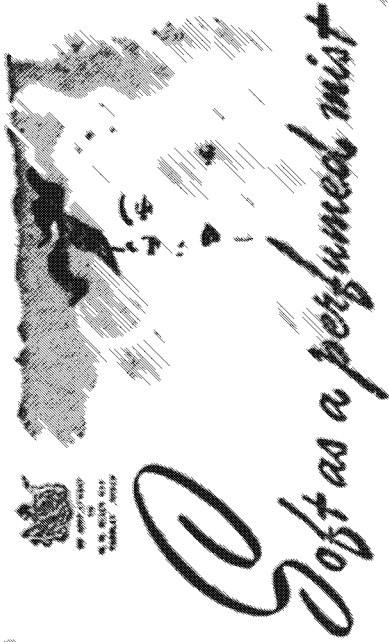
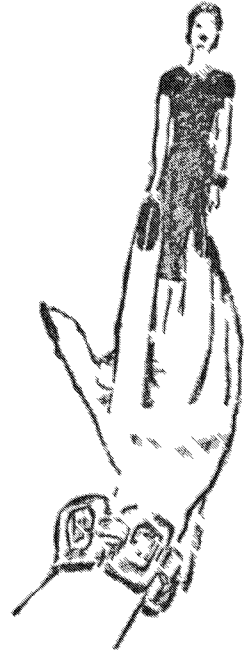
"Bright Forecast"

Reylon's exciting new color
in nail enamel and lipstick to light up your slim
"Finger Silhouette" fashions

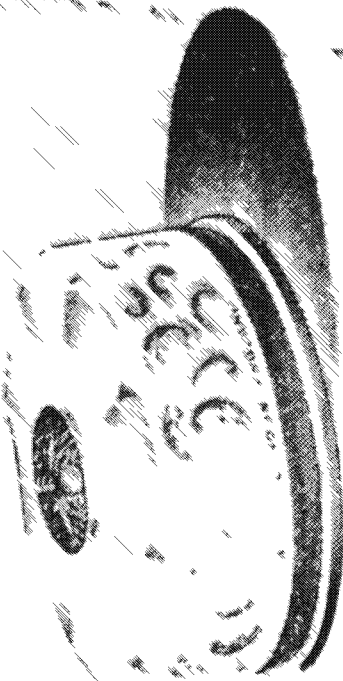


Da ing new luchsia red color that t ansforms your
fingertips and lips into dramatic accessor est
Start with the new seductive y simple clothes—
add Bright Forecast ' nail Enamel and Matching
Lipstick—and bless their last ng lustre
Nail Enamel 50c Lipstick 65c & \$1.00

MORGAN'S TOILETRIES
MAIN FLOOR



Soft as a perfumed mist



You think of a faintly
fragrant morning mist
when you make the new
of the Yardley English
Complexion Powder—
It is so gloriously fine—
so dainty to shed with
the bow of perfume—a powder
to touch beauty with grace
\$1.50 per box—in 4 shades

Yardley

ENGLISH COMPLEXION POWDER
Perfumed with "Bond Street"

Table 1a-3.

Brands Advertised in Montreal Star.

	<u>Mfgs.</u>	<u>Retailers</u>
Arden, Elizabeth	-	1
Arrid	12	-
Ayer, Harriet Hubbard	2	-
*Brylcreem	1	-
Cashmere Bouquet	-	2
Charles-of-the-Ritz	-	1
Clifton	-	1
Eatons	-	3
Etiquet	7	-
Factor, Max	2	-
Gray, Dorothy	-	1
Hadnut, Richard	2	1
Lentheric	-	2
Lypstyl	7	-
*Lechler's (Hair Remover)	-	1
Mireille	-	1
Mum	6	-
Mercolized Wax Cream	3	-
No Hoz	-	2
Noxzema	1	-
Odo-ro-no	7	-
Rubenstein, Helena	-	1
Yardley	4	-
Ads. with several brands	-	<u>5</u>
Totals:	<u>54</u>	<u>22</u>

*These advertisements, representing products allied to cosmetics, were included for completeness.

Table 1a-4.

Characteristics of Advertisements.

	<u>Mfgs.</u>	<u>Retailers</u>	<u>Total</u>	<u>%</u>
A. Details of <u>cuts</u>:				
1) Total with cuts -	47	22	69	90.8
2) With product illustrated:				
a) Alone -	33	18	51	67.1
b) In use -	16	4	20	26.3
c) As part of main cut -	5	0	5	6.6
3) Without products:				
a) No sex motive -	8	9	17	22.4
b) Sex motive -	16	0	16	21.1
B. Ads. with <u>headlines</u> -	53	18	71	93.5
C. Ads. with <u>borders</u> -	19	17	36	47.4
D. <u>Prices mentioned</u> -	39	22	61	80.3
Totals:	<u>54</u>	<u>22</u>	<u>76</u>	<u>100.0</u>

2) Ladies' Home Journal.

The cosmetic advertisements appearing in The Ladies' Home Journal were studied over a period of twelve months - from July 1944 to June 1945. During this period, a total of 258 advertisements for cosmetics and allied products appeared in the twelve issues, being an average of 21.5 cosmetic advertisements per issue. Only 189 of these advertisements, however, referred directly to the products considered in Sections 14 to 19 of the Questionnaire, the remaining 69 advertisements dealing with other cosmetic products, and the promotion of firm names in a manner unrelated to any particular class of product.

The number of advertisements per product class, and their temporal distribution, is shown in Table la-5, for each of the cosmetic products included in the abovementioned sections of the Questionnaire. The two sets of totals are also shown graphically in Figure la-6 and Figure la-7. From the former figure, it may readily be seen that face creams easily lead insofar as number of advertisements is concerned, and that relatively, lipsticks and nail lacquers were not particularly well promoted, whilst leg-des were hardly advertised at all. It is interesting to note, from Figure la-7, that a major slump occurred in cosmetic advertising toward the end of the year, and that a lesser depression is also evident during the summer months. It would thus appear that the spring and fall are favourite times for the advertising of cosmetics. With the single exception of face creams, the year-end slump is apparent in connection with each of the products listed, but the mid-summer depression is only particularly evident in the case of the former product.

The twelve editions of The Ladies' Home Journal which appeared between July 1944 and June 1945, contained one or more advertisements by a total of thirty-six cosmetic manufacturing firms. Twenty-seven of these firms inserted advertisements devoted specifically to promoting one of the six cosmetic products mentioned in Sections 14 to 19 of the Questionnaire, the remaining nine firms directing their advertisements either to other products or to simply publicizing the firm name. Yardley, Palmer, Wrisley, Avon and Old South, appear to be particularly fond of a generalized form of advertising, in which the promotion of a particular product is entirely subservient to publicizing the firm name. Hand lotions were quite regularly advertised by Bristol-Myers (Trushay), Mergens and Campana Balm, whilst the name of Richard Hudnut appeared in seven of the twelve issues in connection with Du Barry courses of beauty culture.

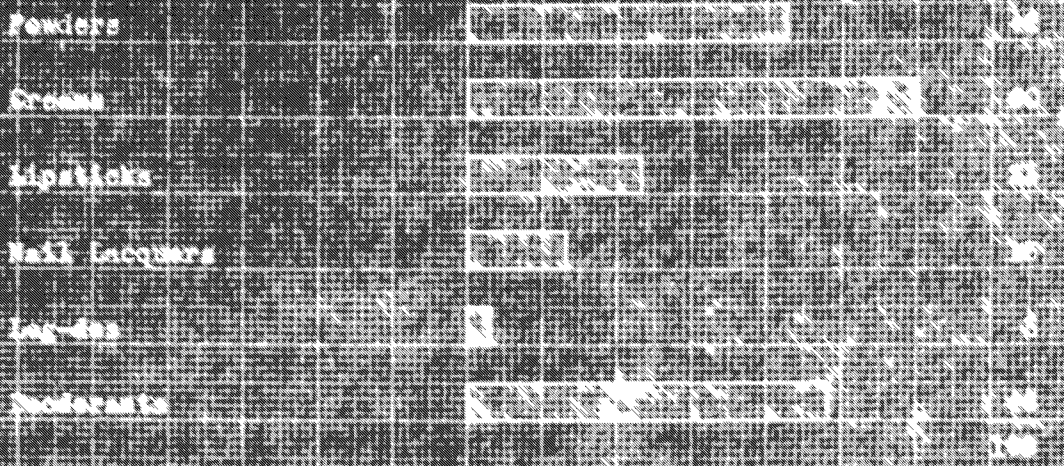


Figure 1a-1.

Advertisements appearing in the Ladies Home Journal for the above products, between July 1946 and June 1947.

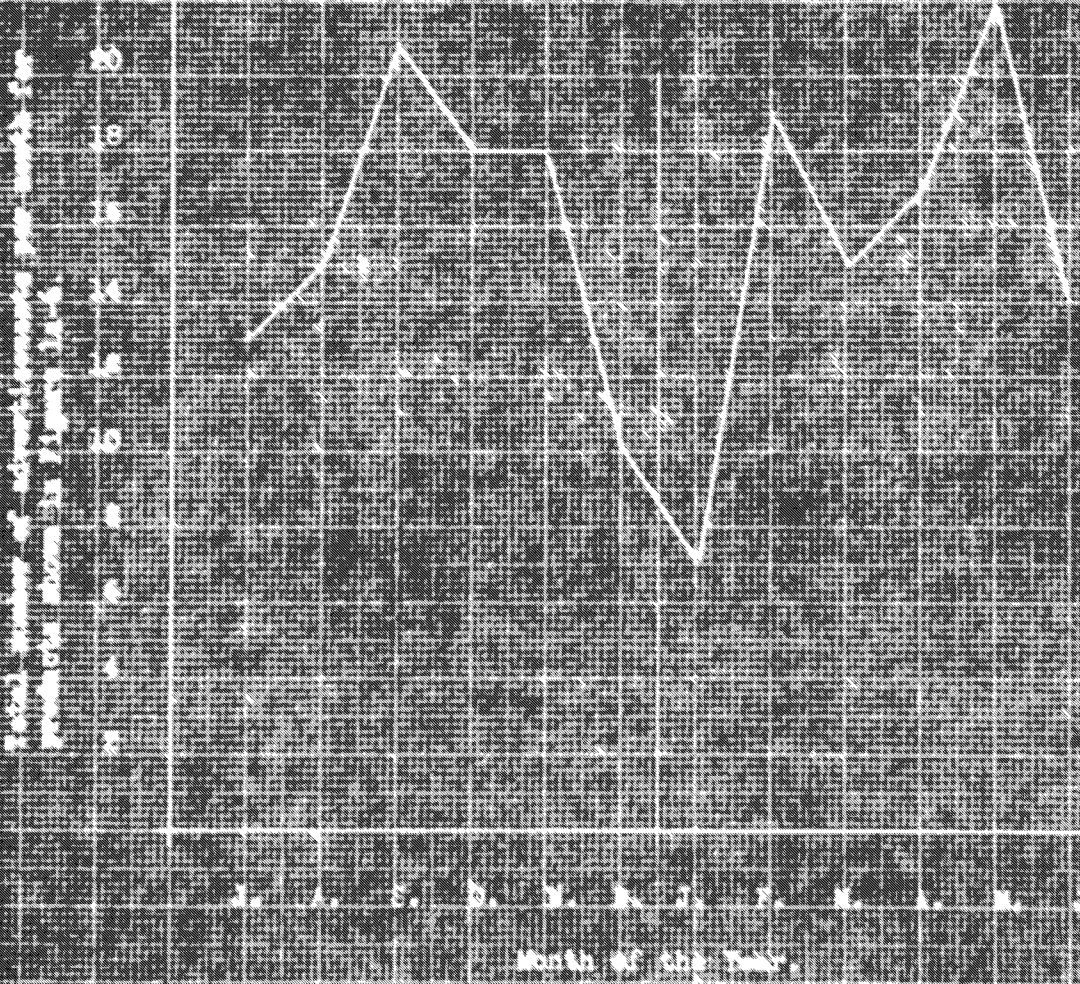


Figure 1a-2.

Temporal distribution of the advertisements in Figure 1a-1.

Table 1a-5.

Temporal Distribution of Cosmetic Advertisements.

<u>Month</u>	<u>Powder</u>	<u>Cream</u>	<u>Lips.</u>	<u>Lacquer</u>	<u>Legs.</u>	<u>Deod.</u>	<u>Totals</u>
July	5	1	1	-	1	5	13
Aug.	3	3	2	1	-	6	13
Sept.	6	7	3	1	-	4	21
Oct.	5	5	2	-	-	6	18
Nov.	2	7	3	2	-	4	18
Dec.	1	5	-	1	-	3	10
Jan.	1	4	1	-	-	1	7
Feb.	5	9	-	1	-	4	19
Mar.	3	6	2	2	-	2	15
Apr.	5	5	2	1	-	4	17
May	3	6	4	3	1	5	22
June	<u>3</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>14</u>
Totals:	42	60	23	13	3	48	189

The names of those firms who advertised either powder, cream or lipstick, during the twelve-month period, together with the number of insertions per type of product, are given in Table 1a-8. It will readily be seen from this table that Ponds inserted considerably more advertisements in *The Ladies' Home Journal* than any of the other firms - actually 33, which is 3.0 times the number inserted by their closest competitor, Woodbury. On many occasions, Ponds would insert three, and sometimes four advertisements for their face creams in a single issue, each advertisement promoting a different cream, although sometimes two advertisements were inserted in one issue for the same cream.

Table 1a-8.

Brands Advertised in The L.H.J.

	<u>Powder</u>	<u>Cream</u>	<u>Lipstick</u>
Arden, Elizabeth	2	1	-
Bourjois	5	-	-
Colonial Dames	6	-	-
Denny, Francis	1	1	1
Don Juan	-	-	7
Factor, Max	7	-	1
Gray, Dorothy	1	4	1
Heppers	-	4	-
Lelong, Lucien	2	-	-
McKesson	-	1	-
O'Leary, Elizabeth	-	6	-
Philippe, Louis	2	-	5
Phillips	-	3	-
Ponds	7	26	-
Revlon	2	-	-
Sefskin	-	5	-
Tangee	-	-	6
Tussy	1	4	2
Woodburys	<u>6</u>	<u>5</u>	<u>-</u>
Totals:	42	60	23

Deodorants were advertised by six different manufacturers, and the total number of advertisements which appeared during the year, per product, are shown in Table 1a-9. The total of forty-eight represents exactly four deodorant advertisements per issue, though on two occasions six deodorant advertisements appeared, whilst a well marked depression was evident in the curve of temporal distribution toward the year end. Leg-dos were advertised on only three occasions by Elizabeth Arden, the advertisements appearing in the July 1944, May 1945 and June 1945 issues. Only four makes of nail lacquers were advertised during the year, the brands and number of insertions being shown in Table 1a-10.

Table 1a-9.

Deodorants Advertised in The L.H.J.

Arrid	12
Fresh	10
Mum (Bristol-Myers)	8
Non-Spi	3
Odo-ro-no	7
Quest (Kotex)	<u>8</u>

Total: 48

Judging from the number of insertions per brand, the following may be said to be the order of "intensity of exposure" to which readers of The Ladies' Home Journal have been subjected, insofar as cosmetic advertising is concerned:

Ponds	33	Insertions
Arrid	12	
Woodbury	11	
Cutex	11	
Fresh	10	
Arden, Elizabeth	9	
Jergens	9	
Trushay	9	
Factor, Max	8	
Hoppers	8	
Mum	8	
Quest	8	
Yardleys	8	
Tussy	7	
Gray, Dorothy	7	
Philippe, Louis	7	
Don Juan	7	
Odo-ro-no	7	
Hudnut, Richard	7	

The sequence given above is based exclusively on the total number of insertions during the twelve-month period, regardless of the nature or purpose of the advertisement. The items shown indented are names attached to a particular product rather than to a firm or group of products, and for this reason do not really fall within the purview of Section 12 in the Questionnaire.

Table 1a-10

Lacquers Advertised in The L.H.J.

Chen-Yu	5
Cutex	3
Dura-Gloss	3
Revlon	2
Total	<u>13</u>

A study of the general nature and characteristics of the cosmetic advertisements which appeared during the year, indicate a rather widespread degree of uniformity in the advertisements of different firms. It would appear that the majority of manufacturers aim at developing a standard pattern which, although varied insofar as content is concerned, maintains a continuity of style that eventually becomes firmly associated with the house in question. The two accompanying advertisements for Avon cosmetics clearly illustrate the factors involved in this continuity of style. Every month, throughout the year, Avon featured a patriotic or historical theme; each advertisement was headed by a heavily framed picture, beneath which a brief explanation of the theme was always given. The main text then followed, being succeeded by the firm slogan "Be hostess to loveliness", and finally, the brand name.

Apart from this continuity in style, a definite tendency toward individualized and characteristic advertising is evident. Firms rarely attempted to imitate, or copy the advertising of their competitors, but rather strove, on the other hand, to make their efforts as different as conformity with sound advertising principles would permit. Dorothy Gray, for example, always featured a letter, behind which a cut would form a pertinent or associated background. Chen-Yu advertisements invariably appeared in colour, a large and brilliant illustration

114

LADIES' HOME

*She was as Brave
as She was lovely*



114

LADIES' HOME

*She was as Brave
as She was lovely*



114

LADIES' HOME

*She was as Brave
as She was lovely*



114

LADIES' HOME



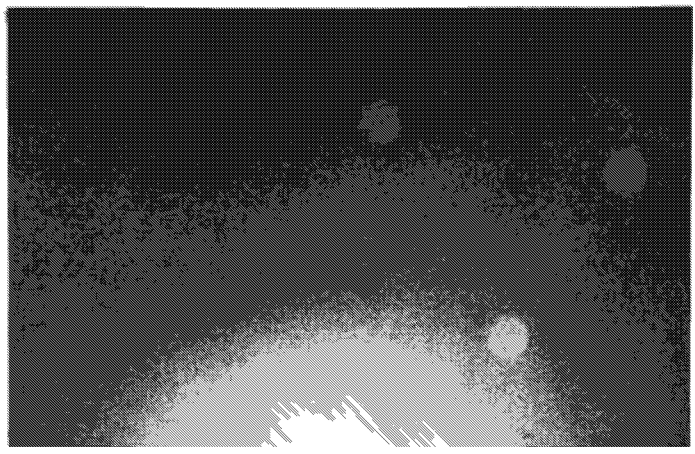


supporting a chart of ovoid colours. Characteristic backgrounds were also common, especially among manufacturers of perfumes, two particularly attractive examples of which may be seen in the accompanying advertisements for "Heartbeat" by Leigh, and Lucien Lelong's Sirocco. A typical Chen-Yu and Dorothy Gray advertisement have also been included for purposes of reference. It is quite evident that changes in style must be made from time to time, if only to stimulate the reader's interest. A change of this nature was made by Ponds toward the end of 1944.

The number of cuts per advertisement ranged all the way from none to seven, the most popular number, however, being two. The distribution of advertisements, and illustrations, with respect to the six cosmetic products studied in the Questionnaire, are given in Table la-11. It will be seen from this table, that the average number of illustrations per cosmetic advertisement is $409/187$, or 2.16, which is very close to the modal value of the distribution. The general character of cuts ranged all the way from the peaceful, Christmas like, romanticism depicted in the accompanying advertisement for Old South Toiletries, to the rather bizarre nature of the illustration in the appended advertisement for Elizabeth Arden's Blue Grass. The writer, and others with whom he has discussed the matter, find it rather difficult to appreciate the significance of two rearing horses insofar as the sale of cosmetics is concerned. Lehn and Fink also developed a somewhat grotesque type of illustration for promoting their line of Tussy cosmetics, an example of which is herewith included.

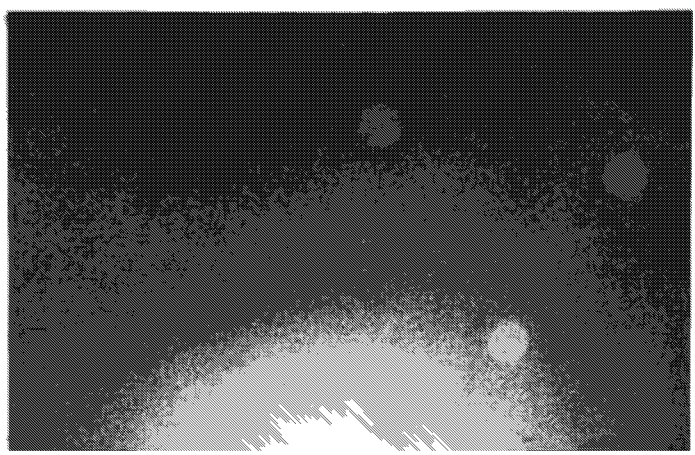
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FADDS BOX



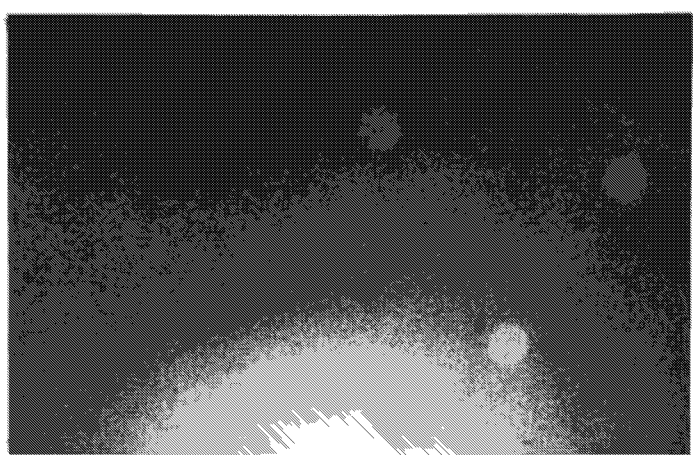
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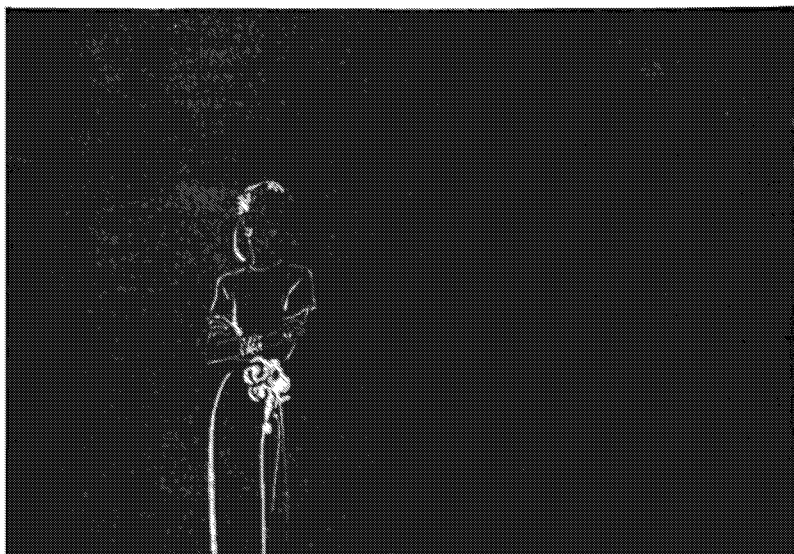
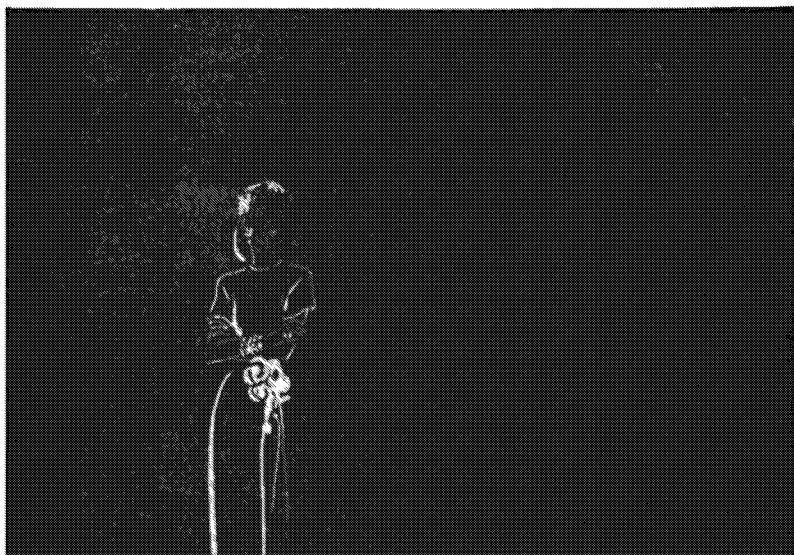
FADDS BOX



00

FADDS BOX





Change Your Nails into Brilliant Jewels

with this newly lustrous, true lacquer make-up



China Doll

Blue Moss

Pink Sapphire*

Worst Weeping Willow

Oriental Sapphire*

Flowering Plum

Black Sapphire*

Opium Poppy

Black Cherry

Temple Fire

Royal Plum

Dragon's Blood

Mandarin Red

Brown Coral

Canton Red

Opium Dream

Burma Red

Coolie

CHEN YU

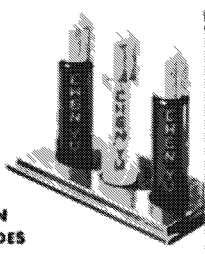
LONG LASTING NAIL LACQUER

made in U. S. A.

CHEN YU long lasting nail lacquer... newly lustrous and each shade newly rich, newly elegant... dresses your nails in the brilliance of precious jewels. *Very probably* it's time for you to try a new shade. So we offer to send you trial size bottles of any two and a free trial size bottle of CHEN YU lacquerol base coat (an extra coat of beauty and longer wear).

*Note especially "Pink Sapphire", "Oriental Sapphire", "Black Sapphire"... and remember any CHEN YU shade just hates to chip!

SEND COUPON FOR TWO SHADES



Important: This special coupon offer

FILED FROM CHICAGO OFFICE ONLY

ASSOCIATED DISTRIBUTORS, INC.

30 W. Hubbard St., Dept. LJ 16 Chicago 10, Ill.

Send me two sample size bottles of CHEN YU Nail Lacquer and FREE bottle of Lacquerol base. I enclose twenty five cents to cover cost of packing, mailing and Government Tax.

(For an additional twenty five cents I will receive two trial size CHEN YU lipsticks in harmonizing shades to the lacquer colors I selected.)

Lacquer shades here _____

Mark X if you desire harmonizing lipsticks

Name _____

Address _____

City _____ State _____

130

LADIES BOX

LETTER FROM A LADY ON A VISIT TO NEW YORK



130

LADIES BOX

LETTER FROM A LADY ON A VISIT TO NEW YORK



130

LADIES BOX

LETTER FROM A LADY ON A VISIT TO NEW YORK



LADIES BOX

LETTER FROM A LADY ON A VISIT TO NEW YORK

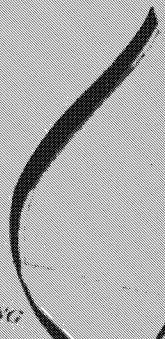


Symbols of the gaiety and gracious living of the

OLD SOUTH



COME WHERE MY LOVE LIES DREAMING

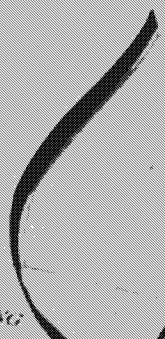


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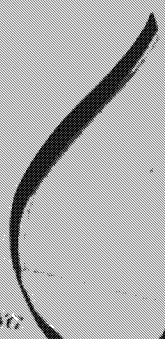


Symbols of the gaiety and gracious living of the

OLD SOUTH



COME WHERE MY LOVE LIES DREAMING



Symbols of the gaiety and gracious living of the



'Round the Town
It's TUSSY...

A Corner at the
Canteen



1. I'd give anything to know how she keeps her skin so baby-soft and smooth looking!

2. Me too! This winter weather leaves my skin feeling dry and rough as sandpaper!

3. Don't you girls know about Tussy Special Night Cream? It's marvelous help for weathered, flaky-dry skin!

Copyright, 1944, by Lehn & Fink Products Corp., Bloomfield, N. J.

HOW your skin will love the feel of Tussy Special Night Cream . . . its luxurious, creamy texture . . . its soothing gentle lubrication. It helps give your skin a smoother softer look. It helps your skin keep a more pliant, youthful feel. 2 oz., \$2* In harsh weather you'll be more thankful than ever for creamy, softening Tussy lipsticks. Color stays put! Miss America Raspberry Tom Tom, and other dazzling shades. \$1* each. *Plus Tax

Tussy Cosmetics, 683 Fifth Avenue
New York 22, N. Y.



TUSSY

FOR THAT YOUNG, YOUNG LOOK

Table 1a-11.

Advertisements and Cuts in L.H.J.

	<u>Cuts per Advertisement:</u>						<u>Total</u>
	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Five</u>	<u>Seven</u>	
Face Powders	7	28	2	-	5	-	94
Face Creams	10	35	4	10	-	1	139
Lipsticks	6	11	2	1	1	-	43
Lacquers	3	1	9	-	-	-	32
Leg-dos	3	-	-	-	-	-	3
Deodorants	<u>8</u>	<u>29</u>	<u>3</u>	<u>2</u>	<u>3</u>	-	<u>98</u>
No. of Ads:	37	104	20	13	9	1	
Total cuts:							409
Total Ads. with cuts:						<u>184</u>	
Ads. with no cuts:						<u>5</u>	
<u>Total Ads:</u>						<u>189</u>	

To determine the general nature of their content, cuts were divided into two major groups - those in which the product is illustrated, and those in which it is not illustrated - each then being further subdivided as shown in Table 1a-12. From this table it will be seen that almost exactly half of the illustrations included a cut of the product. Face powders were shown in association with other products manufactured by the same firm, about two and a half times as often as face creams, whilst deodorants and leg-dos were not shown in association with other products at all. More than 65% of the advertisements showing the product alone were for face creams or deodorants, but those depicting the article in use were fairly well distributed between the products, nail lacquers being the only product excluded. Cuts with a definite sex motive, but not including the product, were found mainly in advertisements for face powders and deodorants, although a few were found in advertisements for face creams and lipsticks. Cuts having no sex motive, and excluding the product, were spread quite evenly throughout the advertisements, with the sole exception of those for leg-dos.

Table 1a-12.

Nature of Cuts in L.H.J.

	<u>No.</u>	<u>%</u>
A - Cuts with <u>product</u> shown:		
1) In association with		
a) Other products	31	7.6
b) Misc. articles -	53	13.0
c) Male sex -	1	2.4
d) Women with prestige -	<u>10</u>	<u>0.2</u>
	95	23.2
2) Alone -	83	20.3
3) In use -	<u>29</u>	<u>7.1</u>
	<u>207</u>	<u>50.6</u>
B - Cuts without products shown:		
1) With sex motive	42	10.3
2) No sex motive	<u>160</u>	<u>39.1</u>
	202	49.4
Totals:	409	100.0%

Borders surrounding advertisements were not very popular, and were found in only thirty-eight cases, or 20.0% of the advertisements. Although several powder, cream and lipstick advertisements were surrounded by borders, almost 50% of the latter were to be found enclosing deodorant advertisements. Heavy lines and ornamental margins were employed almost exclusively, the latter being particularly popular in connection with advertisements for face powder. Imposing headlines were not as common as might have been expected, yielding precedence to the more moderate and even diminutive headings. Only eighty-three, or 43.8%, of advertisements could be considered as having imposing headlines, whilst thirty, or 15.9%, had captions which were decidedly below the average in size.

Table la-13.

Colour of Advertisements.

	<u>No.</u>	<u>%</u>
A - Coloured:		
a) Tints	17	9.0
b) Saturated	<u>35</u>	17.5
B - Black and White	50	26.5
	<u>139</u>	<u>73.5</u>
Totals:	189	100.0%

Judging from the study of a number of older magazines, it would appear that colour is increasing in popularity among advertisers. Although tints, or pastel shades, have long been associated with cosmetics, a definite trend is evident toward the employment of saturated colours. Table la-13 gives the number and percentage of advertisements in black and white and also in colour. It will be seen from this table, that 73.5% of advertisements, or approximately three-quarters, were in black and white, the remaining quarter being divided between tints and saturated colours, roughly in the ratio of one to two. Many really attractive advertisements appeared in black and white, an example being the one for the Sirocco perfume of Lucien Lelong previously mentioned, page 24. The use of colour to advantage requires considerable artistic ability and judgement, as will readily be appreciated, by comparing the accompanying advertisements of Yardley and Wrisley. The latter is an unparadonably poor attempt at the employment of colour, and appears to have been planned in a great hurry with little attention to either established advertising or artistic principles. Fortunately, few such advertisements are to be seen to-day.



"lights low... and Lavender!"

Because it's traditional as a twosome by a fireside... soft as a melody and eternally sweet as falling in love.

Because it's, well, so very *young*, Yardley English Lavender belongs to lovely "lights low" evenings like this one!

YARDLEY
ENGLISH LAVENDER



YARDLEY
ENGLISH LAVENDER
the lovable fragrance,
\$3.75, \$2.50, \$1.50

ENGLISH LAVENDER SOAP
box of 3 tablets, \$1
ADD 20% FEDERAL TAX

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., Rockefeller Center, New York 20, N.Y.

ADP 21-10-11-54



Wrisley

BEAU ROSE

GOLD TASSEL

PINK CORAL

SADDLE CLUB

Table 1a-14

Testimonials in Advertisements

	<u>No.</u>	<u>%</u>
A - Testimonials by:		
a) Debutantes	10	3.3
b) Film Stars	35	18.5
c) Society Women	24	12.7
d) Authorities	<u>8</u>	<u>4.2</u>
	77	40.7
B - No testimonials	<u>112</u>	<u>59.3</u>
Totals:	1189	100.0%

Recommendations or testimonials, actual or unquestionably implied, were found in seventy-seven, or 40.7%, of advertisements. The actual nature of the testimonials may be seen by reference to Table 1a-14, which includes testimonials definitely implied, but not cases in which a person - generally a film star - is merely associated, in the advertisement, with the product. Nine of the advertisements listed as having testimonials, exhibited in addition, a Good Housekeeping Seal, and two contained the Seal of the American Medical Association. The characteristic systems of advertising adopted by cosmetic manufacturers, and which have been previously discussed, are usually of sufficient scope to include the question of testimonials. Pond's advertisements, for example, are invariably based upon the testimonials of some well known society women, whilst those of Max Factor are always supported by the recommendation, frequently implied, of some famous film star.

3) Vogue.

The general characteristics of Vogue's cosmetic advertisements were studied only in the two special editions devoted particularly to beauty products, known as the "Beauty Issues", and dated November 1st, 1944, and May 1st, 1945. A total of forty-six advertisements for cosmetic products appeared in the two issues - 19 in November, and 27 in May. As will be seen from Table 1a-15, only twenty-five of these advertisements were directly devoted to promoting one of the products studied in Sections 14 to 19 of the Questionnaire; twenty were simply directed to publicizing the firm name, whilst the remaining one was an advertisement for a product other than those mentioned in the sections of the Questionnaire referred to above.

Table 1a-15

Cosmetic Advertisements in Vogue

	<u>Nov. 1st</u>	<u>May 1st</u>	<u>Total</u>
Face powder	4	5	9
Face cream	4	5	9
Lipstick	1	1	2
Lacquers	2	1	3
Leg-los	0	0	0
Deodorants	1	1	2
General and others	<u>1</u>	<u>14</u>	<u>21</u>
Totals:	19	27	46

Thirty-five different brands of cosmetics - perfumes excluded - were advertised in the two previously mentioned "Beauty Issues" of Vogue. Ponds and Revlon had a total of four insertions each in the two issues; five other firms - Elizabeth Arden, Arrid, Irma Coleman, Photo-Finish and Chen-Yu - had one advertisement in each of the two issues, the remaining twenty-eight firms having an insertion in only one or other of the two editions. The following list gives the names of the cosmetic firms who advertised in

the aforesaid editions of Vogue, an asterisk indicating that the firm advertised in both of the issues:

*Arden, Elizabeth
*Arrid
Beauty Councillors
Bonne Bell, Inc. (Plus 30)
Carnegie, Hattie
Charles-of-the-Ritz
*Chen-Yu
Gechran, Jacqueline
*Coleman, Irma
Colonial Dames (Campus)
Coty
Delettrez
Denny, Francis
Dermetics
*Elmo Sales (Photo-Finish)
Factor, Max
Frederics, John (Golden Arrow)
Gould, Barbara
Gray, Dorothy
Hirestra Labs. (Endecreme)
Houbigant
Hudnut, Richard
Jaquet
La Cress
Lentheric
Matchabelli, Prince (Duchess of York)
Monteil, Germaine
Philippe, Louis
*Ponds
*Revlén
Rubinstein, Helena
Tahn
Tussy
Velo-derma
Vida-Film

Despite the extent of the above list, many important and well-known firms are not included, among which we find Woodbury, Cutex, Bourjeis, Tangee and Yardley.

Much of what has already been said in connection with the general characteristics of cosmetic advertisements in The Ladies' Home Journal, is equally applicable in the case of Vogue. On account of the

somewhat different character of these publications, however, minor variations are only to be expected. The forty-six cosmetic advertisements which appeared in the two "Beauty Issues" of Vogue, had a total of 96 cuts, or an average of 2.0 cuts per advertisement. This is slightly less than the corresponding figure of 2.22 for The Ladies' Home Journal, and is probably accounted for by the tendency, in Vogue, to use more lavish full-page cuts. It has already been pointed out that 20 of the 46 cosmetic advertisements appearing in the two issues, were simply directed to publicizing the firm name. This fact is also reflected in the nature of the illustrations. In The Ladies' Home Journal, 7.6% of the cuts showed several products of one firm in association with each other; in Vogue, however, the corresponding figure is 18.5%, or nearly two and a half times as great a proportion. Apart from this difference, though, the illustrations in Vogue were proportionately the same as those in The Ladies' Home Journal.

Borders were definitely unpopular insofar as cosmetic advertisements were concerned, probably because most of the latter occupied a full page, thus calling for no segregation from adjacent material. Colour, however, was used very extensively, the percentage of coloured cosmetic advertisements in Vogue being more than twice that in The Ladies' Home Journal. In the former magazine, 56.5% of all cosmetic advertisements appeared in colour.

Pastel shades, or tints, were slightly more popular in Vogue than in The Ladies' Home Journal, the ratio of the number of advertisements using saturated colours to those employing tints, being 1.36 for the former magazine, and 1.94 for the latter. Testimonials were to be found only on occasion, and then usually in the advertisements of those firms which employed them in other magazines - generally Ponds, Max Factor and Arrid.

NATURE OF APPEALS USED

1) Montreal Daily Star.

The advertisements which appeared in The Montreal Daily Star during the month of July 1944, have not been analysed to quite the same extent as those in The Ladies' Home Journal. In view of their smaller number and rather irregular nature, it is felt that a more detailed study would have been hardly appropriate, and scarcely of much real value.

The personal appeals employed in the above mentioned advertisements are listed in Table 1b-1, according to their frequency of appearance, and the commodity appeals are similarly shown in Table 1b-2. It will be noted

Table 1b-1.

Personal Appeals in M.D.S.

<u>Mfrs.</u>		<u>Retailers</u>					
<u>Primary</u>	<u>Secondary</u>	<u>Primary</u>	<u>Secondary</u>	<u>Primary</u>	<u>Secondary</u>		
Comfort	9	Appearance	9	Comfort	8	Appearance	6
Beauty	5	Beauty	7	Beauty	7	Beauty	5
Cleanliness	3	Health	7	Cleanliness	5	Cleanliness	4
Appearance	2	Cleanliness	3	Appearance	3	Comfort	4
Health	2	Fear	2	Conformity	1	Economy	2
Popularity	2	Pleasure	2	Pleasure	1		
Sex	2	Popularity	1				
Fear	1	Conformity	1				
		Security	1				

that the appeals used by manufacturers have been kept separate from those employed by retailers, and that primary appeals have been segregated from those of a secondary character. Some appeals were rather difficult to classify, being of a more or less composite nature, but in such cases an effort was made to determine the predominant appeal, which was then considered as the primary one.

An appeal was listed each time that it appeared in a different advertisement for the same type of product, and also each time that it was mentioned in relation to a different product, irrespectively of whether or not it had previously appeared in the same advertisement. It was, however, not listed if it were repeated in connection with the same product in the same advertisement. An appeal to two "special qualities" of the product would thus be listed simply as one appeal - to the "special qualities" of the product. In a number of cases, it was by no means easy to differentiate between the primary and secondary appeals of the advertisement, and in such cases it was decided to list the first appeal employed as the "primary" appeal. Fortunately, however, comparatively few examples of this nature were encountered.

Table 1b-2

Commodity Appeals in M.D.S.

<u>Primary</u>		<u>Secondary</u>	
<u>Manufacturers:</u>			
Effects of use	26	Special qualities	33
Special qualities	2	Convenience in use	29
		Effects of use	19
		Price (in comparison)	18
		Pleasure in use	6
		Infrequency of use	4
		Satisfaction guaranteed	3
		Price (for quality)	2
<u>Retailers:</u>			
Price (for quality)	6	Effects of use	14
Special qualities	3	Convenience in use	10
Price (re. quality)	2	Special qualities	8
Satisfaction guaranteed	1	Infrequency of use	5
		Package convenience	3
		Price (for quantity)	3
		Varieties of use	1
		Satisfaction guaranteed	1
		Price (re. quality)	1

It should be borne in mind that the figures shown in Table 1b-1 and Table 1b-2, do not necessarily give a true picture of the appeals used in advertising cosmetics, on the basis of an equal number of advertisements per type of product, due to the rather disproportionate number of deodorant advertisements, and the somewhat unusual nature of the lipstick (Lipsyl) and face cream (Mercolized Wax Cream) advertised. They do, however, indicate the nature of the appeals employed in promoting those cosmetics which are most frequently publicized through the local newspaper.

It was found impractical to segregate the appeals used into groups pertaining to particular products, on account of the large number of "joint" advertisements, wherein a number of items are promoted at one time, and with the same appeals, in such a manner as to stimulate a mutual association. Such a division would have proven particularly difficult in the case of retail advertisements, in view of the multiplicity of items that usually appeared in a single advertisement. On several occasions, no definite appeal was evident, except perhaps a simple statement of price. In a number of other cases, an appeal was reiterated - often in a somewhat modified form - as though to emphasize its particular importance, and at the same time, to impress itself more firmly upon the memory.

In general, the primary appeal - often succinctly summarized in the headline - was of a decidedly more psychological nature than the secondary appeals, the latter being usually directed more to the attributes of the product than to the tendencies underlying its use. In the classification of appeals, given in Table 1b-1, and Table 1b-2, only one appeal per advertisement, or per product appearing in that advertisement, was listed as a primary appeal, all of the other other appeals being considered as secondary. For this reason, there is a greater number of secondary appeals than primary ones. It may be seen, from a study of the above mentioned

tables, that the order of popularity of the four leading personal primary appeals - as judged by their frequency of appearance - is the same for both manufacturer's and retailer's advertisements. It is, perhaps, somewhat strange that 'comfort' should head the list of primary personal cosmetic appeals, but this is probably due, in the opinion of the writer, to the fact that the advertisements being considered are those which appeared during the month of July, when the heat and fatigue are common complaints. The nature of the products advertised - deodorants, leg-dos, summer colognes and sunburn creams - is doubtlessly also an important factor. Eaton's tell us that the "Sug's Fun - if you protect yourself from its too hot rays", and through the use of Lypsyl, we can have our "Sore, sunburned lips relieved". Dorothy Gray's "Hot Weather Cologne" brings "Cool, charming daintiness", whilst the use of No-Hoz "Bareleg Ballet" permits you to "bare these legs to the breezes".

'Beauty' came second in the list of primary and secondary personal appeals among both retailers and manufacturers. It is, however, by no means improbable that in the winter months, considerably more stress would be laid on the merits of 'beauty' than upon the pleasures of 'comfort', in which case the appeal to 'beauty' would most likely be at the head of the list. In advertising his Pan-Cake Make-Up, Max Factor appeals to the reader by saying: "Create the glamour you've always wanted", and in another instance: "You're a new you, and you're fascinating". Following a brief expose on the personal habits of a film star, the reader is further informed that Pan-Cake will give her "a glamorous new complexion in less than a minute", besides "a look of allure that will last for hours". 'Appearance' and 'cleanliness' were also prominent among personal appeals, and were evident in a multiplicity of forms. Generally, appeals to 'cleanliness' lack much of the emotional content of an appeal to 'beauty', and take the form of more matter of fact statements. Eaton's, for example, tell us that Richard Hudnut's bath soap is

"a real investment in daintiness", and that his dusting powder makes one "feel fresher after a bath".

Appeals based on the attributes of products were many and varied. Manufacturers generally stressed the effects which follow upon the use of their product, and the special qualities, or properties, possessed by the said product. Retailers also ascribed considerable importance to these appeals, but price in its relation to quantity, headed the list of their primary commodity appeals. Both manufacturers and retailers laid much emphasis on the fact that their product was quick and convenient to use. This point appeared to be particularly important in the use of deodorant creams, and it is quite interesting to note that Arrid requires "No waiting to dry", Odo-ro-no "Acts in 30 seconds", and with Etiquet there is "No need to rinse", you simply "Dab on . . . dress . . . and dash . . ." A number of variations on the 'economy' theme were evident, and price was mentioned in several ways, such as in relation to quantity, in relation to quality, and in comparison with other products of the same type. A particularly good example of the last form of the 'economy' appeal, may be seen in the accompanying example of an advertisement for Odo-ro-no deodorant.

In addition to the appeals already discussed, it will be noted that a number of others were occasionally employed. Sometimes there would be an implied guarantee of satisfaction, such as "Arrid is the largest selling deodorant"; othertimes the process of manufacture would be mentioned, as in the case of Cashmere Bouquet, the powder that is "Super sifted - so fine it floats"; and on occasion, the convenience of the package would be stressed, an example being Du Barry's "Dainty-dry" deodorant, which is sold in a container having an "Easy-to-use shaker top". Quite a number of rather senseless similes and phrases were to be found among the various advertisements. Yardleys, for instance, claim that their face powder is "Soft as a perfumed

This

Cream Deodorant Stops Perspiration

SAFELY Doesn't irritate skin or harm clothing.

QUICKLY Acts in 30 seconds. Just put it on, wipe off excess and dress.

EFFECTIVELY Stops perspiration and odour by effective pore inactivation.

LASTINGLY Keeps underarms sweet and dry up to 3 days.

PLEASANTLY Pleasant as your favourite face cream - flower fragrant - white and stainless.

*AND
doesn't dry up*

The big jar contains 21 more applications for 39¢ than other leading deodorants - and the entire contents are usable because it doesn't dry up.



HELLO YOU LOVELY BRUNETTES!



NIGHT FLIGHT RED IS THE SHADE FOR YOU

IN FRENCHÉE LIPSTICK

4 DRAMATIC DYNAMIC DARING colors

"Glamour Red" for Blondes and Redheads

"Breezy Red" for Brunettes

"Dreamy Red" for Brunettes

"Night Flight Red" for Dark Brunettes.

Ask for it at

WOOLWORTH'S AND KRESGES BARS AND DRUG AND COSMETIC COUNTERS

EVERYWHERE 60¢

P.S. At last is here! A wafer-thin lipstick - "Lady Anne Lip-Ton". It's a new FRENCHÉE creation. At your drug store. One Dollar a bottle.

The above advertisement for Frenchée lipstick is an example of an unusually crude advertisement. It was taken from The Konrad Daily Star for July 1934.

This

Cream Deodorant Stops Perspiration

SAFELY Doesn't irritate skin or harm clothing.

QUICKLY Acts in 30 seconds. Just put it on, wipe off excess and dress.

EFFECTIVELY Stops perspiration and odour by effective pore inactivation.

LASTINGLY Keeps underarms sweet and dry up to 3 days.

PLEASANTLY Pleasant as your favourite face cream - flower fragrant - white and stainless.

AND doesn't dry up

The big jar contains 21 more applications for 39¢ than other leading deodorants - and the entire contents are usable because it doesn't dry up.



HELLO YOU LOVELY BRUNETTES!



NIGHT FLIGHT RED IS THE SHADE FOR YOU

IN FRENCHÉE LIPSTICK

4 DRAMATIC DYNAMIC DARING colors

'Glamour Red' for Blondes and Redheads.

'Breezy Red' for Brunettes.

'Dreamy Red' for Brunettes.

'Night Flight Red' for Dark Brunettes.

Ask for it at

WOOLWORTH'S AND KRESGE'S BARS AND DRUG AND COSMETIC COUNTERS

EVERYWHERE 60c

P.S. - At last it's here! A water repellent leg tan Lady Anne Leg Tan. It's a new FRENCHÉE creation. At your drug store. One Dollar a bottle.

The above advertisement for Frenchée Lipstick is an example of an unusually crude advertisement. It was taken from The Montreal Daily Star for July 1944.

they fulfil no true cosmetic function, and are merely advertised as prophylactics.

Some advertisers, such as Woodbury, appeal more to facts and attributes of the product, than to sentiments and desires, which is usually the case with Bourjois. Other firms, however, steer a middle course, and attempt to be argumentative on a more or less emotional plane. Judging from a comparison with older advertisements, it would appear that the tendency is away from straight emotional advertising to a more factual presentation of arguments, even if emotionally tainted. Examples of this nature are to be found in the advertising of Elizabeth Arden, Don Juan, Colonial Dames and Sefskin. Emotional appeals are also more prevalent in advertisements for certain classes of products than for others. Although no hard and fast rules can be drawn, it seems that the inclination is to use emotional appeals almost exclusively for face powders, to a large degree in the case of creams, lipsticks and deodorants, to a lesser extent for nail lacquers, whilst hardly at all in the promotion of leg-les.

The provisions contained in the Federal Food, Drug, and Cosmetic Act of the United States, for dealing with the misbranding of cosmetic products, have made it necessary to exercise considerable care in the selection and wording of appeals to be used in the advertising of cosmetic products. Although expert legal advice may be secured from the American Toilet Goods Association, prior to publication, the advertiser must nevertheless assure himself that the product is quite capable of fulfilling the claims made on its behalf. This legislation has tended to make copy rather indefinite. Woodbury, for example, state that their face cream "smoothes expertly", whilst Max Factor claims that his cream simply "HELPS conceal tiny complexion faults".

There would appear to be a somewhat limited number of suitable appeals available for the advertising of cosmetics. Since advertising is simply an influence used to stimulate tendencies and to draw attention to attributes, it is evident that these appeals are divisible into two major groups - those designed to stimulate, or even create, tendencies (personal appeals), and those merely serving to call attention to attributes (commodity appeals). In the following study, it has been deemed expedient to consider such class of appeals separately, and apart from the other.

1) Personal Appeals.

Slightly less than half of the primary appeals used in advertising the six cosmetic products listed in Sections 14 to 19 inclusive of the Questionnaire, were personal appeals - the exact figure being 87, or 46.0%. An appreciable variation in this figure is to be noted, however, with respect to the different types of products. Table 1b-3, which gives the number and percentage of personal appeals for each type of product under consideration, clearly shows this variation. A percentage figure has not been included for leg-des, since the total number of advertisements is insufficient to warrant any conclusion as to the nature of the appeals used.

'Beauty' was selected in seventy-five percent of cases where the primary appeal of a face powder advertisement was to tendencies, rather than attributes, the remaining twenty-five percent having appeals to 'youth' and 'sex'. Many different approaches were made in the employment of 'beauty' as the predominant motive for stimulating the sale of face powders. One is informed that the "lavish levelness of Lucien Lelong Face Powder awakens beauty you never dreamed was yours", and that Evening in Paris Face Powder "makes you lovelier than you dream", to cite only two examples of the manner in which this appeal is employed. As may be seen from Table 1b-4, 'beauty' was also the most popular secondary personal appeal. This theme

thoroughly pervaded a great many face powder advertisements, and in practical all, it appeared as an outcrop in some part of the advertisement. Campus would often add that "not you too, can gain the 'star levely' complexion you've always wanted", whilst Yardleys say that beauty "is a bit of veil ... sometimes, it blooms suddenly ... announced by a new glow gracing your skin". 'Youth' was only used three times as a primary appeal, but was surprisingly popular as a secondary one. Tussy and Campus are particularly fond of appealing to 'youth', the former brand of face powder giving "that young, young look", whilst the latter "imparts the clean, fresh leveliness of Youth".

Table 1b-3.

Personal Primary Appeals.

	<u>Adds.</u>	<u>Personal Appeals.</u>	
		<u>No.</u>	<u>%</u>
Face Powders	42	20	47.6
Face Creams	60	30	50.0
Lipsticks	23	13	56.5
Nail Lacquers	13	2	13.4
Leg-dos	3	3	-
Deodorants	<u>48</u>	<u>19</u>	<u>39.6</u>
Totals:	189	87	46.0

The subject of economy was broached by several firms, but was never employed as a primary appeal. The most direct approach was made by Woodbury, who stated that "now with your big \$1.00 box of Woodbury Powder, you also get at no extra cost". Generally, however, the question of price was taken up rather more discreetly, and approached in a more indirect manner. Although not particularly common insofar as face powders are concerned, some manufacturers did lay emphasis on glamour, sex and romance.

Only Bourjois, however, selected 'sex' as a primary appeal, although it was employed by several other firms as a secondary appeal. Bourjois, in advertising their Evening in Paris products, usually head their advertisement with a cut having a very definite sex motive. This is generally followed by a large headline, such as "I'm Lucky in Love", or "I'm going on my Honeymoon", followed by the customary Bourjois jargon "Now I know why Evening in Paris is made for Romance". On occasion, no allusion would be made to 'sex' in the copy at all, but there would be an unmistakable sex motive in the cut. In a somewhat cruder form, 'sex' was frequently employed by Woodbury. The appended advertisement for Woodbury Colour-Controlled Powder includes a typical example: "Girls. Want him to adore you more? Wear your bewitching Woodbury Powder shade today".

Table 1b-4.

Personal Appeals for Face Powders.

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Individual:</u>				
Appearance	0	-	4	11.1
Beauty	15	75.0	13	36.1
Economy	0	-	2	5.6
Youth	3	15.0	11	30.6
	<u>18</u>	<u>90.0</u>	<u>30</u>	<u>83.4</u>
<u>Social:</u>				
Sex	<u>2</u>	<u>10.0</u>	<u>6</u>	<u>16.6</u>
Totals:	20	100.0	36	100.0

Why Hollywood's Fairest wear Woodbury Natural



✓... Makes fair skin look fairer

It's the secret of the perfect close skin... Brings a fairer complexion to the look... lends exquisite loveliness!... Woodbury Powder... blends to work... for every complexion type.

✓... Brings clear, fresh beauty

Brings a soft glow to your Woodbury shade... No patchiness... Blended by magical Color Control... Woodbury Powder... color true, fresh, clear... even if you wear it.

✓... Adds exciting smoothness

... smooth line... Woodbury... Color Control... Woodbury... 50¢

Girls!... Wear your... Woodbury Powder shade today.

Choose YOUR glamour shade

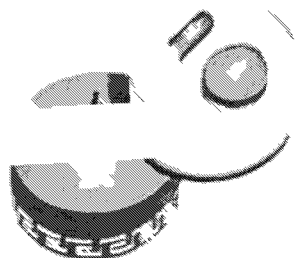
- FAIR SKIN** ...Veronica Lake's shade, gives skin... (text is partially obscured)
- MEDIUM SKIN** ...Judy Garland's shade, ... (text is partially obscured)
- DARK SKIN** ...Gene Tierney's shade, brings... (text is partially obscured)

YOUR MATCHED MAKE-UP... ALSO BOXES OF WOODBURY POWDER... 50¢

Veronica Lake

"BRING ON THE GIRLS"

... Picture... color



Woodbury Powder

Although not especially popular as an appeal for the advertising of powders, 'sex' was unquestionably the most popular primary personal appeal for creams, being selected in 53.4% of cases where the primary appeal was made to tendencies. Mainly on account of its use as a primary appeal, 'sex' was listed only once as a secondary appeal, since in conformity with the policy adopted, a primary appeal is not listed as a secondary appeal for the same advertisement, even if used apart from its primary function. Pond's advertisements contributed very materially to the high figure for 'sex' as a primary appeal, with their widely criticized headline "She's Engaged. She's Lively. She uses Ponds". This appeal was also quite frequently adopted by Dorothy Gray, but with the injection of considerably more variation, and with a little more restraint. Often as a component part of a letter, Dorothy Gray's headlines would read: "You should have seen the look in Andy's eyes", or "This morning he sent me flowers", whilst later on in the letter one would read: "Jeff said that being with me made ~~him~~ the the envy of every man there (so silly, but I love it)".

As will be seen from Table 1b-5, 'economy' was the most popular secondary personal appeal, and the second most popular primary personal appeal. The All-Purpose Cream most frequently formed the nexus between appeal and products, and many quite tactful approaches were made. Woodbury's advertisements, for example, were often headed thus: "This One Complete Cream is all you need", and in the case of Covermark: "a little goes a long way", whilst Alboline simply "Lasts for ages". Both personal popularity and that of the product were used as secondary appeals, but neither was employed as a primary appeal. According to Ponds, the extreme popularity of Mrs. Robert Bacon Whitney, who is "an outstanding favourite with New York and Long Island Society", results mainly from her complexion, in which "is reflected the smooth, casual perfection of her make-up". In other words,

she has "that adorable soft-smooth 'Pond's look' in her face". The wide-spread popularity of their products was also invariably mentioned by Ponds, who claim that "many more girls and women use Pond's than any other face cream at any price".

Table 1b-5

Personal Appeals for Face Creams

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Individual:</u>				
Appearance	0	-	7	7.8
Beauty	3	10.0	22	24.8
Cleanliness	2	6.6	6	6.7
Economy	6	20.0	26	29.2
Youth	3	10.0	6	6.7
	<u>14</u>	<u>46.6</u>	<u>67</u>	<u>75.2</u>
<u>Social:</u>				
Popularity -				
a) Personal	0	-	10	11.2
b) Product	0	-	10	11.2
Sex	16	53.4	1	1.2
Envy	0	-	1	1.2
	<u>16</u>	<u>53.4</u>	<u>22</u>	<u>24.8</u>
Totals:	30	100.0	89	100.0

The predominant primary personal appeal in the case of lipsticks was 'sex', with 'beauty' second. The latter was, however, the most popular secondary appeal, as may readily be seen from Table 1b-6, which lists all the personal appeals employed in the advertising of lipsticks. Rather than glamour, sex or romance, Tangee chose 'appearance' as the leit-motif of their promotional efforts. Many of their advertisements consisted essentially of a "Lipstick Quiz for Smart Women", with tips on how to get that "Satin smooth radiance that works wonders for your charm". Beth Dorothy Gray and

Louis Philippe based their sex scenes in the "Kiss Room" of the "El Borracho, Ultra-Smart New York Bistro", with its "ceiling full of lip-prints of New York's glamour girls". This room supposedly offers a "beauty challenge", according to Louis Philippe, which can apparently be successfully met by the "bewitching Lip-Allure" of his Angelus Lipstick, or the "young, fresh, moist, dewy sort of sexy look" imparted by Dorothy Gray's new lipstick, Fashion Red. Pond's new lipstick, "Beau-Bait", could also be equally effective, no doubt.

Table 1b-6

Personal Appeals for Lipsticks

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Individual:</u>				
Appearance	2	15.4	0	-
Beauty	4	30.8	11	73.3
Youth	1	7.7	3	20.0
	7	53.9	14	93.3
<u>Social:</u>				
Conformity	0	-	1	6.7
Sex	6	46.1	0	-
	6	46.1	1	6.7
Totals:	13	100.0	15	100.0

Table 1b-7

Personal Appeals for Nail Lacquers

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Individual:</u>				
Appearance	0	-	8	61.5
<u>Social:</u>				
Conformity	0	0	2	15.4
Popularity (Product)	0	0	3	23.1
Sex	2	100.0	0	-
Totals:	2	100.0	13	100.0

Table 1b-8

Personal Appeals for Deodorants

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
<u>Individual:</u>				
Cleanliness	1	5.2	0	-
Fear	5	26.4	9	60.0
Doubt	6	31.6	-	-
	12	63.2	9	60.0
<u>Social:</u>				
Popularity (Personal)	1	5.2	3	20.0
Sex	6	31.6	3	20.0
	7	36.8	6	40.0
Totals:	19	100.0	15	100.0

Nail lacquer advertisements rarely had primary appeals of a personal character, though tendencies were quite often used as secondary appeals. The personal appeals included in the thirteen nail lacquer advertisements, are shown in Table 1b-7. On two occasions, 'sex' was employed as a primary appeal by Dura-Gloss which, according to the advertisement, "will win your heart and his". As a secondary appeal, 'appearance' was used by all the manufacturers represented. Revlon's Pink Lightning, for example, will "give you an utterly new look", whilst Chen-Yu can "change the tempo of your costume create a different look". An appeal to 'conformity' is evident in the Cutex statement: "These women - 1944's best dressed - choose favourite Cutex Shade", whilst 'popularity' (of product) forms the theme of the assertion: "More women choose Cutex than any other nail polish in the world". 'Beauty' formed the basis of appeal in the one advertisement that appeared for leg-dos. This advertisement, which promoted Elizabeth Arden's Velva Leg Film, appeared three times with little change in composition, and no variation in appeals.

No more than five different personal appeals were employed in the advertising of deodorants - three individual, and two social. These appeals are given in Table 1b-8, which also shows the number of times each was employed in a primary and secondary capacity, on both a numerical and percentage basis. 'Sex' and 'fear', the two more or less traditional appeals of cosmetic advertisements, were used quite extensively in the promotion of deodorants. The latter appeal was frequently employed - sometimes in conjunction with the former - by Bristol-Myers in their advertisements for Mum. These advertisements are generally headed by a prominent reminder, such as to "Take half a minute more with Mum - or that heavy date may be a dud". Mum is also an answer to the problem of "How to take a Hero's mind off his medals". In fact, according to Bristol-Myers, "Mum sure does help a girl to get along".

An appeal closely allied to 'fear', namely 'doubt', was employed rather extensively in the advertising of Fresh, a deodorant which is claimed by its makers to be "the best underarm cream you've ever used". The primary object of Fresh advertisements apparently was to create a doubt in the minds of readers as to the efficacy of competitive deodorant creams. "Are you sure of your present deodorant?" was the headline for the great majority of advertisements for this product, a challenge supported by a money-back guarantee in the event that Fresh is found to be inferior in perspiration stopping properties. The theme of Nonspi advertisements varied quite considerably, but 'popularity' (personal) was frequently selected. One reads that "Personal daintiness is always essential to popularity", and that "Dependable perspiration control will prevent much unhappiness and embarrassment for teen-agers as well as their mothers and older sisters".

ii) Commodity Appeals.

Commodity appeals were employed as primary appeals in 102, or 54.0% of the advertisements included within the study. As in the case of personal

primary appeals, the percentage of commodity primary appeals exhibited some considerable variation with respect to the product, ranging from 43.5% for lipsticks to 84.6% for nail lacquers. This variation is shown in Table 1b-9, which lists the commodity primary appeals used in advertising the six products under study.

Table 1b-9
Commodity Primary Appeals

	<u>Adds.</u>	<u>Personal Appeals</u>	
		<u>No.</u>	<u>%</u>
Face Powders	42	22	52.5
Face Creams	60	30	50.0
Lipsticks	23	10	43.5
Nail Lacquers	13	11	84.6
Leg-dos	3	0	- -
Deodorants	<u>48</u>	<u>29</u>	<u>60.3</u>
Totals:	189	102	54.0

The primary and secondary commodity appeals employed in advertising face powders are listed in Table 1b-10, on both a numerical and percentage basis. It may be noted from this table that colour, the most popular of the primary commodity appeals, was quite closely followed by texture, which was also the leading secondary appeal on a frequency of use basis. The appeal to colour was heralded by a great variety of headlines. Pond's, for example, ask "What summer powder shade is right for you?", and Woodbury Colour-Controlled Powders include the "perfect shade for each complexion type", but we are told, however, that "the real difference in Face Powder is Colour by Revlon".

Table 1b-10

Commodity Appeals for Face Powders

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Raw Materials.	3	13.6	0	-
B. Manufacture.	0	-	6	4.0
C. Product -				
a) Properties:				
1) Colour	10	45.4	18	12.0
2) Non-caking	0	-	6	4.0
3) Non-drying	1	4.6	8	5.4
4) Non-irritating	0	-	1	0.7
5) Non-streaking	0	-	6	4.0
6) Opacity	0	-	17	11.4
7) Perfume	0	-	5	3.4
8) Prophylaxis	0	-	5	3.4
9) Tenacity	0	-	2	1.3
10) Texture	<u>7</u>	<u>31.8</u>	<u>32</u>	<u>21.6</u>
	18	80.8	100	67.2
b) Applications:				
1) Convenience in	0	-	8	5.4
2) Infrequency of	0	-	27	18.1
3) Speed of	<u>1</u>	<u>4.6</u>	<u>6</u>	<u>4.0</u>
	1	4.6	41	27.5
D. Package.	<u>0</u>	<u>-</u>	<u>2</u>	<u>1.3</u>
Totals:	22	100.0	149	100.0

Although raw materials and manufacturing procedure are rarely used as appeals in the advertising of cosmetic products, some notable and very successful exceptions do occur. In advertising their face powders, for instance, Ponds lay considerable emphasis upon their "new suffusing ingredient", which is supposed to make "Pond's powder glamorously sheer-gauge. In explanation of this latter term, we are informed that "In face powder - as in stockings - 'sheer-gauge' means the special flattery of softer, more luxurious-looking colour over your skin". Pond's new suffusing ingredient

attains this end by virtue of its ability to "spread the millions of soft colour particles more smoothly over your skin", and "That's why Ponds powder shades suffuse your skin with more delicate, over-all colour". Manufacturing procedures appear to be receiving increased attention from copy writers, which has led to the development of some rather fanciful, if not fantastic, manufacturing processes. Dorothy Gray's new Portrait Face Powder, for example is now subjected to an operation termed "hammer-battering", Woodbury's powders are made through "the magic of Colour-Controlled blending", whilst Evening in Paris Face Powders are "created for you by an amazing French process, exclusive in America with Bourjois". The most complicated of all, however, is the "Precision Blending" of Elizabeth Arden. This process takes place "in a laboratory of the most modern equipment", and is "guarded by instruments of hair-breadth delicacy". The powder is "forced at tremendous pressure through silken mesh fine as butterfly wings", and is then compounded from "exact formulae".

The general nature of the appeals to colour has already been mentioned. These appeals ranged all the way from a more or less casual reference, such as the "delicate bloom of Evening in Paris face powder", to the direct and uncompromising assertion that Woodbury has created "the perfect shade for each complexion type". Second only in general popularity, appeals to texture likewise appeared in a multiplicity of forms. Texture, however, was generally employed as a secondary appeal, and more often than not, emphasis was laid on the effects produced through using a powder with an exceedingly fine texture, rather than upon the fact that the powder actually possessed such a texture. Woodbury's "exquisite texture", for example, "brings siren smoothness" - the beauty of the mythical siren nymphs, half women and half birds, who used to lure sailors to destruction through the beauty of their voices and their features.

Apart from colour and texture, the physical properties of face powders were rarely used as primary appeals. Some manufacturers simply listed the various qualities which they claim for their product, and were often quite specific. Most firms, however, appealed in a more indirect and discreet manner. Max Factor, for example, stresses the property of opacity by stating that his powder "helps conceal tiny complexion faults", whilst Louis Philippe's powder "expertly helps hide tiny wrinkles, blemishes, freckles and circles under the eyes". Tenacity, or clinging power, also appears to be a very popular target for the copy writer's guns. Generally, however, it appeared under the guise of "infrequency of application", with much emphasis laid on the clinging properties of the particular product. Woodbury Powder, we are told, stays on "for hours and hours", Revlon has "the cling of ivy", whilst Louis Philippe's just simply "clings for hours".

Campus advertisements invariably stress convenience, or "ease of application", whilst the "speed of application" is generally noted in connection with Max Factor's advertisements - an apparently important point with many women. As an example of the latter, we may note the following headline from an advertisement for Pan-Cake Make-up - "Accent Beauty . . . in just a few seconds with this modern make-up". Containers only assumed any real degree of importance in the advertisements of Lucien Lelong, the latter's face powder coming in "the leveliest container you've ever seen . . . frosty, flower-etched and delightful".

As in the case of face powders, a rather wide variety of commodity appeals were used in the advertising of face creams. These have been listed in Table 1b-11, on a numerical and percentage basis. It will be noted, from this table, that the most commonly used primary commodity appeal was "speed of application", and that the most popular secondary commodity appeal

referred to the softening properties of the product. In many cases, it is claimed that the special softening qualities of the product are due to the inclusion of various types of raw materials, which collectively, form a very imposing array of mystifying ingredients.

Table 1b-11

Commodity Appeals for Face Creams

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Raw Materials.	0	0	32	14.5
B. Manufacture	1	3.3	9	4.0
C. Product -				
a) Properties:				
1) Cleansing	0	-	11	5.0
2) Colour	0	-	8	3.6
3) Neutralizes acids	0	-	3	1.3
4) Non-greasy	0	-	17	7.7
5) Opacity	6	20.0	2	0.9
6) Perfume	0	-	1	0.5
7) Tackiness	0	-	17	7.7
8) Prophylaxis	0	-	8	3.6
9) Moisture retention	0	-	3	1.3
10) Softens	<u>8</u>	<u>26.7</u>	<u>41</u>	<u>18.7</u>
	14	46.7	111	50.3
b) Applications:				
1) Convenience in	0	-	9	4.0
2) Infrequency of	1	3.3	9	4.0
3) Method of	0	-	29	13.2
4) Pleasure in	0	-	1	0.5
5) Speed of	<u>14</u>	<u>46.7</u>	<u>13</u>	<u>5.9</u>
D. Package.	<u>0</u>	<u>-</u>	<u>8</u>	<u>3.6</u>
Totals:	30	100.0	222	100.0

"Speed of application" was used as a primary appeal mainly by newcomers into the field. Edna Wallace Hopper's Homogenized Facial Cream advertisements, for example, usually bore headlines of which the following is typical: "This complete 5-minute 'Beauty-Lift' works wonders for face and neck", and the largest advertisement which appeared for Albolene, a McKesson product, was headed "Want to meet a fast worker, girls?" As a secondary appeal, however, "speed of application" was frequently employed by the better known brands. Dorothy Gray's Extra Rich Skin Cream, we are told, is ideal for "a quick pick-up", Covermark is "quick, easy to apply" whilst the use of Woodbury's "Complete Cream", takes "just seconds of precious time". Considerable emphasis was laid, by manufacturers of many of the creams advertised, on the softening properties of their product. This, however, is a property which cannot be possessed by every type of face cream, since the basic characteristics of an oil-in-water emulsion preclude the possibilities of such a claim. For this reason, the face creams advertised should properly have been divided in accordance with their emulsion types, and the claims made then studied with respect to each type. This, however, would have necessitated a detailed physical examination of each of the brands advertised, on account of the large number of indeterminate types and brands, such as the various forms of "All-purpose" and "Complete" creams, as well as those bearing fanciful and proprietary names. This point also assumes added importance in view of the stringent requirements of the recently amended federal Food, Drug and Cosmetic Act.

Several firms incorporated 'special' ingredients in their face creams, ostensibly for the purpose of endowing them with distinctive properties. The following list was compiled from the face cream advertisements under study:

<u>Firm.</u>	<u>Ingredient</u>
Denny, Francis	Lipoids
Hoppers	Homogenized oils
Phillips ¹	Cholesterol
	Milk of Magnesia
Ponds	Lanolin
Tussy	Emolient oils
Woodbury	Stericin

Francis Denny informs us that lipoids are "vital substances" which are "essential to the skin", and that there "is no substitute for lipoids". As is only to be expected, Denny 'Oils of the Wilderness' Cream contains lipoids "in the ratio found in the skin". Cholesterol, according to Phillips¹, has the property of "retaining vital moisture in the skin", whilst their Milk of Magnesia helps to "neutralize excess acid accumulations that may be present in outer pore openings". Pond's "Lanolin-soothing" Dry Skin Cream contains not only Lanolin, a widely recognized ingredient for betterclass face creams, but also a "special emulsifier" which, according to Ponds, acts as an "extra softening aid". Although Pond's Vanishing Cream contains no special ingredient according to the advertisements, it nevertheless possesses what is termed a "Keratolytic action". In "just one short, dramatic minute", this "action of the cream loosens trapped dirt particles and scaly dead skin cells - it dissolves them." Stericin, the "exclusive ingredient" of Woodbury, "works constantly right in the jar to purify the cream, helping to protect against blemish causing germs from dust". Though mentioned by several firms, manufacturing processes did not receive the same degree of attention as was the case with face powders. On several occasions, however, the beneficial effects of homogenization were stressed, despite the fact that it is a more or less standard procedure in the manufacture of creams.

Apart from softening ability, opacity was the only primary commodity appeal pertaining to physical properties which was employed in

the advertising of face creams. This appeal was invariably used by Covermark, and was framed in the words "Conceals all blemishes completely - even vitiligo, industrial dermatitis, and birthmarks". Most firms, however, did not claim quite so much for their products; for example: Elizabeth Arden merely stated that her cream will "conceal blemishes and fine lines". The non-greasy properties of oil-in-water emulsions, and the tackiness of a thin layer of stearic acid were employed for advertising purposes on seventeen occasions - mainly in connection with vanishing, foundation and all-purpose creams. Whilst the non-greasy properties of a cream were generally referred to as such, its tackiness usually took the form of powder holding capacity. Pond's Vanishing Cream, for example, is a "wonderful, ungreasy powder base", Elizabeth Arden's All-Day Foundation Cream "holds your powder firm", and we are informed "how powder clings" when Phillips' Milk of Magnesia Face Cream is used.

Appeals of a secondary nature were made to various aspects of application in sixty-nine, or 27.6% of cases. Speed of application has already been discussed in connection with its prominence as a primary appeal. From Table 1b-11, however, it will be seen that method of application was used, as a secondary appeal, more than twice as often as the former. Edna Wallace Hopper gives complete details for the proper performance of her "Beauty-Lift", whilst Woodburys explain, step by step, how to take their "famous Beauty Night Cap of the Stars". The "double creaming" procedure evolved by Ponds is explained by them as follows: "She smooths the fragrant white coolness of Pond's Cold Cream over her face and throat, then pats it on briskly to soften and release grime and make-up. Tissues off well. She rinses with more satin-soft Pond's - sending her cream

covered fingers all around her face in quick little whirls. This for extra cleansing, extra softening. Tissues off again".

Infrequency of application was used by Covermark and Woodbury, among others, the latter's cream holding powder "smoothly for hours", whilst the former brand "stays on beautifully all day and evening". Although receiving little prominence, reference was made to containers by Ponds and Sefskin. Ponds stress the shape and size of their jars, stating that "You'll like being able to dip the fingers of both your hands in the luxurious, big jar", whilst Sefskin frequently mention their beautiful "Black and Gold jars".

A somewhat more limited variety of appeals were employed for advertising lipsticks, as may be seen from Table 1b-12, in which they are listed. It will be noted that only two primary commodity appeals were used - namely, the capacity for staying on, and colour. Although there were insufficient advertisements to yield reliable results, the capacity for staying on was more than twice as popular as colour among the few which did appear. The "million dollar lipstick", Don Juan, for example, "stays on - knows and keeps its place - avoids embarrassing smears - and adds to your charm". Similarly, Tangee lipsticks cling "for extra hours"; Louis Philippe's Angelus Lipstick just "stays put"; whilst Dorothy Gray's is "as indelible as can be". Colour, however, was used by several firms, notably Max Factor. The latter's "Tru-Color Lipstick", we are told, comes in several "exquisite Color Harmony Shades, all based on an original, patented colour principle discovered by Max Factor Hollywood, and all exclusive with Tru-Color Lipstick". The shades of Pond's new "Beau-Bait" Lipstick are "super-exciting", and Louis Philippe says that "lips will never be lonely for caresses if you make them tantalizingly lovely with Angelus 'Orchid Pink' - the gorgeous new electrifying shade which many

Table 1b-12

Commodity Appeals for Lipsticks

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Raw Materials	0	-	4	4.9
B. Manufacture	0	-	1	1.2
C. Product -				
a) Properties:				
1) Colour	3	30.0	18	22.0
2) Non-drying	0	- -	12	14.6
3) Non-greasy	0	- -	3	3.7
4) Smoothness	0	- -	12	14.6
5) Stays on	7	70.0	11	13.4
6) Texture	0	- -	11	13.4
	<u>10</u>	<u>100.0</u>	<u>67</u>	<u>81.7</u>
b) Applications:				
1) Convenience in	0	- -	9	11.0
2) Speed of	<u>0</u>	<u>- -</u>	<u>1</u>	<u>1.2</u>
Totals:	10	100.0	82	100.0

of America's leading beauty experts are raving about. Angelus "Orchid Pink" is divinely different - a full rich sparkling colour vibrating with exciting undertones".

Raw materials and manufacturing procedure were only occasionally employed in advertisements for lipstick, and then in a decidedly more general way than was the case with face powders and creams. The colour process patented by Max Factor, and referred to above, is an example of this type of appeal. A number of properties, apart from these already mentioned, were also employed as advertising appeals, among which we find non-drying and non-greasy properties as well as smoothness and texture. Although differing little with respect to frequency of appearance, the latter two appeals were developed somewhat more than the former ones.

Application was approached from only two sides - convenience and speed - the latter being used, however, on only one occasion. Convenience in application was stressed mostly, perhaps, by Don Juan, which "adds to your charm with lots less bother", although other firms did employ this appeal.

Only thirteen advertisements appeared for nail lacquers, and with only two exceptions, their primary appeals were based on colour. "These women - 1944's best dressed - use favourite Cutex shade" we are told, and "Revlon's new collar is Dynamite". Instead of promoting a single colour, as is invariably the case with Revlin, Chen-Yu lays emphasis on its wide variety and range of colours. Typically, one reads "Just cast your eye down this glamorous array of Chen-Yu nail lacquer shades twenty originals for you to choose from, each one especially created to bring new sparkel to your dress, to set your nails aglow like jewels".

Secondary appeals were also limited in variety, as may be seen from Table 1b-13. Tenacity in its various forms, accounted for over fifty percent of secondary commodity appeals. Chen-Yu, for example, is always advertised as the "long lasting nail lacquer"; Dura-Gloss contains a special ingredient, called Chrystallyne, which gives it a "superb lustre and life"; and Revlin lacquers have a "never-to-be-equalled linger-longer quality". The property of non-chipping was stressed mostly by Chen-Yu, the lacquer which simply "hates to chip", but this factor was also mentioned by other firms. The remaining properties listed in Table 1b-13 received no particular build-up, and reference was made to them in a more or less casual manner. No appeals were made to the various factors involved in the application of nail lacquers, although this would appear to be quite a promising source.

Elizabeth Arden's Velva Leg Film was the only leg-do advertised. The same advertisement appeared unmodified in three successive summer issues of The Ladies' Home Journal. Whilst it is obvious that the appeals used in this advertisement cannot be taken as typical, they are nevertheless interesting, and indicate the nature and probable trend of appeals for this type of product. 'Beauty', as has been previously mentioned, constituted the primary appeal, the six secondary commodity appeals being as follows:

a) Properties:

- 1) Colour
- 2) Quick drying
- 3) Stays on
- 4) Opacity
- 5) Waterproof

b) Applications:

- 1) Ease of

Most of the secondary appeals were mere statements with no attempt at development, as for example, "so easy to apply and quick to dry, Elizabeth Arden's leg make-up stays on the legs and off the clothes". Opacity, however, took the form of a "blemish-concealing sheer textured beauty that trims the ankle - slims the leg".

Although a great variety of secondary commodity appeals was used in advertising deodorants, relatively few primary ones were employed. From Table 1b-14, in which the primary and secondary commodity appeals for deodorants are listed, it will be seen that only three of the twenty-nine advertisements appealing primarily to commodity factors, used other than "stops perspiration" and "prevents odor". One of these three, an advertisement for Nonspi, was headed "Mother, can perspiration spoil this dress?" This theme served as a nucleus for the whole advertisement, and was

Table 1b-13.

Commodity Appeals for Nail Lacquers

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Raw Materials	0	-	1	5.3
C. Product -				
a) Properties:				
1) Colour	11	100.0	0	-
2) Dries fast	0	--	1	5.3
3) No shipping	0	--	5	26.3
4) Smoothness	0	--	2	10.5
5) Tenacity	<u>0</u>	<u>--</u>	<u>10</u>	<u>52.6</u>
Totals:	11	100.0	19	100.0

considerably elaborated in the text, which mainly constituted an answer to the question. The hypothetical mother replied "Yes Underarm perspiration ruins many a beautiful dress The action of perspiration will deteriorate and discolour even the finest fabrics; and the damage is permanent, because no amount of dry cleaning ever restores a fabric ruined by underarm odor". In the other two cases, application was selected as the primary appeal - one being a Bristol-Myer's advertisement for Mum, and the other an advertisement for Odo-ro-no. Bristol-Myers stressed "speed of application" in their headline "half a minute with Mum and your charm is safe for hours". Odo-ro-no, on the other hand, laid emphasis on "infrequency of application" in their claim "Two to three times longer protection with liquid Odo-ro-no" - a claim based ostensible on "unbiased surveys".

The most frequently employed secondary commodity appeal was "no harm to fabrics", but it was very closely followed, however, by "safe for skin". In the case of deodorants, the vast majority of secondary commodity appeals were merely plain statements of fact, with little or no attempt at development. Arrid, for example, "Does not harm dresses, or men's shirts"; Fresh "Won't rot even delicate fabrics"; and Mum is "safe for fine fabrics". Similarly, in the case of "safe for skin", Fresh is "a gentle cream that won't irritate any normal skin"; Arrid "Does not irritate skin"; whilst Mum is "non-irritating" and "safe for your skin". Creams of the oil-in-water emulsion type were invariably advertised as being "non-greasy", and if containing no gum, as not sticky. The reverse emulsion type, on the other hand, was advertised as being "moisture resistant", and the fact that it "doesn't dry up" was always stressed. "Quick acting" was another frequently mentioned property - for instance, "Mum works instantly" and Fresh "vanishes quickly". Antiseptic properties were claimed for a number of deodorants, and the argument was put forth that others serve to "protect clothes", a primary instance of which has already been cited.

In the field of application, advertisers apparently considered speed as the most desirable quality. This theme, although employed by other firms, was particularly common in Bristol-Myer's advertisements for Mum. Another very popular secondary commodity appeal was "infrequency of application". Mum, for example, "keeps you bath fresh for hours", whilst "Nonspi freshness and freedom last from one to three days". In addition to the above, several other aspects of application were used as a basis of appeal, but the latter was by no means as popular a source of secondary appeals as were the properties of the products.

Table 1b-14

Commodity Appeals for Deodorants

	<u>Primary</u>		<u>Secondary</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
A. Raw Materials	0	0	8	4.6
C. Product				
a) Properties:				
1) Antiseptic	0	-	12	6.9
2) Doesn't dry up	0	-	2	1.1
3) Moisture resistant	0	-	5	2.9
4) No harm to fabrics	0	-	28	16.1
5) Non-greasy	0	-	18	10.5
6) Non-gritty	0	-	3	2.9
7) Non-sticky	0	-	5	2.9
8) Prevents odor	8	27.5	7	4.0
9) Protects clothes	1	3.5	7	4.0
10) Quick acting	0	-	13	7.5
11) Safe for skin	0	-	25	14.5
12) Stops perspiration	<u>18</u>	<u>62.0</u>	<u>9</u>	<u>5.2</u>
	27	93.0	136	78.3
b) Applications:				
1) Convenience in	0	-	6	3.4
2) Infrequency of	1	3.5	7	4.0
3) Pleasure in	0	-	2	1.1
4) Speed of	1	3.5	10	5.7
5) Suitability for	<u>0</u>	<u>-</u>	<u>5</u>	<u>2.9</u>
	2	7.0	30	17.1

iii) General Appeals.

The personal and commodity appeals considered in the two previous sections were all directly traceable to a word, or group of words, appearing in a specific advertisement. In addition to these, however, a number of generalized, or diffused appeals also permeated the advertisements under consideration - appeals that are not attributable to any particular words, but rather to the general character of the advertisement as a whole. The psychological factors underlying these diffused appeals will be briefly considered in the present section.

Although perhaps not exploited as crudely, and with the same degree of frequency as in the past, the sexual instinct, nevertheless, still forms the background of a considerable number of cosmetic advertisements. Certain aspects of the ego instinct, such as self display, and to a much lesser extent, the gregarious instinct, are also commonly employed. An appeal to the ego instinct - or "the impulse to get attention, show off, to seek the limelight" - is often artfully combined with other psychological factors. Bourjois, for example, claim there are "Stars in your eyes, Romance in his heart, when your make-up is Evening in Paris", a sentence which not only appeals to the ego and sex instincts, but also contains a powerful element of mental imagery and a touch of sentiment.

The most popular use of the instinct of sex, and the love instinct, however, was to be found in the composition of cuts, wherein they determined the entire "atmosphere", or feeling-tone, of the advertisement. A particularly outstanding example of this nature is to be seen in the appended advertisement for Trushay - "the beforehand lotion". In this example, the cut - which occupies three-quarters of the advertisement - merely consists of a fond embrace, in which the hands of the girl are given special prominence. The sentimental feeling-tone which pervades this illustration, is then more firmly established than ever:

"For starlit moments
you want your hands to be pretty
as a love tune soft, beguiling".

The attached advertisement for Lifebugy Health Soap is another clear-cut instance of this general plan of attack. In this case, however, the appeal is directed to the man rather than the woman:

"To see him today - happily married, successful - you'd never dream that once he was lonely and miserable. The invisible barrier of B.O. held him back - cut him off from friendships, romance, and success".

In both these cases, the general feeling-tone of the advertisement is firmly established through the cut and leading section of the copy before any appeal is directed to specific attributes. Through the tendencies, the ground is laid for an appeal to the attributes.

It is interesting to note, in passing, that many sex appeals are very crudely presented, a factor which seriously detracts from their effectiveness, both from the aspect of a direct appeal, and that of feeling-tone. The attached advertisement for Fresh deodorant, and that for Frenchee lipstick (Page 47) are two examples of this nature. These advertisements are evidently designed to appeal to the "low-brows", and contain cuts which are obviously posed. In the former advertisement, the entire 'dramatic personae' wear painfully artificial expressions, which may possibly be symbolical, but yet detract rather than contribute to the development of a pleasant feeling-tone. A somewhat similar criticism may be levelled at the latter advertisement, which apart from being very crudely composed, depicts an embrace with the male participant definitely scowling. How different in composition and tone from Cupcake's quaintly informal and appealing exhortation: "Come on, Ouija beard - You find me a man".

Second only to sex and sentiment, quality and distinction formed the basis for the all pervading influence of feeling. The Yardley advertisements appended to the previous section (Pages 13 and 35) are typical examples, in which the air of distinction is greatly enhanced through the regal association suggested. A somewhat similar feeling is evident in the accompanying Bourjois advertisement for Evening in Paris cosmetics, but this



For starlit moments...
 you want your hands to be pretty
 as a love tune... soft, beguiling.

So guard their beauty with
 Trushay... the "beforehand" lotion.
 Smooth it on every day... before
 household tasks

This rich velvety lotion helps
 prevent roughness and dryness
 .. guards busy, beautiful hands,
 even in hot, soapy water.

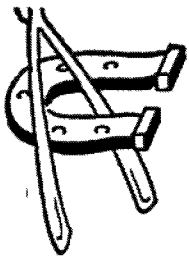
Try Trushay today
 See how it helps your hands
 stay lovable.

TRUSHAY

The
 "Beforehand"
 Lotion



PRODUCT OF
 BRISTOL MYERS



LUCKY IN LOVE

-SINCE HE STEPPED OUT OF THE "B.O." BARRIER

To see him today — happily married, successful—you'd never dream that once he was lonely and miserable. The invisible barrier of "B.O." held him back —cut him off from friendships, romance, and success.

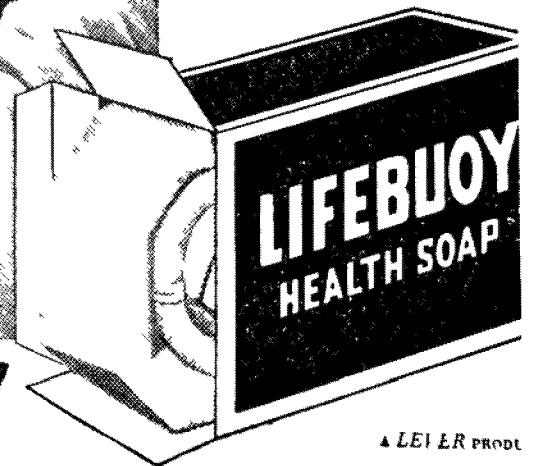
Fortunately, he learned to take a simple precaution—a daily bath with Lifebuoy soap. Because *everyone* perspires—*anyone* can be guilty of "B.O." In fact, you may have "B.O." *and not even know it.* People will suffer in silence rather than

tell you. So play safe and use Lifebuoy in your daily bath or shower. Because Lifebuoy is especially made to stop "B.O." it gives lasting *all over* protection —protection *from head to toe.*

Lifebuoy's special purifying lather is extra mild, too. In fact, tests prove that it is definitely milder than many so-called beauty soaps. And Lifebuoy's clean, invigorating scent vanishes almost instantly. Get Lifebuoy today for *both* bath and basin.



NEW ADDED INGREDIENT
NEW VANISHING SCENT
SAME PROTECTIVE LATHER.



FROM HEAD TO TOE—IT *Stops "B.O."*

A LEIFER PRODUCT



Which side of the table are you on?

BE NICE TO BE NEAR TO!

Do you wonder if you're quite as sweet and dainty as you *should* be?

No need to if you use Fresh—the deodorant cream that contains the *most effective* perspiration-stopping ingredients known to science!

Effective! Fresh stops all your perspiration worries *completely* and in

addition prevents odor *before* it starts!

Gentle! Fresh won't irritate normal skin.

Sure! Fresh keeps perspiration stains and odor out of clothes.

Pleasant! Fresh stays smooth never turns gritty. Doesn't dry out in the air.

FRESH

STOPS PERSPIRATION WORRIES COMPLETELY!

"Year's-Supply-Free" Guarantee! If you don't agree Fresh is the *BEST* underarm cream you've ever used, we'll give you *1 year's supply* of any other deodorant you name.

50¢-25¢-10¢



LADIES' HOME JOURNAL



"Come on, Ouija board—You find me a man!"

To make a *Lovely Lady Lovelier...*



GIFTS OF *Evening in Paris* BOURJOIS



advertisement has, unfortunately, completely failed to make use of the potent possibilities of mental imagery. On the other hand, the advertisement for Old South Toiletries appended to the previous section (Page 29), exhibits an unusually appealing association which readily conjures up visions of an Old South Christmas Party. Without the mask and music - "Come where my love lies dreaming" - this effect would be entirely absent, to the distinct detriment of the advertisement.

It would appear that, in the majority of advertisement, considerable attention was devoted to the avoidance of negative copy, and any suggestions that might adversely affect their feeling-tone. Tussy, for instance, state that their Rich Cream "helps smooth away fine lines due to dryness". In former days, these "fine lines due to dryness" would have been termed "wrinkles", but since wrinkles are so inseparably associated with advancing years, the more modern terminology, being less suggestive, has very probably proven to be more satisfactory from a sales point of view. As another example, Edna Wallace Hepper avoids use of the word "ugly", or similar words, and instead, employs the phrase "unlovely top-skin". Occasionally, however, suggestions of a negative character were to be found. Louis Philippe, for example, in an advertisement for his Angelus Make-Up, says that "In just a few seconds you can disguise a weary, listless complexion into a vision of enviable levelness". Most women, unfortunately for Louis Philippe, resent the insinuation that they have a "weary, listless complexion", even if it can be "disguised" and made into "a vision of enviable levelness" - hence, they subconsciously conclude that Angelus Make-Up is not quite the right type for them. In contrast with the above, we have the direct, positive approach of Elizabeth Arden - to wit: "Don't trust YOUR good looks to any such guesswork, when you can have the colour blended scientifically by Elizabeth Arden herself".

Imagination does not appear to have been exploited in cosmetic advertisements to any real extent. In view of its potentialities, it is rather surprising that only one firm - Yardleys - made any really consistent effort in this direction. In all their advertisements, Yardleys attempt to build up an appropriate atmosphere through mental imagery. The copy of their previously mentioned newspaper advertisement (Page 13) for example, begins:

"You think of a faintly
fragrant morning mist"

whilst the magazine advertisement included in the previous section (Page 35) starts:

"Lights low and Lavender".

"Because it's traditional as a twosome by a
fireside soft as a melody, and eternally
sweet as falling in love".

Both of the above quotations tend to stimulate the imagination, and result in images of attractive, and consequently appealing situations, with which the product becomes definitely associated. In passing, it is interesting to note the widespread use of alliteration.

Several firms attempted to promote unintentional imitation - a powerful factor in the evolution of social customs - through the employment of prestige suggestion. The accompanying Ponds and Woodbury advertisements are typical examples of this type of suggestion, and the implications are only too obvious. (see page 52 for Woodbury advertisement). Whilst the advertisements of many firms contained an element of suggestion, it was not generally employed as a nucleus around which to build the entire advertisement. Prestige suggestion of this nature, constitutes a very powerful appeal to many innate feminine tendencies. Although indirect suggestion is usually more effective, and was generally used, direct suggestion was, on occasion, employed. The inclusion of a coupon in the Chen-Yu advertisement

U. S. A. I. N. E.

She's Engaged!



HEKING & CO. LTD.
1111 Broadway
New York 17, N. Y.
Supt. U.S.

1
2
1



Mrs. Herman He Kenna
Church engaged to
D. H. Christopher Muller
C. I. E.



U. S. A. I. N. E.

She's Engaged!



HEKING & CO. LTD.
1111 Broadway
New York 17, N. Y.
Supt. U.S.

1
2
1



Mrs. Herman He Kenna
Church engaged to
D. H. Christopher Muller
C. I. E.



U. S. A. I. N. E.

She's Engaged!



HEKING & CO. LTD.
1111 Broadway
New York 17, N. Y.
Supt. U.S.

1
2
1



Mrs. Herman He Kenna
Church engaged to
D. H. Christopher Muller
C. I. E.



She's Engaged!



previously mentioned (Page 27) is a typical example of direct suggestion, and a number of other cases may be seen among the accompanying advertisements.

3. Vogue:

The keynote of the majority of the Vogue cosmetic advertisements under study, lay in an exceedingly lavish cut, which always occupied the greater portion of the advertisement. Many of these illustrations would appear to be almost an end in themselves, rather than a means to an end. The accompanying advertisement "Dana's precious Palatine for the precious Blonde", is a typical example of this nature. Other similar instances may be seen in the appended advertisements for Chen-Yu and Revlon, although in these latter advertisements, special prominence is given to the product in use. With certain exceptions in the 'popular-price' field, considerable effort was made to obtain an exclusive and dignified feeling-tone, even in the less spectacular advertisements of Antoine and Chanel.

There were insufficient advertisements per product in the two Beauty Issues of Vogue, to justify the tabulation of specific appeals. Of the nine face powder advertisements which appeared in the above issues, these of Ponds, Max Factor, Campus and Tussy, were almost identical in both form and content, with the same firm's advertisements in The Ladies Home Journal. This may readily be seen by comparison with the accompanying Vogue advertisements of Tussy and Max Factor. Revlon's advertisement for face powder, though different in form, was similar in content with their advertisements in The Ladies' Home Journal - "Texture ... Cling ... Fragrance ... of course ... but the big difference in face powder is Colour by Revlon". The central theme of Charles-of-the-Ritz and Jacqueline Cochran's advertisements was exclusiveness, and both firms promoted individually blended face powders - powders that are "made to order for you ... right before your eyes ... to

your own skintone ... according to a formula that's yours alone".

In contrast with powders, only two of the nine advertisements for face creams occupied a complete page, and none was in colour. The three Pond's advertisements which appeared, were exact replicas of those in The Ladies' Home Journal, and consequently contained the same appeals. Among the remaining advertisements, 'youth' was the predominant personal appeal, and the 'youth potion' was the primary commodity appeal. Plus 30 Cream, for instance, "Contains active estrogenic hormones to help older skin look more youthful"; Endocreme contains a substance termed Activol, which "is absorbed by the skin to help restore normal growth to ageing cells and tissues"; whilst in Deletron Cream there is a substance called Scientol, which is "the equivalent of a vital estrogenic substance".

Judging from experience obtained in soliciting responses to the Questionnaire, few women, if any, are acquainted with terms such as "estrogenic hormones". The word "estrogenic" does not even appear in the Encyclopedic Edition of The Winston Dictionary, but according to Dorland's American Illustrated Medical Dictionary, it means "producing estrus". On looking up "estrus", the writer learned that it is the "same as estrum", and that this latter term means "any form of recurrent excitement". After further study, it was concluded that the term "estrogenic hormone", must refer to some form of crystalline steroid, such as Theelol, which has the property of stimulating the sexual ardor of animals at the season of copulation. According to Francis Chilson*, "one deplorable result of the endeavour to secure cutaneous absorption as a basis for advertising claims, has been to lead small manufacturers, lacking adequate technical training and laboratory facilities, to use materials, such as hormone and

*Chilson, Francis: "Modern Cosmetics"; The Drug and Cosmetic Industry, New York. Second edition 1938, p. 114.

other glandular extracts, which have no demonstrable value whatever, and are so prone to decomposition that consequent formation of putrefactive products might actually be harmful."

The majority of the balance of advertisements in the two Beauty Issues of Vogue were devoted to the promotion of the firm or brand name, rather than to any specific product, and were very similar in appearance to those already considered. The appeals employed were much the same as those used in The Ladies' Home Journal, and due to the somewhat limited number of advertisements, their tabulation and analysis could hardly yield information of a reliable character.

'Round the Town It's TUSSY. * * * Skating in the Park



1. Tsk! Tsk! Just look at our friend Kate's skin! Looks dry as a prune!

2. Poor child! Maybe no one ever told her about famous Tussy Special Night Cream. It's super softening!

3. If she faithfully used Special Night Cream... her skin would look smooth and soft as pink velvet!

4. Friends! Why haven't you told me about Tussy sooner!

Copyright © 1954, Tussy, Inc., New York, N. Y.

SKATING in the park... cocktails in a tower... your hamburgers at 3 A.M. ... wherever you are, face your friends with a smooth-skinned, young look. Tussy Special Night Cream helps guard against dry, weather-beaten skin. It's luxuriously rich... wonderfully softening! Aids against fine, dry lines. 2 oz., \$2. During the day, look pretty... protect your skin, too, with Safari Powder Base Cream... softening, exquisitely fluff.

Tussy Creams



TUSSY

FOR THAT YOUNG, YOUNG LOOK

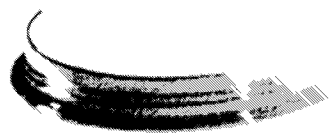
in **THE ZIGZAG TOOTH**
A Metro Goldwyn Mayer Picture

Make up with "Pan-Cake"
in just a few seconds...and

What a wonderful discovery — this
modern make-up that creates a
lovely new complexion soft smooth

best make-up

Try it today — and you'll realize
why Pan-Cake Make-Up originated
by *Max Factor Hollywood* for Technicolor
pictures and the Hollywood
stars is now the popular
Fashion — *Color —* —
and





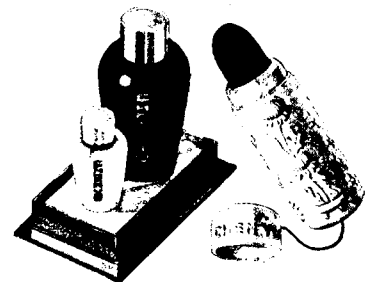
Rawlings—Vogue Studios Winston Jewelry

Chen Yu presents

3 PRECIOUS SAPPHIRES FOR NAILS AND LIPS

Pink Sapphire
Oriental Sapphire
Black Sapphire

The clear, fiery brilliance of precious sapphires in three breathtaking shades. Nails have never had such lustre... hands have never been so completely glorified. And for your lips, three new harmonizing shades by the same names to make your lips more exciting than they have ever been!

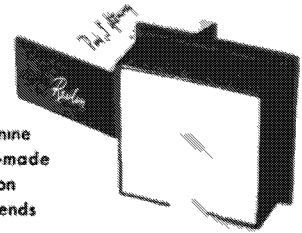


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made in U.S.A.

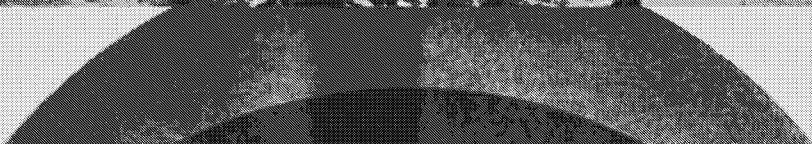
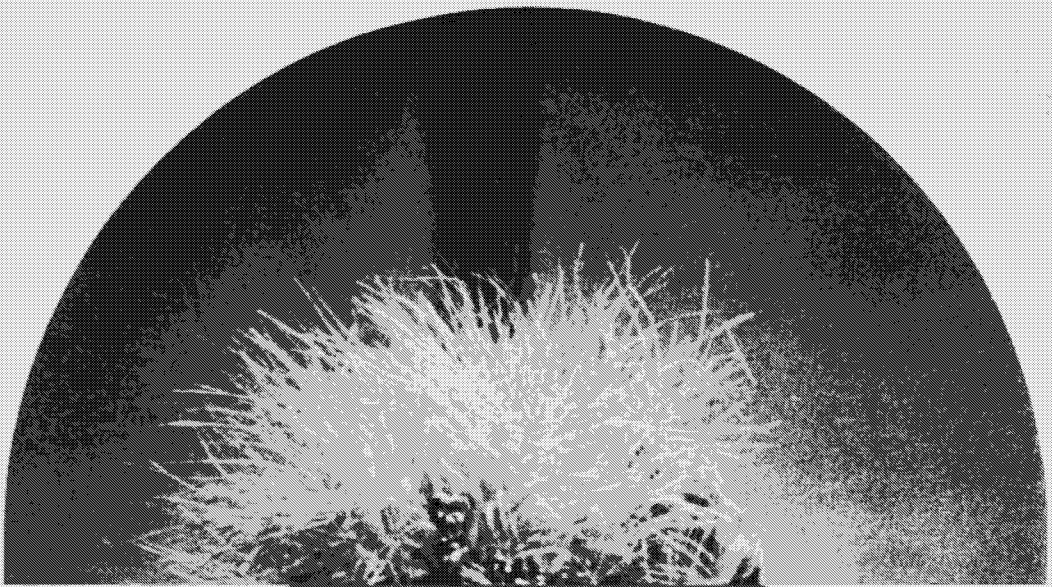
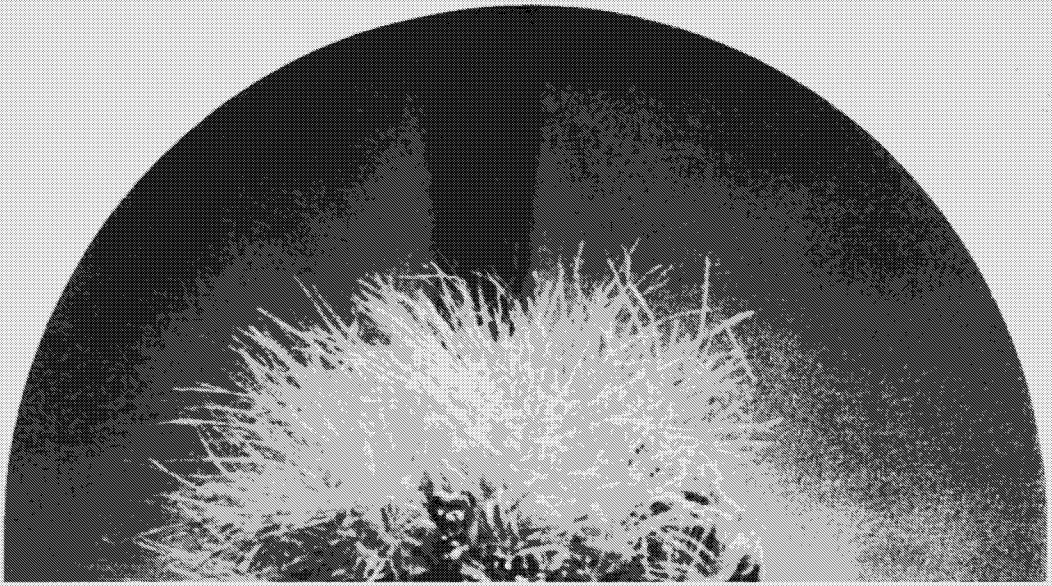
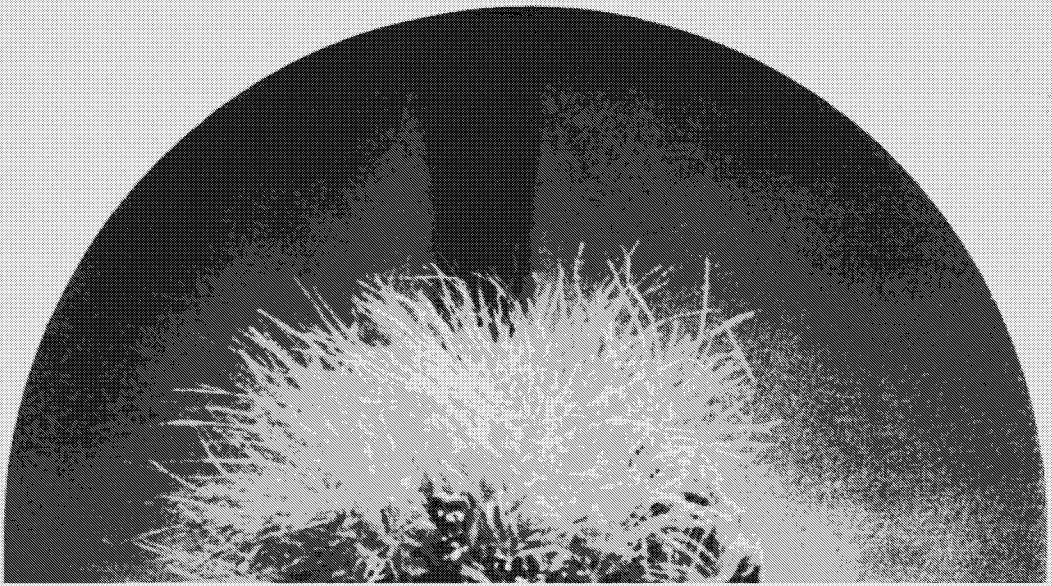


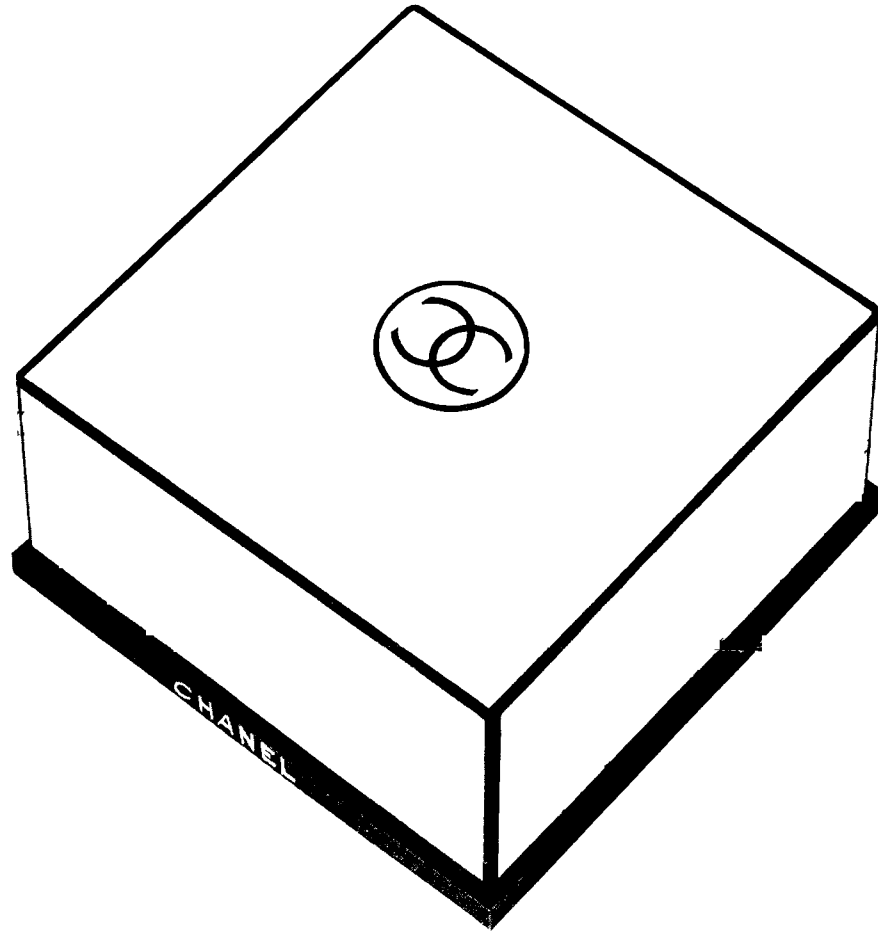
*"Pink Lightning
Face Powder by
Revlon"*



One of nine
custom-made
Revlon
blends

Texture... Cling... Fragrance... Of course!... but the Real Difference in Face Powder is Color by Revlon

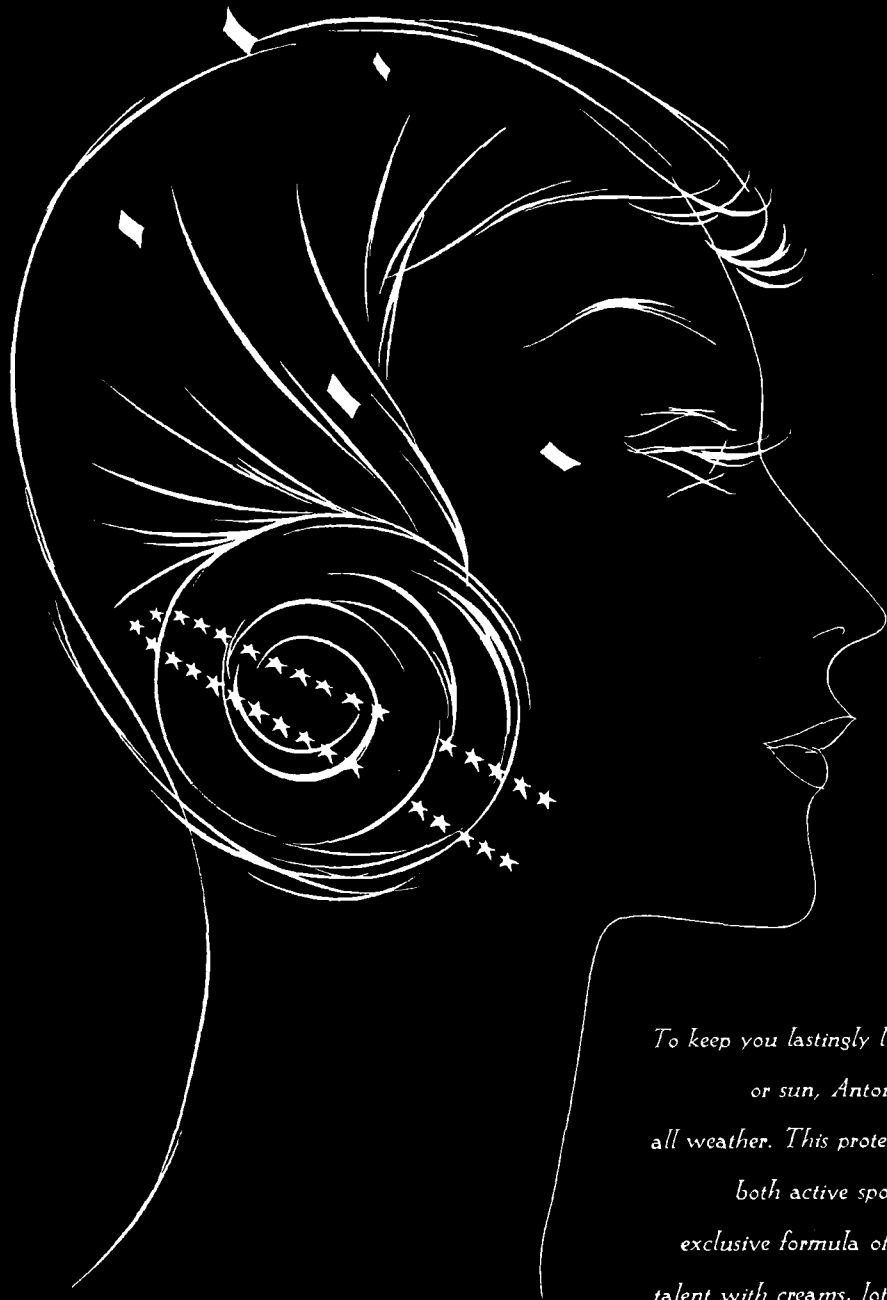




A VERY FINE FACE POWDER

WITH THE MOST TREASURED NAME IN PERFUME...

CHANEL



*To keep you lastingly lovely through wind, snow,
or sun, Antoine created his Ski-Cream. Defies
all weather. This protective foundation delights
both active sportsters and armchair athletes. An
exclusive formula of the beauty stylist supreme, whose
talent with creams, lotions and dramatic make-up*



*is so esteemed by the world's distinguished
women. At fine department stores, Antoine,
663 Fifth Avenue, New York 22, N. Y.*

ANTOINE

C O S M E T I C S

SECTION II

The Motives Underlying the
Use of Cosmetics.

THE QUESTIONNAIRE

"Ask and learn"
Apocrypha: I Maccabees

1) Construction of the Questionnaire:

On examining the Questionnaire, a copy of which may be found following this subsection, it will be seen that the questions fall naturally into three groups. Each of these groups fulfills a definite and distinct purpose. Questions numbers one to nine inclusive, which constitute the first section of the Questionnaire, serve to classify the respondents with respect to those factors which, in the opinion of the writer, are likely to influence their use of cosmetics. Whilst it is not claimed that these questions are exhaustive in this respect, it is felt that they will facilitate the classification of replies on a psychologically adequate basis. The second part of the Questionnaire, comprising questions ten, eleven and twelve, provide the necessary links to correlate purchasing motives with advertising appeals, whilst the balance, which constitutes its real body, is designed to elicit the motives underlying the purchase and use of cosmetic products.

The principle of "interviewing along the time line" has been adopted wherever possible, since this practice aids the respondents in remembering through temporal association, and seeks facts in their probable order of occurrence. With the single exception of question eleven, enquiries of a general character were rigidly excluded, and an attempt was made to present the respondent with as definite and concrete a situation as possible. The "last purchase" system of analysis has been employed wherever it was thought expedient, since this procedure not only presents a concrete and definite situation, but offers an

additional channel for the correlation of purchasing motives and advertising appeals. Question eleven was specially inserted to provide an opportunity for the respondent to express her own ideas in accordance with the technique of free association.

The solicitation of reasons has only too often, in the past, proven to be a failure, or at least exceedingly unsatisfactory. As shown by Wheeler et al*, the explanation for this lies in the fact that "Why?" is not a question, but a program. In other words, there are many types of reasons for making a purchase, and to ask for the reason can give no sensible result. As pointed out by the authors mentioned above, purchasing motives are divisible into three fundamental groups - tendencies, influences, and attributes, and in constructing the Questionnaire, every effort was made to determine these motives separately.

*Wheeler et al: "The Technique of Marketing Research";
McGraw-Hill Book Co., Inc., New York.

The preliminary question of each set, permits a division of the respondents into psychologically homogeneous groups; it also serves to introduce the respondent into the new field of enquiry; and in addition, it enables a check to be made on the adequacy of the sample, through the medium of stabilization charts. The separation of respondents who have used a particular type of product, and can thus speak with some degree of authority, from those who are not interested, and have never given the matter any really serious consideration, is quite important.

It was decided to determine tendencies, influences and attributes in the order given, since this is generally the order involved in purchasing. A question on the respondent's "last purchase" was interposed, however, just prior to the one on influences, as this appeared to be the most suitable place, and at the same time it served as an introduction to the succeeding question on influences. The matter of the decisive attribute was next approached, following which are two questions on the brand previously used, the first acting as a form of introduction, whilst the second is designed to determine whether the change was actually due to an influence, or was the result of an attribute. As recommended by Wheeler et al, a second approach was then made to the decisive attribute, this time in the form of a check question placed at the end of the list, so as to avoid the possibility of otherwise prompting the respondent.

This plan was followed, with only minor variations, in connection with every type of product investigated, except deodorants. To obviate the development of psychological resistance, it was decided to avoid questions on the tendencies and influences underlying the purchase of deodorants, particularly as they are probably similar to those for other cosmetic products. Care was also taken not to embarrass the respondents, either by direct questions or by implication; thus, for example, women were not asked their exact age, and possible inferences connected with economy and deodorants were carefully projected upon an imaginary individual.

Questions numbers twenty and twenty-one consist essentially of selected appeals which have been used, within recent months, by commercial organizations in promoting their products. The check list type of question was employed in this particular case, since it aids recording, and also facilitates the tabulation of results. Every effort

was made to avoid misleading or ambiguous questions, both by care in composition, and by repeatedly pretesting the Questionnaire as a whole. In cases where the respondent replied with an empty or useless phrase, such as "Because I like it", or "Because its good", a specifying question was added verbally, the two questions being treated as a single unit in tabulating the returns.

2) Solicitation of Respondents

Securing the number of interviews necessary, with the required types of people, presented a problem of no small magnitude, and one which required a period of over nine months for its solution. It was recognized from the outset, that the mailing of questionnaires to unknown respondents was useless, and it thus became necessary to secure personal interviews with each and every respondent. Over 75% of these interviewed were questioned carefully by the writer, the remaining 25% of interviews, however, were conducted by two psychologically trained friends.

Interviews required, on the average, about twenty minutes each. In some cases, however, considerable discussion was necessary to arrive at the correct type of answer. This failing was particularly evident in connection with enquiries designed to determine the influences leading to purchase. No difficulties were experienced with questions concerning attributes, and very few with those for eliciting tendencies.

As an initial step, the writer approached every woman in the City of Westmount with whom he was acquainted, and many with whom he was not acquainted - housewives, stenographers, old maids, bank clerks, and waitresses; in fact, any woman. With remarkably few exceptions, they agreed to be interviewed after a brief explanation had been given of the purpose and aim of the study. No small number of women exhibited considerable enthusiasm, and several arranged for their friends to attend a "soiree". at which additional respondents were secured.

The usual procedure, however, was to request the names of the respondent's friends and acquaintances within the district, since by this means the approach was greatly facilitated. The writer's assistants followed exactly the same procedure, and altogether, more than two hundred interviews were eventually secured. Incidentally, the work of obtaining respondents, and the completing of questionnaires, positively dispelled the writer's illusions concerning the bashfulness of the female.

It was necessary, for various reasons, to discard approximately one quarter of the questionnaires actually filled out. Some were cast aside on account of insincerity, but fortunately they were few. Questionnaires were mainly discarded in an effort to balance the many variables involved, and so to obtain a reasonably accurate cross-section of female opinion. It was particularly difficult to secure satisfactory interviews with women over fifty-five years of age, and considerable tact was often necessary in order to get them to "come across". Although these women, taken as a group, were decidedly the most insincere, the writer believes that the questionnaires included within the sample, for this particular age group, are definitely sincere.

COSMETIC QUESTIONNAIRE

INSTRUCTIONS: Please do not put your name on this questionnaire.
Indicate your answers by placing a cross in the appropriate space, except where otherwise indicated. Please answer every question sincerely. Thank you.

1. Of what racial origin are you?
French: English: Hebrew: Other (Specify):
2. Are you married: Single: Other (Specify):
3. Do you have any children? Yes: No:
4. What is your occupation:
5. To which age group do you belong?
15-24: 25-34: 35-44: 45-54: 55-64:
6. Are you blonde: Brunette: Medium: Red:
7. Is your skin:
Very dry: Dry: Normal: Oily: Very oily:
8. In social conversation are you:
Talkative an easy talked when preferred refrained
talker talker necessary listening from talking
9. In your daily work, which one of the following would you prefer:
Meeting lots Meeting Not Work needing Very detailed
of people some people particular care work
10. Indicate which of the following women's magazines you read:
Women's Home Companion: Chatelaine:
Ladies' Home Journal: McCall's:
Canadian Home Journal: Mayfair:
Harper's Bazaar: Vogue:

I read none of the above magazines:
11. What do you dislike most about cosmetic advertisements?
12. Name the first three brands of cosmetics that come to your mind:
(a) (c)
(b)

13. If you were allowed to use only one of the following cosmetics, which would you choose? Number this 1. Number your second choice 2, your third choice 3, and so on:

Face powder: Face cream: Deodorants:
Hand lotion: Lipstick: Rouge:
Nail lacquer:

14. Do you use face powder: Yes: No: If so,

Why do you put powder on your face:

What brand are you now using:

What made you start using this brand:

What do you like most about this brand:

What brand did you previously use:

Why did you stop using this brand:

In what form do you like powder best: Loose: Cake form:

What weight do you use? Light: Medium: Heavy:

What colour do you use:

Number the following qualities of a cosmetic powder in the order of their importance to you. Call the most important 1.

Moisture proof: Smoothness:
Clinging power: Perfume:
Fine texture: Colour:

15. Do you use face cream? Yes: No: If so,

What brand of cream are you now using:

Why do you prefer this brand:

What brand did you previously use:

Why did you stop using this brand:

Indicate which of the following types of cream you use:

All purpose cream: Tissue cream:
Vanishing cream: Cold cream:
Cleansing cream:

By using a suitable face cream, do you believe that wrinkles may be prevented: Minimised: Removed: or are unaffected:

16. Do you use lipstick? Yes: No: If so,

Why do you put lipstick on your lips:

What brand are you now using:

What made you start using this brand:

What do you like most about this brand:

What brand did you previously use:

Why did you stop using this brand:

Number the following qualities of a lipstick in the order of their importance to you. Call the most important 1.

Stays on longer: Kiss-proof:
Smoothness: Colour:

17. Do you use nail lacquer? Yes: No: If so,

Why do you put lacquer on your nails:

What brand are you now using:

What made you start using this brand:

What do you like most about this brand:

What brand did you previously use:

Why did you stop using this brand:

18. Do you use leg-dos? Yes: No: If so,
Why do you use leg-dos:
What made you start using them:
What brand are you now using:
Why do you prefer this brand:
What brand did you previously use:
Why did you stop using this brand:
Number the following factors in the order that you would consider them of importance in purchasing a leg-do. Start with the most important. Call this 1.
Ease of application: Smoothness:
Stays on longer: Colour:
Water resistant: Price:
Quick drying:
What colour do you use? Light: Medium: Dark:
19. Which do you prefer. Deodorants that:
(a) Stop perspiration: or (b) simply remove the odor:
What type of deodorant do you favour:
Powder: Paste type (like Mum):
Liquid: Non-greasy cream:
Number the following factors in the order that you would consider them of importance in purchasing a deodorant. Start with the most important. Call this number 1.
Stops perspiration 1 to 3 days: Safe for skin:
Doesn't harm fabrics: Quick acting:
No waiting to dry: Price:
Do you approve of the use of deodorants? Yes: No:
20. Do you feel that it is possible for a suitable face cream to: Yes. No.
Neutralise excess acid on the skin?
Loosen surface dirt?
Refine the texture of the skin?
Make a girl or woman more attractive?
Conceal small blemishes?
Revive weary tissues?
Make a woman look younger?
Refine large pores?
Restore the elasticity of the skin?
Make a girl more lovable?
Make your skin feel softer?
Clean the pores of hidden dirt?
21. Do you believe that:
Hollywood made cosmetics are better than others?
People should use deodorants?
Do you believe in: (a) Pasteurised cosmetics?
(b) Hormone creams?
(c) Herbal skin tonics?
Do you approve of women who purchase a double size jar of cream to save .10¢ ?

THE SAMPLE

1) Composition of Sample

It is realized that a great many factors should be given consideration in determining the numerical magnitude, and general composition, of an adequate and representative sample. The limitations imposed by practical difficulties, however, preclude the possibility of taking the more minor influences into account. Nevertheless, in soliciting respondents for the present study, a sincere and determined effort was made to obtain a truly typical cross-section of female public opinion in the City of Westmount.

The factors which merited primary consideration, in the study of sample composition, are as follows:

- a) Sexual division.
- b) Racial origin.
- c) Occupational level.
- d) Age distribution.
- e) Conjugal status.

Some attention, however, was also given to other characteristics of the respondents which it was felt might possibly influence the validity of the results, such as complexion, condition of the skin, temperament, reading habits, and the effect of a family. These features will be considered somewhat later in their relationship to the respondents.

Sexual division:

Since only females had to be considered in determining the required numerical magnitude of the sample, it was necessary to ascertain the proportion of women in the population of the City of Westmount. The writer was, however, unable to secure this particular information, but the following data for the City of Montreal, obtained from the Statistical Year Book of the Province of Quebec, 1942-43, were deemed to be satisfactory for the purpose:

Table 2b-1

Population - City of Montreal

Males	554,103	48.7%
Females	<u>584,328</u>	<u>51.3%</u>
Totals:	1,138,431	100.0%

From the source mentioned above, it was also determined that the total 1941 population of the City of Westmount was 26,047. Assuming that women comprised 48.7% of these inhabitants, the population from which the sample had to be drawn, would number 13,362.

Racial origin:

An analytical comparison has been made, in table 2b-2, indicating the extent to which the racial origin of the respondents corresponds with that of the Westmount citizens as a whole. Data concerning

Table 2-b-2

Comparison of Racial Origin

	<u>Westmount</u>		<u>Sample</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
French	4,038	15.4	21	13.7
English	19,044	73.1	116	75.8
Hebrew	1,625	6.3	11	7.2
Italian	94	0.4	0	0.0
Polish	33	0.1	0	0.0
German	271	1.1	2	1.3
Indian	3	0.0	0	0.0
Others	<u>939</u>	<u>3.6</u>	<u>3</u>	<u>2.0</u>
Totals:	26,047	100.0	153	100.0

the racial origin of the female population, taken as a separate group, was unobtainable. The Statistical Year Book of the Province of Quebec, 1942-43, was utilized as the source of information relating to the Westmount population. Although containing a few too many English and Hebrew respondents, and not quite enough French, the sample would appear to be reasonably typical, so far as racial origin is concerned.

Occupational level:

Statistical data pertaining to the pursuits of the women of Westmount were, unfortunately, unobtainable. As a matter of interest, however, the occupations of the Questionnaire respondents have been listed in Table 2b-3. A steady increase of the percentage of housewives per age group was evident with increasing age of the group, the relationship being expressed, for all practical purposes, by a straight line inclined at forty-five degrees to the axis, and intersecting the abscissa at an age of about eighteen. On the other hand, the percentage of women employed per age group decreased gradually with increasing age of the group, whilst the percentage of students decreased rapidly from 22.9 in the 15-24 year/age group, to none at all in the 35-44 year age group.

Table 2b-3

Occupations of Respondents

	<u>Number</u>	<u>% of total</u>
<u>Employed:</u>		
a) Skilled	30	19.6
b) Semi-skilled	49	32.0
c) Unskilled	14	9.1
Housewives	46	30.1
Students	13	8.5
In the forces	<u>1</u>	<u>0.7</u>
Totals:	153	100.0

It might have been expected, perhaps, that the majority of the women of Westmount would be skilled to some extent. Those listed as "skilled", include chemists, artists, technicians, teachers, auditors, and others requiring long periods of specialized training. Women engaged in callings which involve comparatively short periods of instruction, such as bookkeeping, saleswork, dressmaking, stenography, and other similar work, have been included under the heading of "semi-skilled". Maids, waitresses, and certain types of industrial workers have been listed

simply as "unskilled". No information relating to the former occupations of the forty-six housewives included among the respondents was obtained.

Age distribution:

A conscious attempt was made to keep the age distribution of the respondents within reasonably close limits to that of the Province of Quebec urban female population. The age distribution of the Quebec urban female population was obtained from the previously mentioned Statistical Year Book for 1942-43, and is given, for the range concerning the present study, in Table 2b-4. This table shows, in addition, the corresponding age distribution of the respondents, and also both sets of figures on a percentage basis to facilitate comparison.

The percentages tabulated above are presented graphically in Figure 2b-3, and from these curves it will be seen that the age distribution within the sample does not deviate excessively from that of the female urban population in Quebec Province. The shape of the sample curve may be explained in part, at least, by the greater reluctance displayed by older women when an interview was requested, and the fact that no small number actually refused to be interviewed at all.

Table 2b-4

Comparison of Age Distribution

<u>Age group</u>	<u>Quebec</u>		<u>Sample</u>	
	<u>No. x 10</u>	<u>%</u>	<u>No.</u>	<u>%</u>
15-24	216	29.9	48	31.4
25-34	192	26.6	42	27.4
35-44	142	19.6	33	21.6
45-54	104	14.4	20	13.1
55-64	<u>69</u>	<u>9.5</u>	<u>10</u>	<u>6.5</u>
Totals:	723	100.0	153	100.0

Conjugal status:

The conjugal status of the Questionnaire respondents, arranged in order of age groups, is shown in Table 2b-6. The totals given in this table are also shown as percentages of the total respondents, in Table 2b-7, so that they may be compared with the corresponding percentages for the City of Montreal. The slight error resulting from the inequality of sexual division has been neglected, in computing the percentage figures for Montreal, due to the lack of information concerning the sex of widowed, divorced, and separated persons.

Apart from the shortage of widows, which is of no real practical significance, the sample would appear to be reasonably representative so far as the conjugal status of the respondents is concerned. It may be noted, at this juncture, that thirty-eight, or 57.5% of married respondents were mothers.

Table 2b-6

Conjugal Status of Respondents

<u>Age group</u>	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Divorced</u>
15-24	40	8	0	0
25-34	23	19	0	0
35-44	14	17	1	1
45-54	5	14	1	0
55-64	<u>1</u>	<u>8</u>	<u>1</u>	<u>0</u>
Totals:	83	66	3	1

Table 2b-7

Comparison of Conjugal Status

	<u>Montreal</u>		<u>Sample</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Single	625,987	55.0	83	54.2
Married	445,588	39.2	66	43.1
Widowed	55,395	4.8	3	2.0
Divorced	753	0.1	1	0.7
Separated	<u>10,708</u>	<u>0.9</u>	<u>0</u>	<u>0.0</u>
Totals:	1,138,431	100.0	153	100.0

2) Size of Sample:

Even to-day, the size of a sample is only too often the result of a guess. Such an arbitrary method of determining sample size is exceedingly unsatisfactory from the point of view of both reliability and cost. The extension of samples beyond the limits of reasonable need is expensive, besides involving a considerable waste of effort and time. These reasons alone would appear to justify the employment of any methods available, for approximating the number of interviews necessary to obtain a numerically adequate sample.

i) Numerical Magnitude:

In his Principles of Advertising, Daniel Starch states that fifty to a hundred properly selected interviews should be adequate to give reasonably reliable results. This assertion is the outcome of much practical experience in this particular type of work, and is based upon the statistical comparison of data from many different sources. Starch also checks his samples by comparing the percentage of respondents which answer "yes" in different groups of various sizes, a procedure which is discussed in greater detail below.

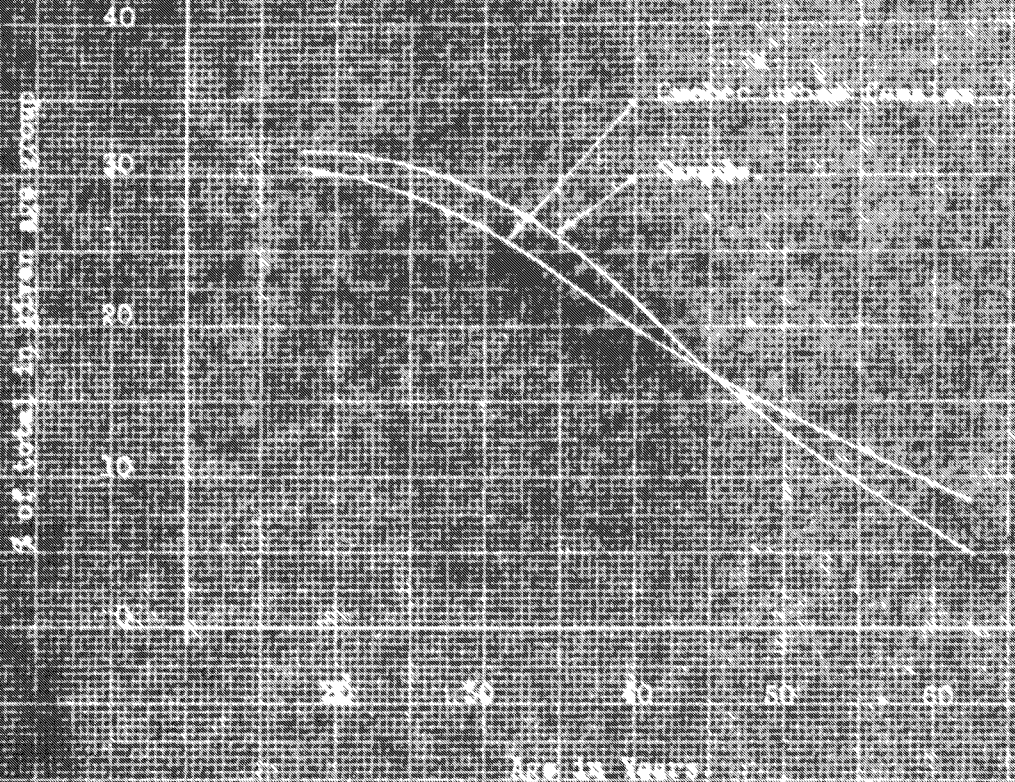


Figure 11 (Continued)

Graphical presentation of the age distribution of Quebec urban families, and of the Questionnaire respondents. Percentages have been plotted at the midpoint of the groups.

After a preliminary examination of all the data available, it was decided to interview at least one percent of the population involved in the present study. It has been shown above that this population comprises 13,362 women, which would necessitate at least 134 interviews. Consideration of the other factors involved, however, finally increased this figure to 153, which represents 1.145% of the population in question, or 14.5% more than the original estimate.

It was also felt that the permissible error in the reliability of the results, involving a particular product, should not exceed plus or minus 10%. To check this, and also to facilitate the construction of Stabilization Charts, which are discussed below, the initial question of each group was designed to elicit a plain "yes" or "no". With this information, it becomes possible to statistically determine the reliability of the results, and also the numerical adequacy of the sample.

The method, formulae and data given in Chapter XX of the Technique of Marketing Research (See Bibliography) - prepared by Wheeler et al, being the Committee on Marketing Research Technique of the American Marketing Association - were used for this purpose. In this publication, it is recommended that the permissible error be taken as three standard deviations, and that the number of observations, or in the present case interviews, be then computed from the following formula:

$$n = \frac{p \cdot q}{x^2}$$

where x is the standard deviation,
 n is the number of interviews,
 p is the % of favourable occurrences, or "yes" answers,
and q is the % of unfavourable occurrences, or "no" answers.

Since 99.7% of cases are included within a distance of three standard deviations on either side of a normal distribution, the chances are not more than three in a thousand that the permissible error, taken as plus

or minus 3σ , will be exceeded in a sample comprising the number of interviews determined from the above formula.

Table 2b-8

Numerical Adequacy of Sample

<u>Product</u>	<u>No. "Yes"</u>	<u>% "Yes"</u>	<u>% Error</u>	
Powder	138	90.2	7.22	Errors plus or minus.
Cream	108	70.6	11.07	
Lipstick	137	89.7	7.40	
Lacquers	92	60.1	11.90	
Leg-dos	30	19.6	9.65	

In the present study, the formula was used to determine the percentage error corresponding to a known number of favourable and unfavourable occurrences. The total number, and percentage, of favourable occurrences, for each of the five typical products considered, are given in Table 2b-8. This table also gives the percentage error, for each of the products, which will not be exceeded more than three times in a thousand by samples of the same or larger size, and drawn from the same normal population.

With the exception of those for face creams and nail lacquers, the percentage errors are within the desired figure. On account of the practical difficulties entailed in bringing the percentage errors for face creams and nail lacquers within the prescribed limits, it was decided to accept them as shown. The reliability of the results for these two products is thus somewhat reduced, due to the more nearly equal division of users and non-users.

ii) Stabilization Curves:

In order to assist in gaining some indication as to the sufficiency of the sample, it was decided to construct a series of divergence or stabilization curves, as the work of soliciting responses progressed. One curve was plotted for each of the products investigated,

and although usually quite irregular at the beginning, would gradually approach a static position with the increasing number of interviews. Two typical stabilization charts, taken from an address by Daniel Starch, are shown in Figure 2b-9. It will be noted that these curves settled down very rapidly after a hundred readers had been interviewed, and that the results for 1,200 readers only differed slightly from those for 200 readers.

The first question, in each of groups 14 to 18 inclusive, was designed to elicit a straight "yes" or "no" for an answer. As the questionnaires were completed, they were counted off in blocks of ten, without any change in their original random sequence, and the number of "yes" answers noted for each of the products concerned. The percentage of "yes" answers was then computed for groups formed by the addition of ten questionnaires to the group previously considered. In this manner, the percentage of "yes" answers was determined, for each product, in groups having a magnitude of 10, 20, 30 and so on, up to the total number of 153 questionnaires. As the percentages were obtained, they were plotted against the number of respondents included within the particular group, and in this manner the stabilization curves shown in Figure 2b-10 were gradually built up, whilst the work of interviewing respondents proceeded.

The curve for nail lacquers wavered considerably, especially at the beginning, but on the other hand, the one for face powder was unusually steady throughout. All of the curves became reasonably static, however, once the hundred mark had been passed, and it was felt that the fluctuations exhibited hardly justified the trouble and difficulties entailed in soliciting additional respondents. It may be noted that the percentages at which the stabilization curves terminated, are those given in column three of Table 2b-8.

3) Characteristics of Respondents:

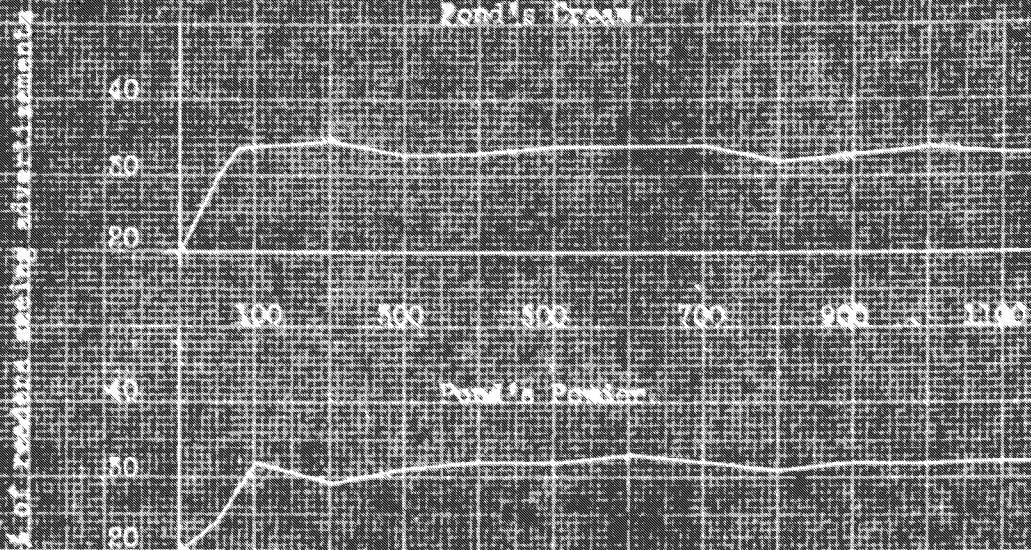
It was decided to investigate a number of personal characteristics of the respondents which, it was felt, might influence their selection and use of cosmetic products. These factors, however, were not considered in determining the adequacy of the sample, since there were no data available for the population as a whole, with which the results obtained might be compared. The characteristics studied were complexion, condition of the skin, introversion-extroversion division, and reading habits, particularly with regard to women's magazines.

Complexion:

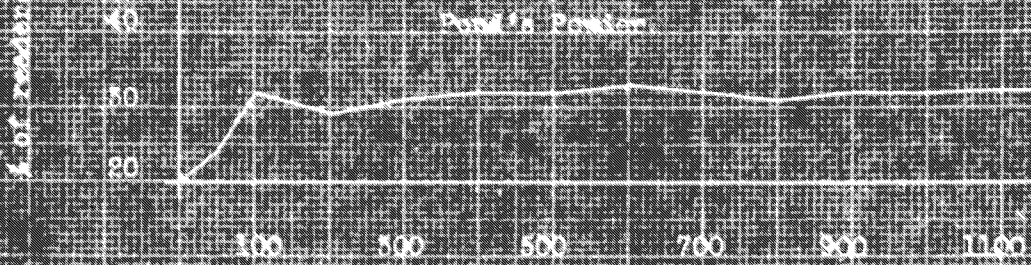
Respondents were divided into four complexion categories - blonde, brunette, medium and red. Except in doubtful cases, classification was in accordance with the opinion of the writer. The respondent was consulted, however, when doubt existed, but very few borderline cases were actually encountered. Table 2b-11 shows the respondents, in each of these four categories, subdivided in accordance with age, racial origin, occupation and conjugal status.

It will be noted from Table 2b-11 that practically half the respondents are brunettes, and that the sample includes only three red-headed women. Blondes are but twenty-five in number - about one-sixth of the total - the remaining one-third being composed of women having medium, or "in-between", complexions. This ratio of division is maintained fairly closely throughout the age groups, which would seem to indicate that it may be typical of the population as a whole. The ratio of brunettes to "in-betweens" ranges from almost unity, for English speaking women, to over three for those of French origin, the figure for Jewesses being intermediate in value. The percentage of blondes among women of English and French origin is about the same, but would probably been different had the sample contained a greater number of French-speaking women.

Rom's Cream

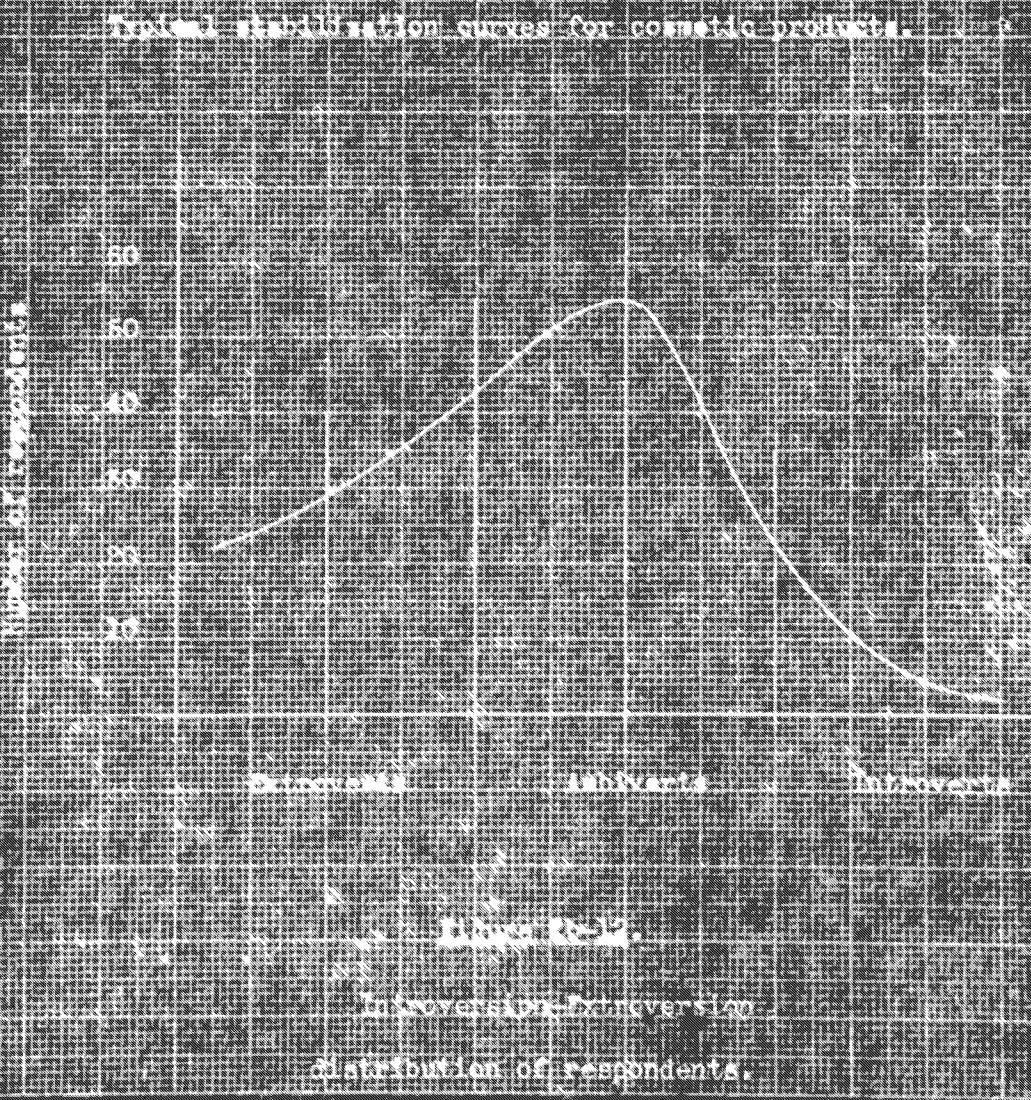


Rom's Powder

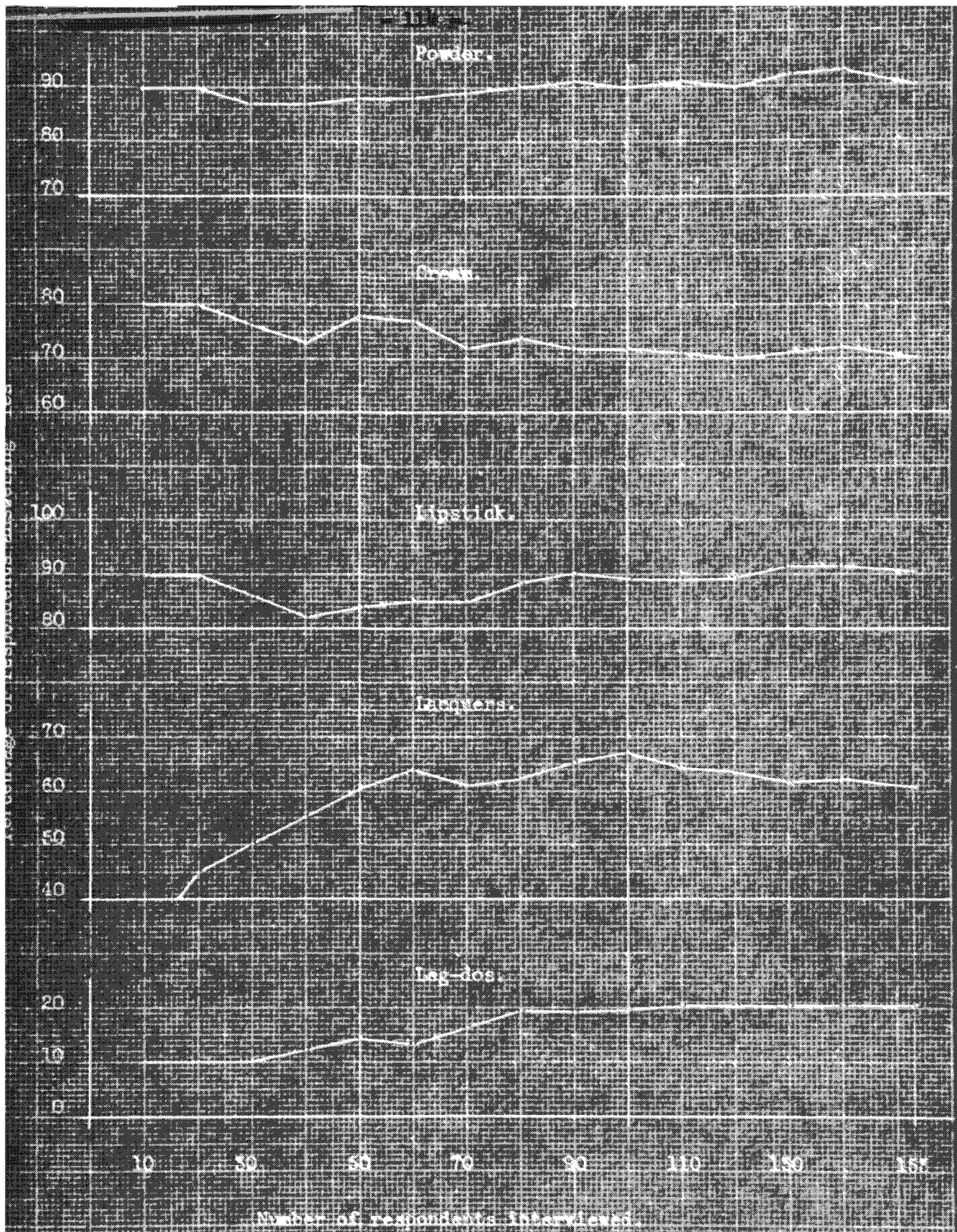


Clause 25-9

Percent distribution curves for cosmetic products.



distribution of respondents.



Number of respondents interviewed.

Figure 2b-10.

Stabilization Curves.

Table 2b-11

Complexion of Respondents

	<u>Blondes</u>	<u>Brunettes</u>	<u>Medium</u>	<u>Red</u>
Age:				
15-24	8	20	18	2
25-34	9	17	16	0
35-44	4	18	11	0
45-54	2	14	3	1
55-64	2	3	5	0
Racial origin:				
French	4	13	4	0
English	18	49	46	3
Hebrew	1	7	3	0
Others	2	3	0	0
Occupation:				
Employed - skilled	6	13	11	0
semi	10	20	17	2
unskilled	2	4	7	1
Housewives	4	28	14	0
Students	2	7	4	0
Forces	1	0	0	0
Conjugal status:				
Married	8	37	20	1
Single	16	34	31	2
Others	<u>1</u>	<u>1</u>	<u>2</u>	<u>0</u>
Totals:	25	72	53	3

About two-thirds of the blondes are single, from which it might perhaps be concluded that the Westmount gentlemen do not prefer blondes. Over fifty percent of the brunettes are married, and approximately two thirds of those having medium complexions are similarly situated. It is also interesting to note that over 61% of the housewives are brunettes, and that less than 9% are blondes, a factor which may possibly influence the opinion of this group concerning the attributes of cosmetic products. The data presented in Table 2b-11 were not given on a percentage basis, as in themselves, they are but of passing interest, their real value residing in the

Table 2b-13

Skin Condition of Respondents

	<u>French</u>	<u>English</u>	<u>Hebrew</u>	<u>Others</u>	<u>Totals</u>	<u>%</u>
Very dry	1	8	0	0	9	5.8
Dry	7	33	3	0	43	28.1
Normal	8	56	4	3	71	46.5
Oily	5	17	4	1	27	17.6
Very oily	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>2.0</u>
Totals:	21	116	11	5	153	100.0

relationship which they bear, if any, to the tendencies, influences, and attributes governing purchases.

Skin condition:

Dry and oily skins are distributed quite uniformly throughout the age groups, and show no significant variations in relation to occupations or racial origin. Table 2b-13, shows the skin condition of respondents in relation to racial origin, and gives the total - both absolute and on a percentage basis for each category. It should be remembered, however, that these figures do not indicate the actual physiological condition of the skins of the respondents, but merely what the latter believe to be the condition of their skins.

It will be seen, from a study of Table 2b-13, that many women tend to have, or at least think they have, dry skins. Although 46.5% of admit that their skins are normal, 33.9% claim to have skins that are either dry or very dry, whilst slightly less than 20% have skins more oily than normal. The distribution is much the same among both French and English women, but the norm tends toward the oily side in the case of Hebrew women. The sample, however, is much too small to really justify any generalizations concerning Jewesses.

Table 2b-14

Introversion-Extroversion Division of Respondents

	<u>15-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>Total</u>	<u>%</u>
Extroverts	23	17	25	10	10	29	19.0
-	27	26	27	40	20	43	28.0
Ambiverts	29	45	27	35	60	55	36.0
-	17	12	15	15	10	22	14.4
Introverts	4	0	6	0	0	4	2.6
						153	100.0

Introversion-extroversion division:

In a questionnaire of the type under consideration, it is admittedly impossible to investigate the temperaments of the respondents in any detail, and a cursory examination must necessarily suffice. Judging from the responses to questions number eight and nine, however, a definite tendency toward extroversion is evident among the women comprising the sample. This tendency may be clearly seen from a study of Table 2b-14, in which the responses are tabulated for each age group, and given as a percentage of the respondents constituting the group. A graphical presentation is also given of the totals, computed on a percentage basis, in Figure 2b-12 (see page 113). It will be noted that extroversion, as determined by the above-mentioned questions, is definitely more prevalent among the younger women, a factor which suggests that it may be largely a matter of social conditioning, rather than due to any inherent qualities.

Since Table 2b-14 is based upon two rather socially tainted questions, it may be well, in reviewing the data, to bear in mind the words of Anastasi. In considering sex differences, she states that "further analysis of responses showed a sex difference in another trait, which cut across the introversion-extroversion and seemed to bear no relation to it. This trait is concerned predominantly with social relations. The introvert traits marked most often by men were those which would interfere with

social adjustments. Those marked most often by women, on the other hand, were such as to interfere with efficient work". *

Magazine reading habits:

A study of the replies to question ten, concerning the women's magazines usually read by the respondents, yield many interesting facts. It may be noted from Table 2b-15, that 26.2%, or roughly one-quarter of the respondents read none of the magazines mentioned in the question. The two most popular magazines, among the respondents as a whole, are The Ladies' Home Journal and McCall's. Actually, The Ladies' Home Journal led in order of popularity, but McCall's was a very close second, and seemed to be preferred among the older women. These magazines are quite similar in type, however are the same price, and both contain numerous stories, articles, recipes and some considerable advertising material. Vogue, the third magazine in order of popularity, is a periodical of quite a different nature, containing all the latest styles in women's clothes, articles on fashions, and unusually smart advertisements.

Table 2b-15

Magazines Read per Age Group

	<u>15-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-65</u>	<u>Totals</u>	<u>%</u>
Wom. Home Companion	16	13	5	6	3	43	27.4
Ladies' Home Journal	22	26	16	7	4	75	49.0
Canadian Home Journal	13	13	4	3	3	36	23.5
Harper's	8	7	6	1	2	24	15.7
Chatelaine	10	13	7	7	3	40	26.2
McCall's	19	24	12	9	5	69	45.2
Mayfair	5	6	1	1	1	14	9.2
Vogue	15	16	12	7	2	52	34.0
None of above	17	8	6	5	4	40	26.2
Resp. in group:	48	42	33	20	10	153	100.0

* Anastasi, Anne: "Differential Psychology", The MacMillan Company, New York, 1943, p. 440.

Rearranging the magazines listed in Table 2b-15, according to their order of general popularity, we have:

- 1) Ladies' Home Journal
- 2) McCall's
- 3) Vogue
- 4) Women's Home Companion
- 5) Chatelaine
- 6) Canadian Home Journal
- 7) Harper's Bazaar
- 8) Mayfair

The Women's Home Companion, Chatelaine and The Canadian Home Journal are all similar in nature to The Ladies' Home Journal and McCall's, only perhaps not quite so elaborate. Harper's Bazaar, whilst being in no way more attractive or informative than Vogue, is about 43% more expensive, which probably accounts for its lack of popularity in comparison with the latter magazine. Mayfair is, in many ways, the Canadian counterpart of Vogue, but unlike Vogue, it embraces a considerable amount of local Canadian social chatter.

The figures given in Table 2b-15 have been reclassified, in Table 2b-16, according to the racial origin of the respondents. The figures in this table have also been given on a percentage basis, in order to facilitate comparison of the results. It will be noted that the order of popularity, among both French and English speaking respondents, differs from that listed above for the sample as a whole. The Women's Home Companion takes precedence over Vogue among English speaking women, whilst Vogue ranks first with those of French origin. It is only to be expected that English magazines should be somewhat less popular among French speaking women than their English speaking counterpart, but it should be observed that the ratio of non-readers is only three to two, whilst over 60% of the Hebrew respondents read none of the magazines listed. It is interesting to note that Vogue is the most popular magazine among French speaking women, a fact which might have been expected in view of their particular interest in styles and fashions.

Table 2b-17

Magazines Preferred by Occupational Group

	<u>Employed</u>		<u>Wives</u>		<u>Students</u>		<u>Forces</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Wom. Home Comp.	23	24.7	15.	32.6	5	38.6		
Ladies' Home Jour.	46	49.5	22	47.8	7	53.8		
Can. Home Journal	20	21.5	12	26.1	4	30.8		
Harper's	15	16.1	6	13.1	3	23.1		
Chatelaine	21	22.6	17	36.9	2	15.4		
McCall's	40	43.0	23	50.0	6	46.2		
Mayfair	5	5.4	6	13.0	3	23.1		
Vogue	32	34.4	13	28.2	7	53.8		
None of above	26	28.0	9	19.5	4	30.8	1	-
Resp. in group:	93		46		13		1	

Differences in preference were also evident among the various occupational groups, as may be seen from a study of Table 2b-17. Employed women and students seemed to favour The Ladies' Home Journal rather than McCall's, but this preference was quite reversed in the case of housewives. Vogue, although equalling The Ladies' Home Journal in popularity among students, was only third on the list in the case of employed women, yielding precedence to McCall's. The majority of housewives, however, seem to have little use for Vogue, possibly on account of having "got their man", a problem still facing the majority of the other two groups. Harper's Bazaar parallels Vogue in being the most popular among students and in finding least favour with housewives. This might well have been anticipated in view of the similar nature of these publications, and serves as a general check upon the results.

It is interesting to note that Mayfair is most popular among students, and least so among employed women. This is most likely attributable to its somewhat large content of "upper-crust" gossip, for which employed women have neither the time nor the inclination. Approximately 80% of housewives read one or more of the magazines considered, which is about 10% more than in the cases of the employed women and students.

Table 2b-18

Magazines Read According to Conjugal Status

	<u>Married</u>		<u>Single</u>		<u>Others</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Wom. Home Comp.	20	30.3	22	26.5	1	-
Ladies' Home Jour.	33	50.0	42	50.6	-	-
Can. Home Journal	20	30.3	16	19.3	-	-
Harper's	9	13.6	14	16.9	1	-
Chatelaine	23	34.8	16	19.3	1	-
McCalls	33	50.0	36	43.4	-	-
Mayfair	8	12.1	6	7.2	-	-
Vogue	20	30.3	30	36.2	2	-
None of above	16	24.2	23	27.7	1	-
Resp. in group:	66		83		4	

About three-quarters of married respondents, and approximately the same percentage of single ones, read one or more of the magazines considered in the study, the figures for each periodical being given, both numerically and on a percentage basis, in Table 2b-18. It will be noted that the Ladies' Home Journal is equally popular among married and single respondents, and is regularly read by about 50% of each. A greater percentage of single women read Vogue and Harper's Bazaar, but nearly twice as many married than single respondents take Mayfair. The probable reason underlying these facts have already been mentioned.

It was decided, after consideration of the data given in this section, to select The Ladies' Home Journal and Vogue for the study of advertising. These magazines, whilst being quite dissimilar insofar as general character is concerned, are two of the most widely read, and at the same time, those to which the greatest percentage of the sample has probably been "exposed".

AN ANALYSIS OF THE RESPONSES.

1) Reactions to Advertisements:

In classifying responses to the question: "What do you dislike most about cosmetic advertisements?", attention was focused primarily on the content of the reply, rather than upon the particular form in which it was given. The answers received from the 153 women comprising the sample, are summarized in Table 2c-1, according to the nature of their contents.

Table 2c-1.

Objections to Cosmetic Advertisements

A. Objections to -

1) Appeals used:

a) Product appeals:

Claims exaggerated	34		
Claims false	<u>11</u>		
		45	29.4%

b) Emotional appeals:

Romantic	8		
Testimonials -			
Film stars	2		
Debutantes	<u>3</u>		
	<u>5</u>		
		<u>13</u>	<u>8.5</u>

2) Presentation:

Overdone	15		
Monotonous	6		
Copy excessive	3		
Colours used	<u>2</u>		
		26	17.0

3) Miscellaneous

	<u>2</u>	<u>1.3</u>
	86	56.2

B. No objections -

	<u>67</u>	<u>43.8</u>
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Totals: 153 100.0%

In soliciting responses, considerable attention was paid to noting the real intent of the respondent's remarks, in order to avoid confusion between such closely related issues as false and exaggerated claims. An answer was listed under 'claims false' only when the respondent was definitely of the opinion that cosmetic advertisements contain absolute untruths - in other words, that the claims made in cosmetic advertisements are not simply exaggerated, but that some of them are downright lies. Under the heading 'claims exaggerated', remarks were listed such as "Their stupid promises of glamour", "Their assurances of overnight beauty", and "Their gross exaggerations".

It will be noted that the appeals based on the attributes of cosmetic products drew by far the greatest proportion of unfavourable comment, which indicates that attributes are decidedly to the fore in a great many women's minds, and tends to discredit the generally accepted thesis that cosmetics can best be sold on an emotional basis. It is, however, conceded that emotional appeals affect the mind in a more insidious manner, and consequently do not provide the same opportunity for the raising of concrete objections. On the other hand, it is significant that almost 30% of the respondents objected, in one way or another, to the alleged attributes of cosmetic products. Apart from the usual type of objection to romanticism, a number of women referred particularly to Pond's advertisements, and severely criticized their customary headline "She's lovely She's engaged She uses Pond's."

Many respondents felt that whilst the claims made on behalf of the products themselves were not unduly exaggerated, their method of presentation was obviously overdone. These women believed that cosmetic advertisements are generally "over-glamourized", and described them as being "far fetched", "generally overdone - especially Pond's", and as "all

too beautiful". One respondent objected that "they always show the extremely beautiful, rather than the average, girl". This group of women, however, definitely believed that cosmetic products, in general, could fulfill the claims made by their manufacturers, and objected mainly to the manner in which these claims are presented. Another section of the respondents thought that cosmetic advertisements were generally dull and monotonous, argued that they are "all the same", and passed remarks such as "They are all along the same line - I like something different". As may be seen from Table 2c-1, a number of women held that the copy was frequently excessive, others objected to the colouring of cosmetic advertisements, whilst some offered miscellaneous criticisms concerning factors such as the absence of prices. It should also be noted that 43.8% of respondents had no objections to make, or criticisms to offer.

2) Consumer Preference:

i) Products:

An attempt was made, through Question 13, to determine consumer preferences for cosmetic products in general. The list included in the above question is admittedly incomplete, but yet is typical of the many types of cosmetic products now on the market. The number of times that each class of product was selected as the first, second or third choice is given in Table 2c-3, which also includes a weighted index of popularity, computed by adding three times the number of first selections, and twice the number of second selections, to the total number of third selections.

Table 2c-2

Consumer Cosmetic Preferences

<u>Product</u>	<u>Choice</u>			<u>Wt. Pop.</u>
	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	
Face Powder	23	49	38	205
Face Cream	20	21	22	124
Deodorants	39	25	20	187
Hand Lotion	10	17	22	86
Lipstick	59	35	25	272
Rouge	2	4	17	31
Nail Lacquer	0	2	9	13

As may readily be seen from this table, lipstick is, without a doubt, the most popular single cosmetic among the respondents, exceeding its nearest competitor in first choice by over 51%. Powder, however, turned out to be the most popular second and third choice, but was followed by lipstick in both cases. In view of their comparatively recent introduction on a commercial basis, the remarkable popularity of deodorants is somewhat surprising. It would appear that their persistent and aggressive promotion is very largely responsible for 'odo-ro-phobia' having attained the proportions of a mild psychological epidemic, women having probably just realized that really "it isn't necessary to offend".

Rearranging these products in order of weighted popularity, we have:

- 1) Lipstick 272
- 2) Powder 205
- 3) Deodorants 187
- 4) Cream 124
- 5) Hand Lotion 86
- 6) Rouge 31
- 7) Nail Lacquers 13

Although lipstick has a much higher index of popularity than powder, the latter was generally preferred to the former by women over forty-five years of age. Deodorants were also much less popular among older women, and were

generally the second choice of French speaking respondents. Face creams of various types were selected about equally as first, second and third choices, whilst hand lotions seemed to be preferred somewhat more as a third selection. Rouge was the first choice of only two French speaking women, and the second choice of four English speaking respondents between twenty-five and forty-five years of age. As a third choice, it was considerably more popular among women over forty-five years of age, and in only two cases was it selected by girls under twenty-five. Nobody at all picked nail lacquer as their first choice, and only two English speaking respondents mentioned it as their second choice.

Table 2c-3

Brands at Present Used by Respondents

	<u>Powder</u>	<u>Cream</u>	<u>Lipstick</u>
Arden, Elizabeth	11	5	6
Avon	8	-	6
Ayer, H. H.	13	12	5
Bourjois	2	-	-
Charles-of-the-Ritz	8	-	4
Coty	6	-	4
Derney	3	-	-
Don Juan	-	-	3
Factor, Max	16	2	9
Flame-glo	-	-	3
Gray, Dorothy	7	3	6
Hudnut, Richard	8	2	6
Jergens	-	5	-
Lady Esther	5	3	-
Ponds	15	31	15
Revlon	-	-	23
Rubinstein, Helena	7	4	4
Tangee	4	-	14
Westmore	-	-	7
Woodbury	7	7	1
Yardley	8	6	0
Miscellaneous	<u>10</u>	<u>28</u>	<u>21</u>
Totals:	138	108	137

To some extent, these results might have been deduced from Table 2b-8, which gives the percentages at which the Stabilization Curves terminated. From this table, we see that 90.2% of respondents use powder, and 89.6% of respondents use lipstick. Although about equal in number, it is obvious, judging from the popularity indices, that lipstick is generally considered the more important cosmetic. Although nail lacquers are used, at times, by over 60% of the respondents, it would seem that they are looked upon as more of a luxury, since their popularity index is only 13 in comparison with 272 for lipstick.

Table 2c-4

Brands Previously Used by Respondents.

	<u>Powder</u>	<u>Cream</u>	<u>Lipstick</u>
Arden, Elizabeth	3	2	8
Avon	1	-	2
Ayer, H.H.	7	5	9
Bourjois	4	-	-
Charles-of-the-Ritz	3	-	1
Coty	9	-	1
Derney	2	-	-
Don Juan	-	-	2
Factor, Max	3	0	9
Flame-glo	-	-	4
Gray, Dorothy	1	3	4
Hudnut, Richard	3	3	6
Jergens	-	-	-
Lady Esther	2	3	-
Ponds	29	20	7
Revlon	-	-	11
Rubinstein, Helena	7	3	8
Tangee	-	-	13
Westmore	-	-	2
Woodbury	19	7	5
Yardley	1	2	5
Miscellaneous	<u>7</u>	<u>12</u>	<u>20</u>
Totals:	101	61	112

ii) Brands:

Determination of the brands of cosmetics at present being used by the respondents revealed a surprisingly wide variety of choice. Practically every make on sale was included among those used by the 153 women comprising the sample, although many of the lesser known brands, such as Cara Nome, Belcano, Beauty Councillors, Antoine and Melinard had only one, or perhaps two, users among the respondents.

From Table 2c-3, which gives the number of respondents at present using the more popular brands of face powder, cream and lipstick, it may be noted that whilst there is apparently no particular favourite among the various brands of face powder, Pond's is definitely the most popular cream, and Reylon the most widely used lipstick, so far as the respondents are concerned. The face powders which appear to find the most favour among the respondents are those manufactured by Harriet Hubbard Ayer, Max Factor, Pond's and Elizabeth Arden. Pond's face powders seem to be especially popular among the younger respondents, probably on account of the economic factor involved - a supposition supported by the increased use of the more expensive brands by the older, and probably more affluent respondents.

Table 2c-5.

Reasons for using Pond's creams

Only brand ever used	5
On account of price	5
Good powder base	3
Cleans the skin well	2
No special reason	<u>16</u>
	31

At this juncture it may be well to consider the brands previously used by the respondents. These have been summarized in Table 2c-4, which gives the number of respondents who used each of the brands listed above prior to the brand they are at present using.

According to this table, more women have discontinued using Pond's and Woodbury's face powders than any other brands, which is additional evidence in support of the supposition made in the previous paragraph. The writer has been given to understand, however, that Woodbury's lost some considerable business through the comparatively recent introduction of a new form of packaging for their products. Nevertheless, apart from this, there is a very noticeable trend from the cheaper face powders to the more exclusive brands with increasing age of the respondents.

Although Pond's face creams appear to maintain considerable popularity among respondents of all ages, some drifting towards the more expensive brands is evident among older women. In view of their extended use, however, it was decided to determine, if possible, why Pond's creams are so widely preferred. The reasons advanced by the thirty-one respondents using Pond's creams are listed in Table 2c-5. It would appear, from this table, that most of the women using Pond's creams are either not conscious, or else unwilling to admit, of any real reason for doing so. Only five of the thirty-one respondents would admit that price was the governing factor, although it is obvious from the reasons offered that economic considerations are by no means unimportant. It is interesting to note, however, that twenty-six of the above respondents, or 84%, read one or more of the magazines listed in section ten of the Questionnaire. Twenty-two of these respondents read either The Ladies' Home Journal, Vogue, or both, whilst four take other similar magazines. It is evident that these women have been exposed to some considerable advertising on behalf of Pond's products - particularly their face creams - a matter which has already been considered.

Table 2c-6 lists the reasons offered for discontinuing the use of Pond's face creams, by the twenty respondents who changed to other brands. These reasons are admittedly a mixture of influences and attributes, but

Table 2c-6

Reasons for discontinuing use of Pond's creams

Just fancied a change	7
Received present brand as a gift	4
Persuaded to change by salesgirl	4
Not a good powder base	3
Cream too dry	2
	<u>20</u>

they do serve to indicate the type of reasons that prompt women to change from one brand to another. In comparing these reasons with those given in Table 2c-5, one is tempted to conclude that the merit of a given cosmetic attribute is, to no small extent, a matter of personal taste.

It may be seen, from Table 2c-3, that although many brands of lipstick are used by the respondents, Pond's and Tangee are decidedly the more popular, except for Revlon, which heads the list. These are all comparatively inexpensive brands, but as in the cases of face powders and creams, there is a general tendency toward the more costly brands exhibited by the older respondents, Max Factor, Richard Hudnut, Elizabeth Arden and Dorothy Gray being those most generally preferred. Tangee heads the list of brands forsaken, with Revlon a close second. No detailed investigation as to the reasons for using and forsaking the popular brands of lipstick was undertaken, but a cursory survey indicated reasons somewhat similar to those given in Table 2c-5 and Table 2c-6 for face creams.

Table 2c-7

Nail Lacquers used by Respondents

	<u>At present</u>	<u>Previously</u>	
Chen-Yu	2	0	
Cutex	19	29	
Duragloss	3	5	
L'onglex	1	11	
Revlon	52	11	
Sage, Peggy	10	4	
Miscellaneous brands	5	3	
	<u>92</u>	<u>56</u>	
never used		<u>36</u>	92

Table 2c-8.

Reasons for using Revlon and Cutex

	<u>Revlon</u>	<u>Cutex</u>
<u>Influences</u>		
Recommendation:		
a) Friend	11	4
b) Manicurist	<u>10</u>	<u>0</u>
	21	4
As a gift	8	1
Advertising	15	11
Just seen in store	5	3
Through other products	<u>3</u>	<u>0</u>
	52	19
<u>Attributes</u>		
Application:		
a) Goes on evenly	4	
b) Dries quickly	<u>1</u>	
	5	0
<u>Durability:</u>		
a) Stays on well	22	7
b) Doesn't chip	<u>8</u>	<u>4</u>
	30	11
<u>Composition:</u>		
a) Choice of colours	8	0
b) Doesn't thicken	<u>0</u>	<u>1</u>
	8	1
None in particular	<u>9</u>	<u>7</u>
	52	19

The brands of nail lacquers at present being used, and those brands previously used by the ninety-two respondents who employ this type of cosmetic, are given in Table 2c-7. From this table, it will readily be observed that Revlon is the undisputed favourite among the respondents, being used by fifty-two, or 56.5% of those who apply lacquers to their nails. Judging from the figures given in this table, it would appear that Cutex and L'onglex, an English brand, have lost some considerable

business in favour of Revlon, a matter which has already been mentioned. In view of the extended use of Revlon, and the number of respondents who have discontinued using Cutex, it was decided to determine the reasons for using both Revlon and Cutex, and also, if possible, why so many women have stopped using Cutex. The influences and attributes governing the use of these brands, as determined by the questions: "What made you start using this brand?", and: "What do you like most about this brand?", are listed in Table 2c-8.

Table 2c-9

Reasons for discontinuing use of Cutex

Chipped too much	16
Just fancied a change	6
Dried up in bottle	2
Hard to get during the war	2
Didn't like colours	2
Consistency too thin	<u>1</u>
	29

In studying this table, it will be observed that advertising appears to have played a proportionately more important part in influencing the use of Cutex, although Revlon is probably more widely advertised than the former brand. On the other hand, however, Revlon appears to have been very highly recommended by women who have used it, and particularly by manicurists. Judging from the figures in Table 2c-8, one might even be tempted to suggest that Revlon make a practice of paying "push money" to selected employees, or otherwise making the sales of Revlon lacquers unusually remunerative. On a percentage basis, Cutex and Revlon seem to be of about equal durability, but Revlon lacquers would appear to be more easily applied, and offer a considerably wider variety of colours.

It is particularly interesting to note that only two of the respondents now using Cutex have previously used Revlon, but that twenty-three, or over 44% of those now using Revlon have, at some time, been users of Cutex. In all, twenty-nine respondents have discontinued the use of

Cutex, their reasons being those listed in Table 2c-9. The reasons given in this table indicate that Cutex must chip considerably more than Revlon, and this is very probably the real reason why so large a proportion of the respondents previously using this brand "just fancied a change". There seems to be little doubt that chipping is actually the basic reason why so many women have eventually discontinued the use of Cutex. In view of the extensive advertising undertaken on behalf of Revlon, it is interesting to note that over 30% of Revlon users read neither The Ladies' Home Journal nor Vogue, but that the former magazine is read by thirty-one, or approximately 60% of the Revlon users.

3) Reasons for Purchases

Determination of the reasons underlying the purchase and use of cosmetic products, proved to be a rather difficult and somewhat trying procedure. In many cases, considerable discussion and questioning was necessary to elicit a satisfactory response, and although some women knew exactly why they used a particular type of product, a great many appeared to be only vaguely conscious that there was a reason. Every possible care was taken in soliciting and classifying reasons, to assure the reliability of the results, and interrogation was always continued until the writer felt reasonably satisfied as to the validity of the respondent's reasons.

1) Tendencies

It is realized that the tendencies underlying the use of a particular type of cosmetic product, are in all probability multiple, but in the present study, an effort was made to determine the most important, or activating tendency. In other words, the main motive was always sought - for example, in connection with the use of lipstick, a distinction was made between 'to improve appearance' and 'to look more attractive'. Admittedly, the improvement of appearance generally makes one more attractive, but in

the following classifications, the distinction is not so much one of actual fact, as of the object underlying the fact. Improvement of appearance may be interpreted simply as a desire to look tolerably decent, but on the other hand, an ambition to be more attractive involves an implied sexual taint, and was found to be distinctly more common among women under thirty-five years of age, and particularly among the unmarried respondents.

In the last analysis, the basic purpose underlying the use of cosmetics is, in practically all cases, the same - namely, to look better. Some women, however, have a very definite reason for using a particular type of product, whilst other women just feel that they would like to use the product in question, but have no specific reason beyond a more or less diffuse and hazy desire. The replies given by the first class of respondents have been tabulated as "definite reasons", whilst those tendered by the latter group have been listed as "indefinite reasons". Although this cannot be considered, in any way, as a rigid classification, it does serve to differentiate between respondents who have given the matter some considerable thought, and those with whom the application of cosmetics is merely a type of reflex action.

The percentage of respondents using face powder, lipstick, nail lacquers and leg-dos, showed no significant variation with respect to age, occupation or conjugal status, but the percentage of extroverts using the above products was consistently about 10% higher than the corresponding percentage of introverts. In determining this figure, the last two groups shown in Table 2b-14 were jointly taken as the introverts (22 plus 4, or 26), whilst only the first group (of 29) was considered as extroverts. This division was felt to be justified on account of the large numerical inequality of the extreme groups.

The answers given by the 138 respondents using face powder, to the question: "Why do you put powder on your face?", are shown in Table 2c-10, on both a numerical and a percentage basis. As explained above, the answers have been divided into 'definite' and 'indefinite' reasons. It will be seen, from this table, that over three-quarters of the respondents have very definite reasons for employing face powders, and that in 71% of the cases it is the same - namely, to remove shine. There is no doubt that this is the predominant reason for using this type of cosmetic, and it is very probably the real motivating factor in many of the cases classed as indefinite. Only four other definite reasons were offered for using face powder, by a total of nine respondents, the chief among which was "to cover up blemishes" or, as some women express it, "to hide defects".

Table 2c-10

Tendencies Governing the use of Face Powders

A. Definite Reasons:

1) Remove the shine	98	71.0%	
2) Cover up blemishes	4	2.9	
3) Tone down rouge	3	2.2	
4) Give a tan to skin	1	0.7	
5) On account of smell	<u>1</u>	<u>0.7</u>	
	107		77.5%

B. Indefinite Reasons:

1) Give a smooth finish	13	9.4%	
2) Improve appearance	11	8.0	
3) Because others do	4	2.9	
4) Feel better groomed	<u>3</u>	<u>2.2</u>	
	<u>31</u>		<u>22.5%</u>

Totals	138		100.0
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Slightly over one-fifth of the respondents advanced more or less indefinite reasons to justify their use of face powder, such as "because it is the fashion to do so", and "because it makes me feel dressy and better groomed". These women apparently agree with Emerson's words, in *The Rhodora*:

"If eyes were made for seeing,
Then Beauty is its own excuse for being".

Short of an outright suggestion, no amount of discussion succeeded in bringing forth a more concrete response, and the writer was finally compelled to accept those listed in Section B of Table 2c-10, although it is recognized that these are not in themselves entirely separate and independent objectives.

The reasons advanced for the use of lipsticks have been tabulated in a manner similar to those governing the use of face powders, and are given in Table 2c-11. It will be noted that, unlike powder, most of the reasons for using lipstick are of a more or less indefinite nature. The difference between items B1 and B2, in Table 2c-11, has already been explained. As in the case of powders, however, classification has been with respect to purpose rather than form, answers such as "Social conformity", "It's the fashion", and "Because everyone else does", all being included in item B3 - "Because others do".

Table 2c-12 gives, in a similar manner, the tendencies underlying the use of nail lacquers. Rather more reasons were evident for the use of lacquers, and they were, furthermore, quite evenly distributed with respect to the various cross-sections of the sample. As with lipstick, many of the reasons given for using nail lacquers are of an indefinite character, such as "I just fancied it", "Because my friends do", and "to enhance my appearance". About one-quarter of the respondents, however, had fairly definite reasons for employing lacquers, as is shown in Section A of the

Table 2c-11

Tendencies Governing the use of Lipstick

A. Definite Reasons:

1) Add colour to face	24	17.5%	
2) Make lips stand out	8	5.8	
3) Prevent chapping	5	3.6	
4) Bring out colour in eyes	2	1.5	
5) Daughter's wish	<u>1</u>	<u>0.7</u>	
	40		29.1%

B. Indefinite Reasons:

1) Improve appearance	33	24.1	
2) Look more attractive	22	16.1	
3) Because others do	20	14.6	
4) Brighten face	20	14.6	
5) Just a habit	<u>2</u>	<u>1.5</u>	
	<u>97</u>		<u>70.9%</u>
Totals	137		100.0%

Table 2c-12

Tendencies Governing the use of Nail Lacquers

A. Definite Reasons:

1) Hide dirt under nails	7	7.6%	
2) Keep nails from breaking	6	6.5	
3) Add colour to hands	4	4.4	
4) Make nails look longer	2	2.2	
5) Avoid biting nails	1	1.1	
6) More conscious of care	<u>1</u>	<u>1.1</u>	
	21		22.9

B. Indefinite Reasons:

1) Improve hand appearance	34	37.0	
2) General attractiveness	14	15.1	
3) Feel better groomed	11	12.0	
4) Just fancied it	6	6.5	
5) Because others do	5	5.4	
6) To match lipstick	<u>1</u>	<u>1.1</u>	
	<u>71</u>		<u>77.1</u>
Totals	92		100.0%

Table 2c-13

Tendencies Governing the use of Leg-dos

a) To save stockings	14	46.7%
b) Wanted to go without stockings on account of heat, but didn't want white legs	10	33.3
c) To give legs a tan	4	13.3
d) Usually went without stockings - to improve appearance of legs	<u>2</u>	<u>6.7</u>
Totals	30	100.0%

above-mentioned table. Although it is somewhat difficult to appreciate how a lacquer can prevent the nails from breaking, a considerable percentage of women do believe that it will, even though they do not use a lacquer specifically for the purpose. It is interesting to note that all the women who lacquer their nails for the purpose of hiding the dirt beneath them are employed in some form of stenographic work, and claim that the dirt results from the continual handling of carbon paper.

Only four basic reasons were advanced for the using of leg-dos, probably on account of the small percentage of respondents employing this type of cosmetic. These reasons are given in Table 2c-13. It would appear that the use of leg-dos was stimulated considerably by war conditions, and the attendant shortage of women's hose. Obviously all of the respondents employing leg-dos possess more or less of an aversion to white legs, and apparently few would have approved of Coleridge's Christable, as

"Her gentle limbs she did undress,
And lay down in their levelness".

With the exception of the fact that 33% of the 25-34 year age group employed leg-dos, their use was quite evenly distributed with respect to age, occupation and conjugal status. In view of the numerical magnitude of the sample, the above variation cannot be considered as really

significant, even though the respondents in this age group are the most likely to be conscious of the condition of their legs.

In considering the tendencies as a whole, one is inclined to feel that sexual attraction, social conformity, subconscious imitation and habit are the really powerful motivation influences underlying the use of cosmetics. Without cosmetics, a woman feels ungroomed, self-conscious and unattractive. Almost every girl attempts to be a "phantom of delight", to use the phraseology of Wordsworth:

"A lovely apparition, sent
To be a moment's ornament;"

Though few, unfortunately, can ever expect to become such an ethereal inspiration to mankind, much can doubtlessly be accomplished; and it is the perpetual effort in this direction which constitutes the most powerful stimulus to the ever expanding sale of cosmetic products.

Table 2c-14

Influences governing choice of Face Powders

Recommendation:

a) Friends	19	13.8%	
b) Family	11	8.0	
c) Salesgirl	<u>10</u>	<u>7.3</u>	
	40		29.1%
As a gift	34		24.6
Advertising	25		18.1
Just seen in store	31		22.4
As a result of trials	5		3.6
Through other products of same firm	<u>3</u>		<u>2.2</u>
Totals	138		100.0%

ii) Influences:

Surprisingly few different answers were given in reply to the question: "How did you come to start using this brand?" Although some women were not sure, at first, how they did come to start using their particular brand, a little discussion generally succeeded in recalling the occasion. The circumstances under which the 138 respondents using

face powder, became acquainted with their present brands are given in Table 2c-14. Judging from this table, it would appear that personal recommendation, in some form or other, is probably the most important influence underlying the selection of face powders. Gifts, however, seem to have been the governing factor in about one case in four, whilst store displays and advertising each accounted for approximately one-fifth of the users.

Table 2c-15

Influences governing the use of Lipsticks

Recommendations:

a) Friends	23	16.8%	
b) Family	2	1.5	
c) Salesgirl	<u>11</u>	<u>8.0</u>	
	36		26.3%
As a gift	34		24.8
Advertising	25		18.3
Just seen in store	31		22.6
Through other products of same firm	<u>11</u>		<u>8.0</u>
Totals	137		100.0%

Family recommendation seemed to play an important role among girls under twenty-five years of age, but became practically non-existent as an influence among older women. The advice of personal friends was heeded fairly consistently by all the age groups, though older women appeared to pay more attention to the advice of salesgirls, this being particularly evident among the employed respondents. As an influence, gifts were quite uniformly distributed with respect to age and occupation. Advertising, however, was most frequently mentioned by employed women, and particularly those between the ages of twenty-five and forty-five. No really significant differences were apparent concerning the influence of store and counter displays among the various age and occupational groups, though it was always the older respondents who selected their brands as "trials".

The same factors influenced the selection of lipstick, and in almost exactly the same ratio, as governed the choice of face powder. This may readily be seen from a study of Table 2c-15, which shows the figures for lipstick on both a numerical and percentage basis. Although the figure for recommendation as a whole is slightly lower than the corresponding percentage for face powders, those for gifts, advertising and store displays are practically identical. It appears to be worthy of note, even though the figures are definitely too small for a reliable comparison, that family influence is decidedly less prominent with lipstick than it is in the case of face powder, although the former is unquestionably the more popular cosmetic among women under twenty-five years of age. Apart from the fact that advertising was mentioned slightly more than twice as often by employed women than by wives, there were no significant variations with respect to age and occupational groups.

Table 2c-16 gives the factors governing the selection of brands by the ninety-two respondents using nail lacquers. These figures have been arranged in a manner similar to those for lipsticks and face powders. In the case of nail lacquers, a new form of recommendation was evident - namely, that of the manicurist, which approximately accounts for the increased percentage figure for recommendations as a whole. Another noticeable deviation from the figures for powder and lipstick, may be seen in connection with advertising. Thirty-one and a half percent of the respondents using nail lacquers, admitted being influenced by advertising, whilst in the cases of face powder and lipstick, the corresponding figures are but slightly over 18%. These increased values naturally necessitate a similar decrease in the total figures for the remaining influences.

Table 2c-16

Influences governing choice of Nail Lacquers

Recommendations:

a) Friends	16	17.4%	
b) Family	3	3.2	
c) Salesgirl	4	4.4	
d) Manicurist	<u>9</u>	<u>9.8</u>	
	32		34.8%
As a gift	16		17.4
Advertising	29		31.5
Just seen in store	12		13.1
Through other products	<u>3</u>		<u>3.2</u>
Totals	92		100.0

Advertising admittedly played a still larger part in the selection of leg-dos, being responsible for influencing over forty-six percent of the users. The figures for leg-dos are given in Table 2c-17. Nearly fifty percent of the total number of respondents using leg-dos were in the 25-34 year age group, and about another twenty-five percent were in the 15-24 year age group. Gifts and store displays appear to play little part as an influence in connection with leg-dos, probably on account of the season in which they are used and the parts to which they are applied. The various influencing factors seemed to be fairly well distributed with respect to age, and almost equally between employed women and housewives.

Table 2c-17

Influences governing choice of Leg-dos

Recommendations:

a) Friends	5	16.7%
As a gift	1	3.3
Advertising	14	46.7
Just seen in store	1	3.3
Use by others	<u>9</u>	<u>30.0</u>
Totals	30	100.0%

Table 2c-18

Magazine Readers Using Cosmetics.

	<u>Ladies' Home Journal</u>		<u>Vogue</u>		<u>Total Users</u>
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	
Face Powders	72	96.0	50	96.1	138
Lipsticks	72	96.0	51	98.1	137
Nail Lacquers	46	61.4	34	65.4	92
Leg-dos	17	22.6	8	15.4	30
Totals	75		52		153
Non-readers	78		101		
	153		153		

As a matter of interest, the number and percentage of respondent readers of the Ladies' Home Journal and Vogue who use face powder, lipstick, nail lacquer and leg-dos, are given in Table 2c-18. By comparison with Table 2c-13, which gives the percentage of the total respondents using these products, it will be seen that the figures for readers of The Ladies' Home Journal and Vogue are slightly, though consistently, higher than for the respondents as a whole. In evaluating these figures, however, it must not be forgotten that the 51.0% of respondents who are not readers of The Ladies' Home Journal, and the 66.0% who are not readers of Vogue, are exposed to other forms of advertising, about half of them being also readers of other magazines of a similar character.

Table 2c-19

Respondents Influenced by Advertising

	<u>Ladies' Home Journal</u>				<u>Vogue</u>			
	<u>Readers</u>		<u>Non-R.</u>		<u>Readers</u>		<u>Non-R.</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Face powders	14	19.5	11	13.5	13	26.0	12	11.6
Lipsticks	15	20.8	10	12.3	13	25.5	12	11.8
Nail lacquers	15	32.6	14	13.1	14	41.2	15	12.6
Leg-dos	7	41.2	7	5.2	3	37.5	11	7.6

Table 2c-19 gives the number and percentage of readers and non-readers of The Ladies' Home Journal and Vogue, who admitted being influenced by advertising in selecting their present brands of face powder, lipstick, nail lacquers and leg-dos. It should be noted that the percentage figures given in this table are based on the number of readers respectively, who actually use the particular type of product in question. As an example of the method of interpreting the data in these tables, it may be seen, from Table 2c-18, that 96.0% of the respondents who read The Ladies' Home Journal use face powder, and from Table 2c-19, it will be observed that 19.5% of these readers were influenced to purchase their present brand of powder directly through advertisements. On the other hand, it may also be noted that 13.6% of the respondents who use powder, but yet do not read the above-mentioned journal, were also directly influenced to buy their present brand through advertising.

Table 2c-19 reveals the interesting fact that a very much higher percentage of respondents who read The Ladies' Home Journal and Vogue, admitted being influenced to purchase by advertisements, than was the case among respondents who are not readers of these magazines. This latter group, however, includes many respondents - actually 26.2% of the total - who do not read any magazine, so that it is by no means improbable that those respondents who do read other magazines would be influenced to the same extent as those who read The Ladies' Home Journal and Vogue. The variation between these two groups is, however, very considerable, ranging from a minimum difference of 19.5 - 13.6, or 43.4%, in the case of face powder, to a maximum of several hundred percent for leg-dos.

Everybody is confronted with advertising to some extent, either in magazines, street-cars, newspapers, or on bill-boards, and the impression frequently remains, either consciously or sub-consciously, to influence

and often determine future selection. Many of the purchases listed in the above tables as gifts, are doubtlessly the result of advertising influence to some extent, as may well be the advice of friends and acquaintances. Many store displays also incorporate a large element of advertising, the effect of which is in all probability considerably enhanced through its direct application at the point of sale. The figures given in Table 2c-19 reflect, in all likelihood, the recently increased promotional effort made on behalf of nail lacquers and leg-des, and which has figured very prominently in the two magazines considered. .

iii) Attributes:

It is only to be expected that considerable differences of opinion exist concerning the relative importance of cosmetic attributes. This is, however, particularly evident in the case of face powders, the selection of which involves consideration of more variables than is usually the case. For this reason, a rather more extended investigation was undertaken to determine the opinions of the respondents concerning the attributes, and the type of face powder generally preferred. Only 6.5% of the respondents employ powder in cake form, such as Max Factor's 'Pan-Cake', and the 'Campus-Make-up' of Colonial Dames, the remaining 93.5% being definitely in favour of loose powder. There appeared to be no significant variation in this connection, insofar as age, occupation, skin condition and complexion are concerned.

Since a dry skin secretes very little moisture, and practically no oil, it calls for a powder having only a light covering power, and conversely, an oily skin requires the use of one with a rather heavy texture. There was, however, no correlation at all between the weight of face powders used and the skin condition of the respondents, the connection between weight and covering power, in relation to the various types of skins,

Table 2c-21

Importance of Face Powder Attributes

	<u>Degree of Importance</u>						<u>Pop. Index</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
Moisture proof	2.2	6.5	8.0	10.5	39.8	33.2	306
Clinging power	22.5	13.8	19.5	24.6	13.1	6.5	537
Fine texture	26.8	20.3	22.5	18.8	9.4	2.2	594
Smoothness	18.9	26.8	28.2	16.0	9.4	0.7	590
Perfume	0.7	4.4	8.7	15.2	15.2	55.8	266
Colour	29.0	28.2	13.8	15.2	13.1	0.7	611

seemed to be but poorly appreciated by the majority of respondents. Not even one of the women with very oily skins employed a heavy face powder, and only one-third of those having very dry skins used a lightweight powder. There would thus appear to be very considerable scope for education in this respect.

Light coloured face powders, such as peach, rachel, and natural, are definitely more popular than the darker shades - flesh, ochre and suntan. Table 2c-20 shows the number of blondes, women of medium complexion, and brunettes, among the respondents, who use each of the more popular powder shades. The numbers of respondents are also shown as a percentage of the complexion group of which they constitute a part, in order to reduce them to a common denominator and so to facilitate comparison. It will be noted that the lighter shades tend to be used by the blondes, and that the darker tones, whilst not especially popular among any group, are used more by the brunettes than either the blondes or women of medium complexion. Rachel, however, is the undisputed favourite among all the respondents, though it is used perhaps a little more by the blondes than either of the other groups.

The attributes listed in Section 14 of the Questionnaire were analysed with respect to the age and reading habits of the respondents. The extent to which these attributes are considered of importance by the 138

respondents who employ face powders, may be seen from Table 2c-21, which gives the percentage of the respondents who consider the attribute in question of the degree of importance shown. For example, 22.5% of respondents who use face powders, consider that fine texture is the third most important of the attributes listed. It will readily be seen, from a study of this table, that colour and texture are considered of most importance, and that perfume and the fact of being moisture-proof are of somewhat lesser consequence. The popularity indices, shown in the right-hand side of the table, were computed in the same manner as those discussed under consumer cosmetic preferences. According to the popularity indices, the order of importance of the face powder attributes considered is as follows:

Colour	611
Texture	594
Smoothness	590
Clinging power	537
Moisture proof	306
Perfume	266

The sequence in which the various age groups regard these attributes of importance differed little from that given above. Consideration of magazine readers alone also yielded the same order of importance as that given above for the respondents as a whole. Users of face powder who read none of the magazines listed in the Questionnaire believe that smoothness, or ease of spread, is more important than fine texture, and that a nice perfume is of greater consequence than being moisture proof. Apart from these more or less minor variations, however, the order shown above remained unchanged.

The collective opinion of respondents regarding the lipstick attributes mentioned in Section 16 of the Questionnaire, is given in Table 2c-22, which is interpreted in the same manner as the preceding

Table 2c-22

	<u>Importance of Lipstick Attributes</u>				<u>Pop. Index</u>
	<u>Degree of Importance</u>				
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	
Stays on longer	34.4	32.8	30.6	2.2	410
Smoothness	13.2	35.0	43.0	8.8	346
Kiss proof	3.6	2.9	9.5	84.0	173
Colour	49.6	29.2	16.8	4.4	444

way - on a percentage, rather than a numerical basis. The enormous difference between the popularity indices for "stays on longer" and "kiss proof", is distinct evidence that women pay more attention to possible inferences than to the real significance of the attribute under consideration. With few exceptions, the question was not regarded as an abstract enquiry, but rather was enveloped in a multiplicity of associations. Despite the fact that a kiss-proof lipstick stays on longer than any other, women seemed to feel that to admit the importance of this attribute was an implied acknowledgment that they engaged in more or less miscellaneous kissing. The small percentage who realized that a kiss-proof lipstick really does stay on longer than any other were women such as actresses, hairdressers and the like, who have a somewhat more than average knowledge of cosmetic attributes.

Although the popularity index for colour is only 8.3% higher than that for clinging power, the number of respondents who considered colour of primary importance exceeds that of those who regarded clinging power as the leading attribute, by about 43.4%. It will be seen, from Table 2c-22, that "stays on longer" was generally considered as the second most important attribute of a lipstick, yielding precedence to colour, the order of popularity being as follows:

Colour	440
Stays on	410
Smoothness	346
Kiss-proof	173

Consideration of individual age groups and the reading habits of the respondents, resulted in no variation in the order of importance given above.

As only thirty, or 19.6% of the respondents employ leg-dos during the summer months, the results obtained by studying their preferences in connection with the attributes of this type of cosmetic product, may be none too reliable. As a matter of interest, however, the following is the order of importance in which the respondents placed the leg-do attributes listed in Section 18 of the Questionnaire:

Ease of application	167
Stays on longer	144
Smoothness	139
Colour	124

"Ease of application" was rated of most importance by 33.3% of the respondents who use this type of product, and it was given second place by another 33.3%. Over 76% of respondents considered price of least importance, and all but one woman relegated it to either the sixth or seventh place. The remaining items were fairly evenly distributed with regard to degree of importance, and an increase in the number of responses would doubtlessly have resulted in a reshuffling of these items. With regard to the colours used, a medium shade of leg-do was preferred by 66.6% of the respondents who use leg-dos, a lighter tone by about 26.6%, the remaining 6.8% of the respondents preferring the darkest shade listed on the Questionnaire.

Table 2c-23

Brands recalled by Respondents

<u>Brand:</u>	<u>Recall</u>			<u>Wt. Index</u>
	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	
Arden, Elizabeth	22	18	19	121
Avon	3	2	3	16
Ayer, H.H.	18	13	16	96
Charles-of-the-Ritz	1	6	2	17
Coty	1	3	4	13
Factor, Max	16	16	8	88
Gould, Barbara	2	2	2	12
Gray, Dorothy	5	9	12	45
Hudnut, Richard	5	4	8	31
Lady Esther	6	4	1	27
Ponds	23	8	16	107
Revlon	1	3	4	13
Rubinstein, Helena	16	18	14	98
Tangee	6	5	5	33
Westmore	1	4	2	13
Woodbury	4	14	7	47
Yardleys	11	10	8	61
Miscellaneous	10	14	22	-
	Water resistant	120		
	Quick drying	110		
	Price	42		

4) Brands Recalled

Section 12 of the Questionnaire was inserted mainly to check upon the efficacy of advertising, insofar as memory is concerned. The results obtained from this study are given in Table 2c-23, which shows the number of times each brand was mentioned as the first, second or third recall, and also a weighted index, indicative of the memory value of the advertising done on behalf of the brand. The weighted index was computed by adding three times the number of first recalls, and twice the number of second recalls, to the total number of third recalls.

Quite a number of firms, which were mentioned but once or twice during the whole course of the study, are included in the item "Miscellaneous". Among these we find Belcamo, Tussy, Beauty Councillors, Vita-Ray, Daggett and Ramsdell, Chen-Yu, Derney, Jergens, Outdoor Girl, Ashes of Roses and Soir de Paris. It is interesting to note, in passing, that the last two brands mentioned - Ashes of Roses and Soir de Paris - are manufactured by the same firm - Bourjois. On account of the division of promotional effort between these brands, and the consequent reduction in the frequency with which the public is likely to encounter the brand name, the overall effectiveness of this firm's advertising appears to have been considerably lessened.

Judging from the weighted frequency of recall index, the following may be said to be the order in which cosmetic firms are known to the women of Westmount:

1) Arden, Elizabeth	121
2) Ponds	107
3) Rubinstein, Helena	98
4) Ayer, H.H.	96
5) Factor, Max	88
6) Yardleys	61
7) Woodburys	47
8) Gray, Dorothy	45
9) Tangee	33

No significant difference was found between French and English speaking respondents in the matter of firms recalled, but a remarkably high percentage of Jewesses mentioned both Max Factor and Helena Rubinstein - both Jewish firms. The question of correlation between frequency of advertising and the above results has been considered in Section III.

5) Special Enquiries

i) Deodorants

The percentage of respondents who prefer deodorants that stop perspiration, differed little from the figure for those who favour deodorants that simply remove the odor, but do not actually suppress perspiration. The figures given in Table 2c-24 were obtained from a study of questionnaire responses, and clearly indicate this equality of consumer preference. It may be seen from Table 2c-25(a), which gives the type of deodorants preferred in accordance with the above subdivision of respondents, that liquid deodorants are more than twice as popular among women who use deodorants to stop perspiration than among those who prefer the odor removing type, this latter group using considerably more of the paste and cream class of products. Powders do not appear to be very popular among either section of deodorant users, being employed by not more than 5.3% of the respondents in either group.

Table 2c-24

Deodorant Action Preferences

	<u>No.</u>	<u>%</u>
Deodorants that:		
a) Stop perspiration	76	49.7
b) Simply remove odor	75	49.0
No preference	<u>2</u>	<u>1.3</u>
	153	100.0

No significant differences were noted in regard to the deodorant type preferences of readers and non-readers of the women's magazines listed in Section 10 of the Questionnaire. The number and percentage of readers and non-readers who prefer each of the four deodorant types are shown in Table 2c-25(b), from which it will be noted that the two respondents who

insisted that they had no preference whatever, are both readers of women's magazines, and therefore exposed to considerable advertising in this connection. From the totals, it will be seen that the greaseless, or vanishing cream type of deodorant is the most popular, being preferred by over 37% of the respondents. The paste, or oil-in-water emulsion type, is the second in order of popularity, being followed by the liquid type, and finally by powders.

Except for whether or not a deodorant should actually stop perspiration, or simply remove the odor, there was no difference of opinion between the respondents using the two types, as to the order of importance of the attributes listed in Section 19 of the Questionnaire. In both cases, safety for the skin was looked upon as of primary importance, many women having a vague suspicion that deodorants are irritants, and that their continual use might result in some form of dermatitis. Apart from this question of safety, however, there was no objection raised to the use of deodorants that simply remove the odor from perspiration, although a great many women did object to using products designed to prevent perspiration, on the grounds that such a practice might in time lead to ill health. The order in which the attributes listed are considered of importance, by the two groups of respondents, is shown in Table 2c-26, the popularity index, computed as previously explained, being used as the criterion for arrangement. The popularity indices were not computed on a percentage basis, as the numerical totals for the two groups differed by only one, and are thus comparable for all practical purposes.

Price was considered as the most important factor in purchasing a deodorant by one respondent only, and none considered it as the second most important. On the other hand, no respondent considered "Safe for skin",

or "Doesn't harm fabrics", as the least important factor in selection, and only two placed "Quick action" in this category. The use of deodorants was disapproved by eleven, or 7.2% of the 153 respondents comprising the sample. Seven of these eleven women were English speaking, one French speaking, two Jewesses and one Danish, whilst seven were under the age of thirty-five. The reasons advanced for objecting to the use of deodorants, concerned mainly the question of possible dermatitis and the advisability of inhibiting the free flow of perspiration.

Table 2c-25

Deodorant Type Preferences

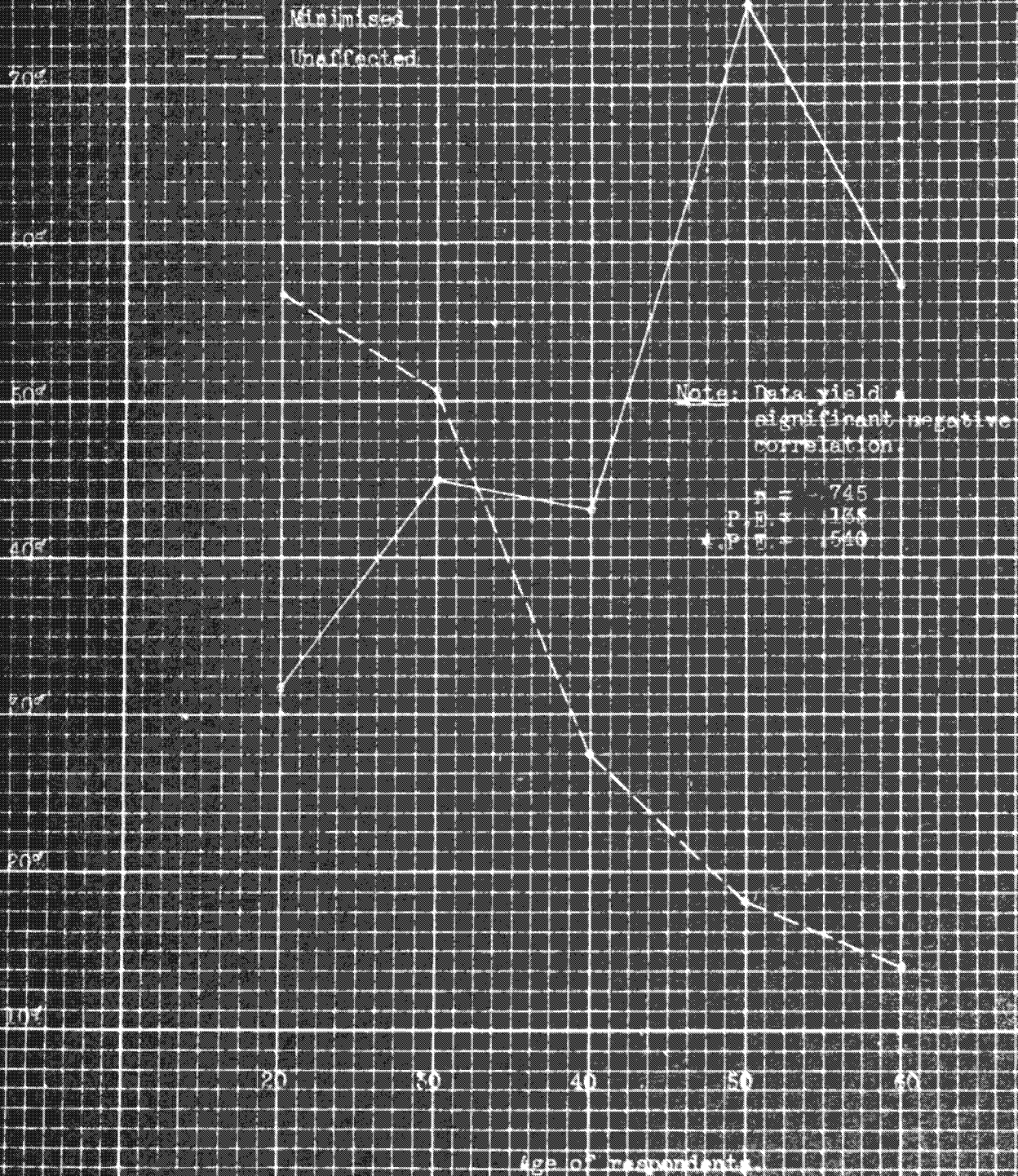
A. According to action preferences:

	<u>Stop persp.</u>		<u>Remove odor</u>		<u>Totals</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Powder	4	5.3	4	5.3	8	5.2
Liquid	26	34.2	12	16.0	38	24.8
Paste	20	26.3	28	37.3	48	31.4
Cream	26	34.2	31	41.4	57	37.3
	76	100.0	75	100.0	151	
No preference					2	1.3
					<u>153</u>	<u>100.0</u>

B. According to reading habits:

	<u>Readers</u>		<u>Non-readers</u>		
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	
Powder	2	5.3	6	5.3	
Liquid	10	26.3	28	24.8	
Paste	10	26.3	38	33.6	
Cream	16	42.1	41	36.3	
	38	100.0	113	100.0	
No preference	2				
	<u>40</u>				<u>153</u> 100.0

Minimised:	32.1	45.2	42.4	75.0	56.0%
Unaffected:	57.2	51.7	27.0	18.8	14.5%



Age of respondent

Figure 2c-28.

Effect of age on opinions concerning
 influence of face creams on wrinkles.



Table 2c-26

Importance of Deodorant Attributes

	<u>Popularity Indices</u>	
	<u>S.P.</u>	<u>R.O.</u>
Safe for skin	373	417
Stops perspiration	345	
Doesn't harm fabrics	326	335
Quick acting	249	309
No waiting to dry	215	266
Price	88	128
Stops perspiration		120

ii) Face Creams

A study of the types of face creams used by the respondents, showed that cleansing cream is decidedly the most popular among the women under consideration, being used by 47.2% of these respondents who use face creams, and 33.3% of the total respondents. Vanishing cream is the second most popular type of face cream, being closely followed by cold cream, then all-purpose cream, and finally tissue cream. The number of respondents who use each of these types of creams, together with the percentage, based on the number of respondents using cream, and also on the total number of respondents, is given in Table 2c-27. Among women under twenty-five years of age, cold cream and cleansing cream appear to be equally popular, the former becoming gradually less popular, however, with increasing age. Tissue cream, on the other hand, seems to become more popular with age, probably on account of the fact that the skin slowly loses its resilience with the passing of the years. Many women seemingly discredit the wide claims made on behalf of the all-purpose cream, judging from the few who adhere to this type of product, and its use appears to be largely confined to women among whom the economic motive is paramount.

Table 2c-28

Effects of Creams on Wrinkles

	<u>No.</u>	<u>%</u>
Those believing that wrinkles can be:		
a) Minimised	50	46.2
b) Unaffected	43	39.8
c) Prevented	13	12.2
d) Removed	<u>2</u>	<u>1.8</u>
Totals:	108	100.0

wrinkles showed a very definite increase with age, and a similar decrease was evident in the belief that wrinkles are unaffected by face creams. These results are shown graphically in Figure 2c-29. It would appear, from these curves, that suitable face creams are to some extent effective in minimising the development of wrinkles.

The number of affirmative answers to the questions in Section 20 of the Questionnaire, are shown in Table 2c-30. The percentage figures are based on the total number of respondents, irrespectively of whether or not they employ face creams. It is rather surprising to find that so many women actually believe in hidden dirt. One respondent remarked that after washing her face, she covers it with cleansing cream which is quite dirty when removed with tissues. Only minor variations from the order shown in Table 2c-30 were found when the opinions of cream users alone were considered. Items 3 and 4, and 10 and 11, were reversed; 6 and 8, and 7 and 9, were interchanged; but otherwise the sequence was as given in the above mentioned table. Separation of opinions with respect to conjugal status also yielded no significant difference in the order shown in Table 2c-30, and the same was evident with respect to age.

Table 2c-30

Opinions as to Cream Properties

	<u>No.</u>	<u>%</u>
Affirmative answers as to whether a suitable face cream can:		
1) Make your skin feel softer	144	94.2
2) Loosen surface dirt	135	88.3
3) Clean the pores of hidden dirt	98	64.1
4) Make a girl or woman more attractive	96	62.7
5) Refine the texture of the skin	81	52.9
6) Conceal small blemishes	79	51.6
7) Restore the elasticity of the skin	74	48.4
8) Revive weary tissues	73	47.7
9) Make a woman look younger	71	46.4
10) Refine large pores	53	34.6
11) Make a girl more lovable	52	34.0
12) Neutralize excess acid on the skin	42	27.4

Nine respondents out of the 153, or 5.9%, believe that Hollywood made cosmetics are better than others. Seven of these women were under 35 years of age, six were married, and six were users of various kinds of creams. The great majority of respondents rightly felt that the place of manufacture, or the geographical location of the firm, played no part in determining the quality of the product, and that cosmetics made for film stars were not necessarily better than those made for anyone else. In spite of being widely advertised, many women appeared to be quite unacquainted with pasteurised cosmetics, hormone creams and herbal skin tonics. Although 38.6% of the respondents finally said that they believe in pasteurised cosmetics, 9.2% in hormone creams, and 23.5% in herbal skin tonics, it is felt that too much explanation regarding the nature of these products was necessary, for the above results to be considered reliable. The writer had never before realized what a small percentage of women understand the meaning of the term pasteurisation, and how few have ever heard of a hormone.

It is believed that considerable advertising of an educational nature will be necessary before products of this type can find reasonably wide acceptance. The economic motive did not appear to be as strong as might have been anticipated, only 102, or 66.6% of respondents approving of a woman who purchases a double size jar of cream to save .10¢. This figure showed no appreciable variation when considered with respect to users and non-users of creams, conjugal status, or the ages of the respondents.

SECTION III

A comparison of the
Appeals employed in
Advertising Cosmetics
and the Motives
Underlying their use.

COMPARISONS

1) Cosmetics used and advertised:

In this section, an attempt is made to correlate the data presented in the two preceding sections. By thus comparing and contrasting these data, it is hoped to contribute, in some small measure, toward the formulation of scientific advertising and sales policies, in this particular branch of industrial endeavour. It must, however, always be borne in mind that the results of the present study apply only to the women of Westmount, and that there would doubtlessly have been a considerable variation had a different, or even larger, area been studied.

1) Products

Before proceeding to a consideration of individual products, it might be well to review some of the more general conclusions which resulted from the study. The percentage of respondents using each of the products under study; the number of advertisements per product, which appeared during the year in *The Ladies' Home Journal*; and the preference of consumers, as judged by the product popularity indices, are given in Table 3a-1. A comparison of these data shows that the more popular cosmetic products - lipstick and face powders - are not advertised as often as those which are used to a somewhat lesser extent. This, incidentally, is in contradistinction to the commonly accepted marketing principle of pushing the best selling products the hardest. From the abovementioned table, and also from Figure 3a-2, which shows these data in graphical form, it will be seen that a high degree of positive correlation exists between theoretical consumer preference and actual products used. When nail lacquers are considered, there is a similarly high degree of positive correlation between

products used and those advertised. When nail lacquers are omitted, however, the Pearsonian coefficient of correlation dropped from 0.94 to 0.77 - still a substantial though not particularly close relationship.

Table 3a-1

<u>Advert. in L.H.J.</u>		<u>Product Popularity</u>		<u>Cons. Pref.</u>	
	<u>No.</u>	<u>Used</u>	<u>% Resp.</u>		<u>Pop. Ind.</u>
Creams	60	Powder	90.2	Lipstick	272
Deodorants	48	Lipstick	89.2	Powder	205
Powder	42	Creams	70.6	Deodorants	187
Lipstick	23	Lacquers	60.1	Creams	124
Lacquers	13	Deodorants	- -	Lacquers	13

In computing the degree of correlation existing between theoretical consumer preference and actual products used, it was necessary to assume a figure for the percentage of respondents using deodorants, as this data was not solicited in the Questionnaire. The value assumed lies on the curve, and is marked with an asterisk in the following illustrative computation of the correlation between products used and those preferred:

	<u>Used</u>	<u>Pref.</u>	<u>x</u>	<u>v</u>	<u>x²</u>	<u>y²</u>	<u>xy</u>
Lipsticks	89.2	272	11.2	112	125.4	12544	1253
Powders	90.2	205	12.2	45	148.8	2025	548
Deodorants	80.0	187	2.0	27	4.0	729	54
Creams	70.6	124	-7.4	-36	54.8	1296	268
Lacquers	<u>60.1</u>	<u>13</u>	<u>-17.9</u>	<u>-145</u>	<u>320.4</u>	<u>21609</u>	<u>2630</u>
	390.1	801			653.4	38203	4751

Mean U: 78.0
 Mean P: 160
 N: 5

Coefficient of Correlation, $r = \frac{xy}{x^2 \cdot y^2}$

* $\frac{4751}{5001} = 0.95$

This figure indicates a very high degree of positive correlation between the products which respondents use and those which they prefer - as might naturally have been expected. The probable error of the coefficient of correlation,

$$\begin{aligned} \text{P.E. (r)} &= \frac{.6745 (1-r^2)**}{N} \\ &= \frac{.6745 (1-.95^2)}{5} \\ &= .03 \end{aligned}$$

**Garrett, Henry E., "Statistics in Psychology and Education"; Longmans, Green & Co., Second Edition, p. 280.

Table 3a-3

Brand Popularity

<u>Advertised:</u>	<u>Insertions</u>	<u>Recalled:</u>	<u>Pop. Index</u>
Ponds	33	Arden	121
Woodbury	11	Ponds	107
Arden	9	Rubinstein	98
Factor	8	Ayer	96
Hoppers	8	Factor	88
Yardley	8	Yardley	61
Tussy	7	Woodbury	47
Gray	7	Gray	45

It will readily be seen that the coefficient of correlation greatly exceeds four times its probable error, thus definitely establishing the statistical significance of the correlation.

ii) Brands:

A comparison of the brands of cosmetics recalled, in answer to Section 12 of the Questionnaire, and those brands advertised in The Ladies' Home Journal, is given in Table 3a-3. The names of special products, such as Mum, for example, were excluded from this table, as they are not

comparable with the firm names sought under Section 12. Those names omitted may readily be seen by a comparison with Table 1a-8. A brief study of Table 3a-3, shows that there is a remarkably high degree of correlation between the brands advertised and those recalled by the respondents. If the items given in the two sections of this table are compared, in groups of gradually increasing magnitude, and starting at the top of each section, there will be found to be a correspondingly increasing number of items common to the two groups, reaching a maximum number of six for the whole table. These results are shown graphically in Figure 3a-4, and indicate that the correlation is fairly consistent for all the group sizes considered.

It is interesting to note, in passing, that not even one of the respondents recalled the name Hoppers, despite the fact that this brand was very regularly advertised in The Ladies' Home Journal. Similarly, Tussy was only mentioned once or twice, notwithstanding its almost incessant promotion. On the other hand, Helena Rubinstein did not advertise at all in The Ladies' Home Journal, and the only advertisement for this brand which appeared in The Montreal Daily Star, was inserted by a retailer. One or two Rubinstein advertisements did appear, however, in Vogue. Harriet Hubbard Ayer did not advertise in either The Ladies' Home Journal or Vogue, but two advertisements were inserted in The Montreal Daily Star. It is thus evident that although a high degree of correlation exists between brands recalled, and those advertised in the popular women's journals, some exceptions do occur.

No. of ads Percent

50
 40
 30
 20
 100

Percentage being reviewed

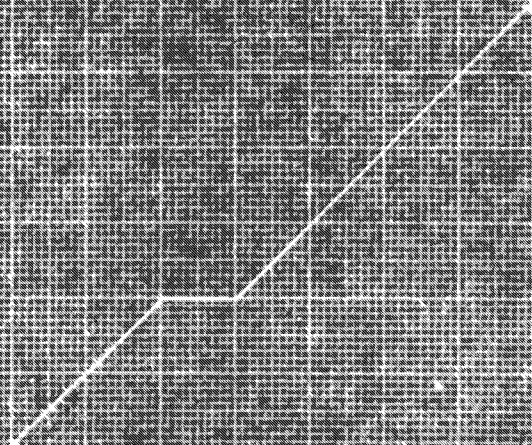
Consumer preference

Number of advertisements

Feb. May Dec. Feb. May

Figure 5a2.

product popularity



Number of items consumed

Figure 5a4.

Brand popularity

Table 3a-5

Nature of Personal Appeals

	<u>Ind.</u>	<u>Soc.</u>	<u>Ind.</u>	<u>Soc.</u>
Face Powders	90.0	10.0	83.4	16.6%
Face Creams	46.6	53.4	75.2	24.8
Lipsticks	53.9	46.1	93.3	6.7
Lacquers	0.	100.0	61.5	38.5
Deodorants	<u>63.2</u>	<u>36.8</u>	<u>60.0</u>	<u>40.0</u>
	253.7	246.3	373.4	126.6
on % basis:	50.7	49.3	74.7	25.3

2) Character of Appeals

1) Personal:

Both the primary and secondary appeals listed in Tables 1b-4 to 1b-5 inclusive, were divided into two major sections - namely, individual and social appeals. The former group includes appeals pertaining essentially to the individual, such as appearance, beauty, youthfulness and cleanliness, whilst appeals in the latter group involve persons other than the individual to whom the advertisement was directed. Examples of this latter type include popularity, conformity, sex and envy. The percentages of primary and secondary appeals, per product, in each of these two major groups, may be seen from Table 3a-5, which is simply a summary of the data given in the tables previously mentioned. It is interesting to note that whilst the primary appeals, for the products as a whole, were almost equally divided, almost three-quarters of the secondary appeals were individual appeals. A number of variations from these figures are evident, however, in the cases of particular products. The primary nail lacquer appeals, for example, were entirely social, whilst 90% of the primary face powder appeals were individual in character. On the other hand, secondary appeals were predominant

individual, this group ranging from a maximum of 93.3% for lipsticks, to a minimum of 60.0% in the case of deodorants.

The most popular primary and secondary personal appeals, per product, are shown in Table 3a-6, together with the percentage which they constitute of the total number of primary or secondary appeals for the particular product. Thus, for example, the most popular secondary personal appeal for deodorants was 'fear', and appeals to 'fear' constituted 60.0% of all secondary deodorant appeals. On examining Table 3a-6, it will be noted that 'sex', which includes love and marriage, was the most popular primary personal appeal in the advertising of face creams, lipsticks and nail lacquers, and that it also tied for first place in the case of deodorants.

Table 3a-6

Most Popular Personal Appeals

	<u>Primary</u>		<u>Secondary</u>	
Face Powders	Beauty	75.0%	Beauty	36.1%
Face Creams	Sex	53.4	Economy	29.2
Lipsticks	Sex	46.1	Beauty	73.3
Lacquers	Sex	100.0	Appearance	61.5
Deodorants	Sex		Fear	60.0
	Doubt	31.6 each		

Appeals to 'sex' actually constituted about 38% of primary personal appeals, and approximately 17% of the total number of all primary cosmetic appeals.

It is interesting to note, in passing, that appeals to 'economy' were used only in the advertising of face creams, and that in this particular instance, they were the most popular of secondary personal appeals.

ii) Commodity

Commodity appeals, both primary and secondary, were divided into five main groups, as follows:

- | | |
|----------------------------|--------|
| 1) Raw Materials | (R.M.) |
| 2) Manufacturing processes | (Man.) |
| 3) Product attributes | (Pr.) |
| 4) Application of product | (App.) |
| 5) Packaging | (Pa.) |

The percentages of primary and secondary commodity appeals, per product, falling into each of the above mentioned classes, are given in Table 3a-7. Whilst this table is merely a summary of the data given in Tables 1b-10 to 1b-14 inclusive, it nevertheless serves to facilitate comparison. From a brief study, it will be seen that the great majority of commodity appeals, both primary and secondary, were directed to the attributes of the product itself. The various aspects of application accounted for 12.3% of primary commodity appeals, and 16.9% of secondary ones. Raw materials - generally special ingredients - constituted 5.9% of secondary commodity appeals, ranging from a maximum of 14.5% for face creams, to a minimum of 4.6% for deodorants. The figure for face powders, however, was zero, but on the other hand, advertisements for this commodity were the only ones in which raw materials were selected as the primary appeal. Although manufacturing procedures formed the basis of 3.3% of primary commodity appeals in face cream advertisements, packaging was not selected as a primary appeal for any product. Both of these sections, however, contain a small percentage of secondary appeals - particularly in the cases of powders and creams.

The most popular primary and secondary commodity appeals naturally vary considerably with the product, and are therefore not comparable in the same manner as the personal appeals. As a matter of interest, however, they have been listed in Table 3a-8, together with the percentage which they constitute of the total number of primary or secondary appeals for the product in question. Thus, for example, 62.0% of all primary commodity appeals for deodorants stated that the brand advertised will stop perspiration - probably "from one to three days". It is quite evident, from the previously mentioned table, which properties are considered as the most

Table 3a-7

Nature of Commodity Appeals

Primary Appeals:

	<u>R.M.</u>	<u>Man.</u>	<u>Pr.</u>	<u>App.</u>	<u>Pa.</u>
Face Powders	13.6	0.0	81.8	4.6	0.0
Face Creams	0.	3.3	46.7	50.0	0.
Lipsticks	0.	0.	100.0	0.	0.
Lacquers	0.	0.	100.0	0.	0.
Deodorants	<u>0.</u>	<u>0.</u>	<u>93.0</u>	<u>7.0</u>	<u>0.</u>
					0.0
On a % basis	13.6 2.7	3.3 0.7	421.5 84.3	61.6 12.3	0.0

Secondary Appeals

Face Powders	0.0	4.0	67.2	27.5	1.3
Face Creams	14.5	4.0	50.3	27.6	3.6
Lipsticks	4.9	1.2	81.7	12.2	0.0
Lacquers	5.3	0.	94.7	0.	0.
Deodorants	<u>4.6</u>	<u>0.</u>	<u>78.3</u>	<u>17.1</u>	<u>0.</u>
On a % basis	29.3 5.9	9.2 1.8	372.2 74.4	84.4 16.9	4.9 1.0

important by manufacturers. It is, however, rather surprising to find that the speed of application is looked upon as being of such importance in the case of a face cream.

3) Personal Appeals and Tendencies:

Face Powders:

The great majority of women appear to be in little doubt as to the reason for which they employ face powders. As may be seen from Table 3a-9, most women are simply anxious to "remove the shine" from their noses and faces. Just why they should want to remove the shine was not determined, but doubtlessly they feel it will enhance their glamour or attractiveness. In the final analysis, however, all the tendencies listed are simply different aspects of obvious rationalization, the real basic and underlying motives being traceable to the sex instinct, imitation due to suggestion, and habit.

Table 3a-8

Most Popular Commodity Appeals

		<u>Primary</u>	<u>Secondary</u>	
Face Powders	Colour	45.4%	Texture	21.6%
Face Creams	Use (speed of)	46.7	Softens	18.7
Lipsticks	Stays on	70.0	Colour	22.0
Lacquers	Colour	100.0	Tenacity	52.6
Deoderants	Stops persp.	62.0	Nerharm to fabrics	16.1

With the exception of 'economy', the personal appeals listed are likewise merely other aspects of these three basic motivating tendencies. Although 5.6% of secondary appeals were directed to 'economy', very few women would admit that price was ever a consideration in their selection of a face powder. Those respondents who said that they use face powder "because others do", openly admitted that the predominant tendency motivating their behaviour is suggestive imitation, a factor in advertising which it is somewhat difficult to quantitatively assess.

Table 3a-9

Powders - Per. App. & Tend.

<u>Personal Appeals</u>		<u>Tendencies</u>	
<u>Primary:</u>		Remove shine	71.0%
		Smooth finish	9.4
Beauty	75.0%	Appearance	8.0
Youth	15.0	Hide blemishes	2.9
Sex	10.0	Because others do	2.9
		Feel better	2.2
		Miscellaneous	1.4
<u>Secondary:</u>			
Beauty	36.1%		
Youth	30.6		
Sex	16.1		
Appearance	11.1		
Economy	5.6		

Table 3a-10

Lipsticks - Per. App. & Tend.

<u>Personal Appeals</u>		<u>Tendencies</u>	
<u>Primary:</u>		Improve appearance	24.1%
		Add colour to face	17.5
Sex	46.1%	Look more attractive	16.1
Beauty	30.8	Because others do	14.6
Appearance	15.4	Brighten face	14.6
Youth	7.7	Make lips stand out	5.8
		Prevent chapping	3.6
<u>Secondary:</u>		Just a habit	1.5
		Miscellaneous	2.2
Beauty	73.3%		
Youth	20.0		
Conformity	6.7		

Face Creams:

On account of the inclusion of Sections 20 and 21 in the Questionnaire, it was decided not to add the usual question for the solicitation of tendencies in Section 15. It is thus not possible to draw a satisfactory comparison between tendencies and personal appeals in the case of face creams.

It is interesting to note, however, that in the advertising of face creams, 'sex' was the most popular primary personal appeal, and that it constituted 53.4% of all primary personal appeals, as listed in Table 1b-5. Only one secondary appeal was made to 'sex', probably on account of the large number of primary ones. Judging from the responses to the questions in Section 20, which are shown in Table 2c-30, it would appear that whilst a majority of women believe that the continual use of a suitable face cream will definitely make them more attractive, only 34.0% of the respondents think that it can make a girl more lovable. Whilst it is the opinion of the writer that to be more attractive is to be more lovable, women seem to be somewhat more discerning in this respect.

Economy is a rather rarely used appeal in cosmetic advertisements generally. Face cream advertisements, however, constitute a rather important exception to this rule. In the face cream advertisements under consideration, economy is the most frequently used secondary appeal, and the second most popular primary appeal. There would appear to be some justification for the employment of this appeal in the case of face creams, as they are more quickly used up, and have consequently to be purchased at frequent intervals. It should also be remembered that 66.6% of respondents approved of the woman who purchases a double size jar of cream to save .10¢. Cleanliness and popularity, both product and personal, were sometimes used as appeals in face creams' advertisements. According to Table 2c-30, the former appeal probably finds ready acceptance, as 88.3% of respondents believe that a suitable face cream can loosen surface dirt, and 64.1% are convinced that it will also clean the pores of hidden dirt.

Lipsticks:

What has already been said in connection with face powders, applies with perhaps even more emphasis in the case of lipsticks. A brief consideration of Table 3a-10, will substantiate this statement. Although the rationalization takes on a somewhat different form, the basic underlying motives are obviously unchanged. A comparison with Table 3a-9, shows that a considerably higher percentage of respondents admitted using lipstick because others do, a tendency likely to be stimulated by the secondary appeals to conformity. A few women conceded that their use of lipstick was just a habit, whilst others argued that they used it to prevent chapping. Incidentally, several lipsticks, such as Lypsyl and Chapstick, have been advertised in The Montreal Daily Star, as effective prophylactics for sore lips - from chapping.

It may be well, at this juncture, to briefly consider the relative strength of tendencies and personal appeals. The following list indicates the relative strength, according to Daniel Starch*, of these personal appeals which are pertinent to the present study:

- 1.) Health
- 2.) Sexual attraction
- 3.) Social conformity
- 4.) Gregariousness (assumed to include personal popularity)
- 5.) Appearance
- 6.) Cleanliness
- 7.) Economy
- 8.) Imitation
- 9.) Fear (a negative appeal)

On comparing Tables 3a-9 and 3a-10 with the above list, and considering 'beauty', 'youth', and 'sex' combined as "sexual attraction", it will be seen that the most frequently used appeals are strong in comparison with those which are less often employed. The only variation from "sexual attraction", evident among the primary appeals in the two previously mentioned tables, are those few to 'appearance' in the advertising of lipsticks. Secondary appeals, though slightly more varied, also have their percentage figures in the same order as their relative strengths.

Nail Lacquers:

With minor exceptions, the general picture presented by a comparison of the tendencies and personal appeals relevant to nail lacquers, is very similar to those already considered for face powders and lipsticks. From Table 3a-11, which lists the relevant tendencies and personal appeals, it will be seen that 'sex' was the only primary personal appeal employed, and that the frequencies of use of the three secondary appeals, are in the reverse order to their relative strengths according to Starch. If we consider "To improve appearance", "Attractiveness", and "Feel better groomed",

*Starch, Daniel, "Principles of Advertising"; A.W. Shaw and Company, New York, 1923 edition, p. 260

Table 3a-11

Lacquers - Per. App. & Tend.

<u>Personal Appeals</u>		<u>Tendencies</u>	
<u>Primary:</u>		To improve appearance	37.0%
		Attractiveness	15.1
Sex	100.0%	Feel better groomed	<u>12.0</u>
<u>Secondary:</u>			64.1%
Appearance	61.5%	To hide dirt under nails	7.6%
Popularity	23.1	Stop nails from breaking	6.5
(of product)		Just fancied it	6.5
Conformity	15.4	Because others do	<u>5.4</u>
			11.9%
		Miscellaneous	9.9

as different aspects of 'appearance', and similarly look upon "Just fancied it", and "Because others do", as two different types of 'conformity', we have a surprisingly close similarity between the tendencies and personal appeals. The tendencies listed in Table 3a-11, differ noticeably in one important respect, from those for the other products considered - namely, that quite a number of special reasons were advanced by respondents to account for their use of lacquers. Seven women, for example, said that they use lacquers to hide the dirt under their nails. This "dirt" was, in most cases, the outcome of continually handling carbon paper, and is apparently not readily removed during office hours. Six respondents argued that lacquer reduces the likelihood of them breaking their nails, whilst two others claimed that it makes their nails look longer. Several other similar reasons were also advanced, none of which was ever employed as an appeal, however, in advertising the product.

Leg-dos & Deodorants:

As only one advertisement for leg-dos appeared in The Ladies' Home Journal during the year, there is no list of personal appeals available for comparative purposes. The tendencies governing the use of leg-dos have

already been considered, and are listed in Table 2c-13. It was decided not to ask respondents if they use deodorants, and if so, why so; hence, there is no list of tendencies available for comparative purposes. The personal appeals employed in advertising deodorants have previously been considered, and are listed in Table 1b-8.

Table 3a-12

Combined Influences

Recommendation:

a) Friends	15.8%
b) Salesgirl	6.3
c) Family	4.2
d) Manicurist	2.2

Advertising	28.5%
Gifts	23.4%
Seen in store	21.4
	18.9
Through other products (of same firm)	4.3
Seen in use	2.2
Result of systematic trials	<u>1.3</u>
	100.0%

4) Comparison of Influences:

In their relation to individual products, influences have already been considered, and it merely remains to compare and contrast those leading to the purchase of different types of cosmetics. It will be seen, by reference to the Questionnaire, that influences were not solicited in connection with face creams and deodorants. Those governing the purchase of the remaining products studied, however, have been combined, and are shown in Table 3a-12.

Gifts, although included within the table, are not an entirely independent influence, since they must, in the final analysis, result from one or more of the remaining influences. Insofar as the respondent herself is concerned, however, a gift can be a very definite influence, and this

is particularly the case when the giver is highly esteemed. It is for this reason that gifts were included within the table. It should also be noted that manicurist's recommendations pertain simply to nail lacquers; that repeated trials affected nothing but the selection of face powders; and that only the purchase of leg-dos was the result of "use by others". All influences, apart from these, are common to at least three of the four products - face powders, creams, lacquers and leg-dos.

The percentage figures for the recommendation of friends were remarkably constant for all of the products considered. Only the selection of face powders was materially influenced by family recommendation, but the advice of salesgirls was apparently heeded in the choice of both powders and creams. Altogether, personal recommendations comprised over a quarter of the various factors which governed the purchase of the products considered. As an influence, advertising was definitely more important in connection with lacquers and leg-dos, than in the cases of powders and lipsticks. This is probably due to the fact that the former are newer, and are not yet so readily acceptable as the latter. Gifts and store displays both influenced the selection of powders and lipsticks to a much greater extent than they did lacquers, whilst they hardly affected the choice of leg-dos at all. We thus see that whilst recommendations roughly influenced the use of all products proportionately the same, advertising was definitely stronger in promoting the sale of the newer types of products, whilst gifts and store displays were more important factors in the choice of firmly established goods.

Table 3a-13

Powders - Com. App. & Attr.

	<u>Pop. Ind.</u>	<u>P.</u>	<u>% of appeals</u>
Colour	611	45.4	12.0
Texture	594	31.8	21.6
Smoothness	590	-	8.0
Clinging power	537	-	1.3
Moisture proof	306	-	-
Perfume	266	-	3.4

5) Commodity Appeals and Attributes:

As the length of the Questionnaire obviously had to be kept within reasonable proportions, it was necessary to limit the number of attributes listed per product to those generally considered as the more important ones; hence, it is not possible to draw a comparison between the relevant attributes and commodity appeals, throughout the full range of the product's properties. The attributes included in the Questionnaire concerning face powders, are listed in order according to their popularity indices, in Table 3a-13. The percentages of primary and secondary commodity appeals which relate to each of the attributes listed, are also shown to the right of the corresponding popularity index. The data shown in this table, have been taken from Tables 1b-10 and 2c-21. It should be remarked, however, that the percentage figure shown for "smoothness" is comprised of those listed in Table 1b-10 against "non-streaking" and "non-caking", as both of these items are merely other aspects of smoothness. Also the term "tenacity" is synonymous with "clinging power".

Judging from the figures in this table, there would appear to be some degree of positive correlation between the popularity indices and both the primary and total appeals. The total appeals - the primary and secondary appeals combined - and the popularity indices yield a positive correlation

coefficient of 0.65, with a corresponding probable error of 0.16. As four times this probable error is slightly less than the coefficient of correlation, the latter may be regarded as significant, and probably substantial. The writer has been unable to trace any previously established values of this type, and it is thus somewhat difficult to know whether a coefficient of 0.65 should be considered high, medium, or low, in connection with cosmetic appeals and attributes.

Table 3a-14

Lipsticks - Gen. App. & Attr.

	<u>% of appeals</u>		
	<u>Pop. Ind.</u>	<u>P.</u>	<u>S.</u>
Colour	444	30.0	22.0
Stays on	410	70.0	13.4
Smoothness	346	0.	14.6

Face Creams:

It is not possible to make a satisfactory comparison of face cream attributes and commodity appeals, as the former were not considered in the Questionnaire. A brief comparison of certain commodity appeals and respondent opinion, however, is of distinct interest. On reference to Table 1b-11, it will be seen that the only primary appeals made to the attributes of the product, concern its properties of softening and opacity. More primary, and also more secondary appeals, were made to the softening qualities of face creams than to any other property; and from Table 2c-30, it may be seen that 94.2% of respondents believe that a face cream actually will soften the skin.

The second most popular property of a cream, from the point of view of appeals, is its opacity - its ability to conceal small blemishes. Only 51.6% of respondents, however, believe that a face cream is capable of concealing small blemishes, even if specially prepared and sold for the

purpose. It should be borne in mind, though, that the creams referred to do not include powder creams - these popularly known as 'make-up'. No primary appeals, and only 5.0% of the total secondary commodity appeals, were made to the cleansing properties of creams, although 88.3% of respondents believe that a suitable face cream can loosen surface dirt, and 64.1% think that it can clean the pores of hidden dirt. The low number of appeals to cleansing properties is rather surprising in view of the fact that 50.0% of the creams advertised were either plain cleansing creams or all-purpose creams. The only other comparable property and appeal concern the question of neutralizing excess acid on the skin. Actually, only 1.3% of secondary commodity appeals were directed along this line, and no more than 27.4% of respondents believed this to be a practical possibility. This latter figure represents the lowest percentage of affirmative answers given to any of the questions in Section 20, the responses to which are shown in Table 2c-30.

Lipsticks:

The three independent lipstick properties considered in Section 16 of the Questionnaire, are listed in Table 3a-14, together with their popularity indices and the percentages of primary and secondary commodity appeals pertaining to each of them. As the term "kiss-proof" is, from the technical point of view, essentially the same as "stays on", the former item will not be further considered. It is interesting to note, however, that out of the 137 respondents using lipstick, only five appreciated the real significance of the term "kiss-proof", a condition which is undoubtedly due to the implications inherent in the phraseology. From the above mentioned table, it will be noted that tenacity was the source of 70.0% of all primary commodity appeals, and in the opinion of the respondents, it rated only slightly below colour. The latter property, however, only accounted for 30.0% of primary commodity appeals.

The secondary appeals would seem to be proportioned more in accordance with the popularity indices, yet whilst these figures yield a correlation coefficient of 0.68, it is not significant, as the probable error is 0.21. This is doubtlessly due to the small number of attributes available for comparison. Three additional properties - 'texture', 'non-drying' and 'non-greasy' - were also used as secondary appeals, but as already stated, they were not included in the Questionnaire.

Nail Lacquers & Leg-dos:

As attributes were not considered in Section 17 of the Questionnaire, which deals with nail lacquers, it is impossible to compare consumer preferences with advertising appeals. The latter, however, are listed in Table 1b-13, from which it will be seen that no more than one primary appeal was employed, although a number of secondary ones were used. In the case of leg-dos, only one advertisement appeared in three successive issues of The Ladies' Home Journal, with no variation whatsoever in the appeals used. With the sole exception of smoothness, the latter were the same as those listed in Section 18 of the Questionnaire; hence, it is useless to attempt any comparison.

Deodorants:

The popularity indices for the deodorant properties shown in Section 19 of the Questionnaire, together with the percentages of primary and secondary appeals corresponding to each item, are listed in Table 3a-15. It will be noted that two sets of popularity indices have been given, one of which rates the attributes according to the opinions of those respondents who prefer deodorants that stop perspiration (S.P.), and the other in

accordance with the ideas of those who prefer a product that simply removes the odor (R.O.) It will be noted that the only difference in the order of these series is in connection with the item 'stops perspiration', and that apart from this, the series are relatively the same.

It is interesting to note that the perspiration stopping property of a deodorant does not rate first, even among women who insist that a deodorant shall possess this particular attribute. Safety for the skin is apparently considered as the most important attribute by all classes of women, despite the fact that it was not once employed as a primary appeal, and constituted only 14.5% of the total secondary commodity appeals. The perspiration stopping, and odor preventing properties, of different deodorants, accounted for no less than 89.5% of the total primary commodity appeals, as may be seen by reference to Table 1b-14. It should be pointed out, incidentally, that the percentage figures given for 'no waiting to dry', are listed in Table 1b-14, under the heading 'speed of use'.

Table 3a-15

Deodorants - Com. App. & Attr.

	<u>Pop. Ind.</u>		<u>% of appeals</u>	
	<u>S.P.</u>	<u>R.O.</u>	<u>Pr.</u>	<u>Sec.</u>
Safe for skin	373	417	0	14.5%
Stops perspiration	345	120	62.0	5.2
No harm to fabrics	326	335	0	16.1
Quick acting	249	309	0	7.5
No waiting to dry	215	266	3.5	5.7
Price	88	128		

Whilst there is obviously no correlation between the primary appeals and popularity indices, there is apparently a considerable degree of positive correlation between the secondary appeals and popularity indices, particularly in the case of respondents who prefer deodorants that simply remove the odor. The coefficient of correlation, in this instance, is 0.87, and as the probable error is only 0.12, the correlation is significant, and may be considered as fairly substantial. If the popularity indices for those respondents who prefer deodorants that stop perspiration are taken, however, the coefficient of correlation is only 0.56, and is not significant, as the probable error is 0.21.

GENERAL OBSERVATIONS

Having considered the advertising appeals employed for typical cosmetic products in some detail, and their relation to the motives underlying the purchase of these goods, it may be well to briefly consider some of the more conspicuous general factors that have manifested themselves in the course of the study. No attempt has been made, however, to systematize the following remarks, as they are merely pertinent observations of a decidedly general character.

The opinion seems to be quite widely held, that cosmetic manufacturers frequently engage in a more or less wild orgy of advertising. This belief, though, has absolutely no foundation in fact. It has already been observed, that no more than thirty-six different cosmetic firms advertised in the twelve consecutive issues of The Ladies' Home Journal, on which the advertising section of this study was based. It will also be recalled, that the products of only twenty-three cosmetic manufacturers were advertised in The Montreal Daily Star, during the month of July 1944, and that of these, many were simply featured in the advertisements of departmental stores. It is interesting, in this connection, to quote Mayham*: "In six months, only fifty-four cosmetic companies were represented among the advertisers in this magazine. Placed beside the total number of manufacturers, something more than 1500 operating in the United States, this is not a tremendous showing".

*Mayham, S.L., "Marketing Cosmetics"; McGraw-Hill Book Co. Inc.,
New York, 1938 edition, p. 107.

Quite a number of firms, and particularly manufacturers of deodorants, published the same advertisement time after time, with not the slightest variation whatsoever. In view of the fact that such stereotyped advertisements tend to become very monotonous, if not somewhat annoying, and rapidly lose their power of attracting attention, it is felt that some minor modification in successive issues would constitute a decided advantage. Although the sex instinct is admittedly one of the most potent factors underlying the purchase of cosmetics, it is emphasized by certain manufacturers almost to the point of vulgarity. Bristol-Myers and Ponds are particularly guilty in this respect. Incidentally, Bristol-Myer's products are especially helpful when your "love life's in a rut". Too many firms, love is a veritable El Dorado.

Several prominent manufacturers, who were not represented in any of the publications studied, engage in some considerable advertising at the point of sale. To the writer, this would appear to be an exceedingly sound policy, as the appeals are directly presented at a place, and at a time, when the subject is likely to be most receptive. In addition, it obviates the memory factor, and enhances the likelihood of the subject acting on the impulse of the moment, without 'thinking it over', and probably changing her mind. Whilst the majority of 'point of sale' advertising is still accomplished through the medium of display cards, there would seem to be an increasingly wide use of pamphlets and brochures. Two typical examples of this nature are appended; one of which is "A Guide to Skin Loveliness with Vita-Ray Vitamin Beauty Aids", whilst the other presents "Overgle by Westmore". It is interesting to note that neither of these firms advertised in any of the publications studied, and that in spite of this, their products are well known and enjoy a wide and steady market. A brochure is also included which outlines some of the more 'sexual' applications of Mum.

The subject of hormones and vitamins has already been approached, as it formed a topic of enquiry in the Questionnaire. In writing about lubricating creams, Chilson* says that "one deplorable result of the endeavour to secure cutaneous absorption as a basis for advertising claims has been to lead small manufacturers, lacking adequate technical training and laboratory facilities, to use materials, such as hormone and other glandular extracts, which not only have no demonstrable value whatever, but are so prone to decomposition that consequent formation of putrefactive products might actually be harmful". In connection with the use of vitamins, Chilson adds, "we believe that insufficient scientific proof exists to support claims for vitamin creams on an unassailable basis. Many materials are more or less absorbed by the skin, but absorption itself is not proof of cosmetic efficacy". These authoritative opinions are interesting, in view of the small percentage of respondents who approved the use of vitamins and hormones in cosmetic products.

By putting the accent on love, manufacturers appeal to a section of the market which is by no means the most remunerative, even if it is the largest in number of actual sales. Judging from experience gained in soliciting responses to the Questionnaire, the writer feels that women between the ages of 35 and 45 take the greatest interest in beauty culture, and spend considerably more money, than women in any other age group. It is at this age that traces of the passing years first start to be really noticeable; that fine telltale lines begin to make their unwelcome appearance; and that slightly sagging contours finally become evident. It is at this age too, that women become very anxious to maintain their youthful complexions; to remain interesting to their husbands and male acquaintances; or to hold their places in the business world. It is also at this age that women have money to spend, and are willing to spend it on preparations that will help them to retain some vestige of their fading youth.

Greater care should be taken in the wording of appeals, and particularly those directed to older women. It is a mistake - often made - for advertising to suggest that a product be used in some distressing condition; rather, it should be implied that the product will prevent this condition from arising. Tussy, for example, claim that their Rich Cream is excellent for skin "discouragingly rough and flaky looking - crisscrossed with tiny dry lines". Few women will admit, even to themselves, that their skin is discouragingly rough and flaky looking, let alone crisscrossed with tiny dry lines. A more tactful approach, for Tussy, would be to suggest that their Rich Cream perpetuates the suppleness of youth, and should be used by young and old alike. In this way, a woman does not date herself when purchasing the product, and the mental associations surrounding the cream are distinctly more favourable and attractive.

Within recent years there has been a gradual, but nevertheless steady increase in the cosmetic consciousness of men. New lines of "masculine cosmetics", or toiletries, - such as Sportsman, Lenthéric and Seaforth - have appeared, and enjoyed conspicuous success. There is also every reason to believe that other lines, for both men and women, will similarly succeed. According to Mayham*, the per capita consumption of toilet goods at retail, in the United States and Canada, is only about \$3.50 per annum. It would thus appear that considerable expansion is possible - in fact, it is very probable; an expansion that can be materially assisted through a combination of judicious advertising and a careful determination of consumer preferences. The market for cosmetics is truly great, and will steadily expand; for in the words of Dorothy Dix, their use will ever be symbolical of the ultimate triumph of hope over experience.


*Ibid. p. 224.

P R E S E N T I N G

Overgló

BY WESTMORE

THE NEW WONDER MAKE-UP



*a guide
to
skin loveliness*

WITH
VITA-RAY
Vitamin
BEAUTY AIDS

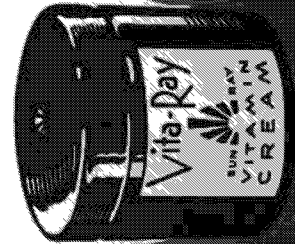
**WE PROMISE A LOVELIER YOU
WITH THIS NEW
WONDER MAKE-UP**



**A LOVELY SKIN
IS IN YOUR OWN POWER**

An exciting discovery has made it possible for every woman to have the fair, fresh, youthful-appearing skin she longs for.

As a famous university doctor was seeking a way to prevent X-ray burns some years ago, he discovered that Vitamin D, the essential sunshine vitamin, could be absorbed with the natural skin cholesterol through the pores—and thus nourish and revitalize the skin cells to new life.

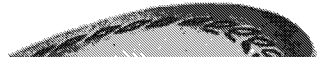


CONCLUSIONS

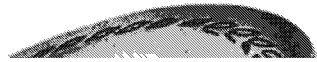
Very similar appeals were employed by manufacturers and retailers in their newspaper advertisements, although certain minor differences were evident. The most popular primary personal appeal was 'comfort', and 'appearance' was the most frequently used secondary one. In the case of commodity appeals, however, manufacturers stressed the "special effects" of their products, whilst retailers laid considerable emphasis on economy in its relation to quantity. In The Ladies' Home Journal, the most popular primary personal appeal was 'sex', for all products except face powders. In the latter case, 'Beauty' was the one most frequently employed. Secondary personal appeals differed rather considerably for the various products, and as might perhaps have been expected, this variation was even more marked in the case of commodity appeals.

Considerable variation was evident among the tendencies governing the use of different cosmetic products. Powders, for example, are used by nearly all women to remove the shine from their noses, but in the case of lipstick, the tendencies are rather more nebulous. Colour is the most important face powder attribute, in the opinion of the respondents, and approximately forty-five percent of them employ rachel. Texture was rated as the second most important of face powder attributes. Colour was also considered as the leading attribute of a lipstick, being closely followed, however, by tenacity - or the property of staying on. Deodorant type preferences were almost equally divided among those that stop perspiration and those that simply remove the odor. The remaining properties, though, were rated in exactly the same order by the two groups, the most important, according to the respondents, being 'safe for skin', and the second most

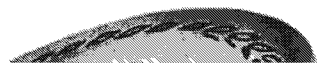
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Science Evolved The Formula for MUM

Some years ago a large city hospital determined to find a means of eliminating the odor associated with certain conditions of tissue break-down. The original prescription which was used and found to be most successful is the fore-runner of the present MUM formula. Since that time several improvements have been made. Many Doctors and Nurses are today using and recommending MUM as a safe and effective deodorant. They know the principle upon which it acts is a sound one. They also know that the background which made it possible is based upon scientific research and development.

Perspiration is a Natural and Necessary Body Process

Perspiration is a perfectly normal process of the body, which normally loses about a quart and a half of perspiration daily. The skin with about 3,500,000 sweat glands acts as a regulator of body temperature by the evaporation of the perspiration which abstracts heat from the skin. It is also an organ for excretion of body wastes. Both are important for health and should not be impeded. The daily bath is essential, yet even with utmost care the embarrassment of perspiration odor may still persist. This is especially true of certain body areas, notably the underarms, groins, and feet. But moisture is important as a means of keeping the skin more flexible, as well as being a protective agent for the skin. Because evaporation is hindered by clothing, the annoyance of perspiring skin areas is common in both summer and winter. Sweat gland action may be increased by exercise, embarrassment, nervousness and similar influences. Even when evaporation is fairly rapid or when perspiration is not visible the action continues.

Chemical Reactions Cause Perspiration Odors

Most perspiration is relatively odorless, especially when it is fresh and in areas where evaporation

is rapid. Individual secretions vary considerably according to race, color, sex, diet and general health. If perspiration is especially profuse it is well to consult your doctor. Some people perspire but little, while others may have an excess in even the coldest weather. This perspiration contains dust, bacteria, fungi and certain waste materials of foods which may be eliminated through the skin. The disagreeable odor is due to several types of chemical components which are formed by fermentation and bacterial action on these excreted products. As this is a natural process, most physicians do not consider it advisable to stop the action. They are well agreed, however, that use of deodorants such as MUM is both safe and desirable.

MUM Does Not Interfere With Normal Body Functions

MUM does not stop perspiration! It acts through a combination of other methods. This is done efficiently *without irritation*. MUM tends to inhibit bacterial action. A chemical action also takes place which results in a combination of MUM with the odorous acids present. In this way they are made non-odorous. Thus, MUM is absolutely harmless to the most delicate skin. Deodorizing action is accomplished but normal sweat gland action is not stopped. A bath alone is not enough. A bath takes care of past perspiration odors, but not of those that are constantly arising afterwards.

For Daily Grooming

Apply a small amount of this snow-white cream to areas that tend to perspire in greater amounts. Underarms, which need special care, take but a moment for this application. Also, smooth a small amount of MUM between the toes and on the soles of the feet. Notice that MUM immediately deodorizes and leaves the areas fresh, clean and dainty. Both men and women use MUM as a necessary part of their daily routine.

It can be used directly after shaving with no danger of irritation. Clothes, even the most delicate fabrics, will not be injured or damaged in any way. Many Nurses find that MUM is especially helpful when close-fitting uniforms are worn. Active people in all walks of life know the danger of offending odors from stale perspiration can be controlled by the daily application of MUM.

For The Sickroom

Recovery from illness or fall of fever usually means extraordinary activity of the sweat glands. Many diseases in their active stage produce peculiar odors. A clean, fresh odor in the sickroom encourages better relaxation of the patient. An embarrassing odor may even retard recovery. Loss of mental composure by this situation can be avoided. Patients are grateful for the thoughtfulness of a Nurse or friend who suggests this simple step to assure a fresh dainty atmosphere. Best of all, it takes so little time to apply a small amount of MUM.

Before Your Treatment . . . MUM

Many physicians supply MUM in the dressing rooms for routine use before examination or treatment. They realize that one may have been active for some time before the appointment. The embarrassment of perspiration odor can be avoided by application of a small amount of this cream. Many physicians use it themselves. In their active life they want to be sure that the office atmosphere will be pleasant at all times. Nothing can offend a dainty fastidious female patient as much as a strong obnoxious odor of male perspiration.

For Sanitary Napkins

This use is appreciated for every dainty, well-groomed woman. It is a protection against any unpleasantness that may result at this time. A

small amount of MUM smoothed on the napkin will quickly deodorize it. It does not in any way interfere with normal functions. There is no danger of irritation. Gone is any fear of offending when MUM is used as a simple, quick means of assuring feminine daintiness.

For Hands

After preparing strong smelling foods such as fish or onions, it is annoying to have the odor cling to them. Soap and water scrubbing just will not have any effect. Perhaps you are going to an appointment . . . a dinner or card party. Avoid this annoyance by spreading a bit of MUM on your hands. Rub it in well. The odor is dispelled quickly and efficiently with no irritation to the most sensitive skins. The odor of cigarette smoking may and can be eliminated from the fingers by using MUM. The fine ingredients in MUM will actually leave the hands soft, even as it accomplishes a thorough job of deodorizing.

For Tired Feet

Place a small amount of the snowy-white cream deodorant on each foot. Smooth it gently over the soles and between the toes. Notice that they immediately feel fresh and clean. There is no trace of irritation or staining. The most delicate hose can be replaced immediately with no fear of damage. A half-minute application and foot odors are gone. This speedy treatment is well worth the few minutes necessary.

MUM For Babies

An important field for the use of MUM is in baby care. Its use is a valuable aid in eliminating odor from wet or soiled diapers. MUM will not irritate the tender skin of the baby. Apply MUM to the buttocks and genital regions routinely. Use MUM immediately after the baby's bath. If necessary, it may be applied several times daily.

You will know that you are doing a great deal toward keeping your baby clean and sweet.

Use MUM Anytime . . . Anywhere

MUM can be used at any time of the day . . . either before or after dressing. Just a half-minute is all that you need to apply MUM. After a busy day, shopping, dancing or exercising, MUM will quickly remove all traces of perspiration odor.

Make MUM A Daily Habit

It disappears completely at time of application. MUM film adheres to and easily blends with the skin.

It will not stain.

It has a mild, non-lasting odor.

MUM spreads easily.

It will not harm the most delicate fabrics.

It will not irritate the most sensitive skin.

MUM is convenient to carry.

It is economical—only a small amount necessary.

It offers immunity to body odor.

MUM is safe at all times.

Keep MUM handy in your medicine cabinet or dressing table. Carry the small purse size with you at all times. MUM removes all the danger of embarrassing situations due to perspiration odors. Easy to apply . . . no irritation . . . economical.

MUM comes in three convenient sizes. Your druggist or department store can supply you.

●

BRISTOL-MYERS COMPANY
New York, N. Y.

important 'no harm to fabrics'. Cleansing cream is the most popular face cream, and the second most popular is Vanishing cream. Although the majority of younger women believe that a suitable face cream exerts no influence in retarding the development of wrinkles, there is a remarkable change of opinion evident with increasing age, most older women feeling that such a cream definitely minimises their development.

The general feeling-tone of a great many cosmetic advertisements does not appear to have received the attention it warrants, and considerable scope exists for the employment of the more subtle psychological influences, such as mental imagery. In the final analysis, most of the tendencies mentioned were felt to be merely different aspects of obvious rationalization, the real basic and underlying motives being traceable to the sex instinct, imitation and habit. With the possible exception of 'economy', the personal appeals used were very similar in nature to the tendencies. Personal recommendation headed the list of combined influences, followed by advertising, gifts and store displays. These four factors collectively constituted over ninety percent of all influences.

Considerable variation occurred from product to product in comparing attributes and commodity appeals. Colour was the most popular attribute, and the most frequently used commodity appeal for powders. In the case of lipstick, however, tenacity was the leading commodity appeal, although colour proved to be the most popular attribute. A fairly substantial correlation was evident between the popularity indices - the attribute ratings - and secondary appeals for deodorants, but no such relationship existed between attributes and primary commodity appeals.

TECHNICAL APPENDIX

and

BIBLIOGRAPHY

The Nature of Cosmetics

Cosmetics are really pharmacauticals having a beautifying purpose instead of the more usual therapeutic object. The vehicles employed in the two cases are the same, whilst the apparatus used in manufacturing, and the modus operandi, are identical. As each of the products selected for inclusion in the Questionnaire is typical of a different class of cosmetics, it is felt that their separate discussion will be to greater advantage.

Face powders:

It is physically impossible to make a face powder that will suit every type of skin, and it is this fact which is responsible for so many women continually changing their brand. Women with oily skins require a heavy powder - that is, one with considerable covering power; and conversely, a woman having a dry skin, should use a powder with less covering power; the term weight, applied to face powders, has no connection at all with their specific gravity, and pertains only to their covering power.

As the raw materials possessing the property of apacity, or covering power, are invariably streaky and lumpy when applied to the skin, they must be diluted by the addition of a vehicle such as tacl, in order to produce the necessary degree of slip for satisfactory application. Ingredients must also be added to create sufficient adhesion for the powder to stay on, and to provide means for absorbing the perfume and colour. The following formula is typical of those for a medium weight rachel face powder:

Titanium dioxide	5.25%	(for opacity)
Talc	81.75	(slip)
Zinc stearate	5.00	(adhesion)
Ppt. chalk	6.00	(absorbent - for colour and perfume)
Perfume	1.00	
Colour (ochre)	1.00	
	<u>100.00%</u>	

Contrary to popular belief, the raw materials employed in making cosmetics are the very finest obtainable, whilst specially refined, and more expensive cosmetic grades are frequently employed. It is a decidedly false policy to save on the cost of raw materials, as they constitute only a small proportion of the final price of the product.

Face creams:

Face creams are divisible into two major groups, of which cold cream (invented by Galen, the Roman physician) and vanishing cream are typically representative. All true creams are emulsions, the former being a water-in-oil emulsion, and the latter an oil-in-water emulsion. Other creams, such as cleansing, tissue, all-purpose and deodorant creams, are merely variations of these two types.

The essential factors in any emulsion are the oil phase, the water phase, and the emulsifying agent. Each of these phases, however, generally consists of a number of ingredients. The oil phase, for example, practically always contains petrolatum and a wax in addition to oil, the exact proportions depending on the desired stiffness of the cream. The water phase may be similarly modified by the addition of various ingredients such as glycerin, alcohol and witch hazel. The oil phase of a vanishing cream, however, consists essentially of stearic acid, though other waxes and oils are frequently added. A typical cream formula is as follows:

Oil phase:	- Spermaceti	5.0%
	- White beeswax	15.0
	- Mineral oil	55.0

In the case of vanishing creams, NaOH and KOH are generally used as the emulsifying agent, and their proportions have a considerable influence on the consistency of the cream.

Lipsticks:

Although an ordinary lipstick is quite easy to make, it is rather difficult to compound a really good one. The base of a lipstick, however, is simply a mixture of waxes and fats, having a melting point somewhere between 135 and 150 deg. F. If the melting point is materially above 150 degrees F., the stick will have little spread, and if it falls below 130 degrees F., the stick will become greasy, liable to bleed, and the film will be thick. Apart from the melting point, however, there is really nothing which governs the composition of the base. The following is a typical lipstick formula:

Beeswax	26.0%	To give body
Paraffin	5.0	
Cocoa butter	7.0	For spread
Cholesterin base	26.0	Soothing agent.
Castor oil	17.5	Dye solvent.
Butyl stearate	5.0	
Preservative	0.1	For cocoa butter.
Bromo acid	2.5	Analine dye.
Lake colour	10.0	
Perfume	0.9	
	<u>100.0%</u>	

In this formula, the beeswax and paraffin give body to the stick, whilst the cocoa butter imparts a certain amount of spread. Although the castor oil and cholesterin absorption base also contribute toward the plasticity of the stick, their presence is primarily for the purposes shown on the right hand side of the formula. It will be noted that both tetrabromo-fluorescein, an analine dye, and lake colours are generally added, the purpose of the former being to impart a degree of indelibility to the product.

Nail Lacquers:

A nail lacquer consists of three major components - non-volatile solids, solvents and plasticizers. Occasionally, substances are also incorporated to facilitate spreading, but generally the solvents and plasticizers are sufficiently active in this respect. The most widely employed solid material is nitro-cellulose, which is, unfortunately, an explosive. The solvent is usually compounded from a number of highly volatile liquids - invariably acetates - which cover a moderate range of boiling points. Plasticizers, whilst being somewhat similar to solvents, have considerably higher boiling points, and thus tend to increase the film plasticity, by remaining in combination as the solvents evaporate. A typical nail lacquer formula is as follows:

Nitro-cellulose	10.0%	Solid
Amyl acetate	20.0 -	
Ethyl acetate	30.0	Solvents
Butyl acetate	20.0 -	
Diethyl phthalate	15.0 -	Plasticizers
Campher	4.5	
Colour	0.5	
	<u>100.0%</u>	

The colours used are generally alcohol soluble analine dyes, such as cosin, safranin and carmoisin. It is interesting to note the relative proportions of the three classes of materials.

Leg-dos:

Most of the leg-dos at present on the market, are suspensions, similar in character to the products known as "liquid powders". The suspended material generally resembles a face powder in composition, but colloidal materials, such as purified kaolin, kieselguhr, and magnesium stearate, often form a substantial proportion. Being suspensions, the solid material has a

tendency to settle to the bottom of the bottle. This tendency, however, can be reduced to some extent by increasing the percentage of colloidal material, and thickening the liquid somewhat by the addition of a little gum. To facilitate incorporation of the perfume, and also to promote more rapid drying, it is customary to include about 1% of alcohol in preparations of this type.

Deodorants:

Almost any standard cosmetic base may be used as a vehicle for deodorants, the particular choice being largely a matter of personal taste. Preparations for dealing with the odor of perspiration are divisible into two major types:

- a) Deodorants, for deodorizing perspiration; and
- b) Antiperspirants, for preventing perspiration.

The normal body exudes from one to three quarts of perspiration per day. The aqueous portion of this exudate immediately evaporates, and deposits the waste material on the skin. It is this waste material which gradually undergoes decomposition, due to bacterial action, and in so doing produces the characteristic odor of perspiration.

Deodorants approach the problem through the inclusion of an antiseptic, which inhibits the action of bacteria present in the area treated, and so prevents oxidation of the waste material. Common antiseptics employed for this purpose are boric acid, benzoic acid, oxyquinoline sulphate, and salicylic acid.

Antiperspirants, however, stop perspiration through the incorporation of a powerful astringent, which closes the ducts leading to the sweat glands, and so prevents the excretion of perspiration. Common astringents

employed are aluminum chloride, aluminum sulphate, zinc sulphocarbolate, and some of the parahydroxybenzoates. In the case of antiperspirants, about 4% of glycerine is usually added, to somewhat mitigate the harshness of the astringent.

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ABSTRACT

The study is designed to compare and contrast the appeals used in advertising the more popular cosmetic products, with the motives underlying their purchase. It is essentially a study of the opinions, ideas and feelings of the people concerned - both manufacturer and consumer - and for this reason, the actual physiological properties of the products are of no direct interest. The thesis is divisible into three sections. The first of these sections comprises a study of advertising appeals; the second is an investigation of the motives underlying the purchase of cosmetics; and the third section consists of a comparison of the data obtained in the two preceding sections, together with a few remarks of a more general nature.

Appeals were studied in The Montreal Daily Star for the month of July 1944; in The Ladies' Home Mournal during the year commencing July 1944 and ending June 1945; and also in the two "Beauty Issues" of Vogue, which appeared in the course of the year. A brief survey covering the general physical characteristics of the advertisements, precedes consideration of the appeals. Advertisements in The Montreal Daily Star were, unlike those in The Ladies' Home Journal and Vogue, divisible into two groups - manufacturer's and retailer's, which showed basic differences in composition and appeals. Distinct patterns of temporal distribution were also evident, there being a definite lull around Christmas time in The Ladies' Home Journal, and around the end of the week in The Montreal Daily Star. The most frequently advertised cosmetic products in The Ladies' Home Journal, were face creams and deodorants. Many manufacturers adopted a more or less standard pattern for their advertisements, thus endowing them with a certain degree of individuality, and continuity in style.

Manufacturers and retailers employed very similar appeals in their newspaper advertisements, although certain minor differences were evident. The most popular primary personal appeal was 'comfort', and 'appearance' was the most popular secondary one. In the case of commodity appeals, however, manufacturers stressed the "special effects" of their products, whilst retailers laid considerable emphasis on economy in its relation to quantity. In The Ladies' Home Journal, the most popular primary personal appeal was 'sex', for all products except face powders. In the latter case, 'beauty' was the one most frequently employed. Secondary personal appeals differed rather considerably for the various products. 'Beauty' was the most popular in connection with powders and lipsticks, 'appearance' in the case of nail lacquers, 'economy' for creams, and 'fear' in connection with deodorants. As might have been expected, little similarity was evident among the leading commodity appeals - both primary and secondary - for the different products. A noteworthy factor, however, is the number of "special ingredients" to be found in the various brands of face creams. The general feeling-tone of a great many cosmetic advertisements does not appear to have received the attention it warrants, and considerable scope exists for the employment of the more subtle psychological influences, such as mental imagery.

Purchasing motives were investigated through the medium of a questionnaire, so worded as to separately determine the tendencies, influences and attributes governing purchases. Considerable care was taken to secure a sample typical, and truly representative of the population under study, and the adequacy of the sample was continuously checked through the construction of a series of stabilization charts. Somewhat

over fifty percent of respondents voiced objections to the composition or appeals of cosmetic advertisements, most of them feeling that the latter are either false or grossly exaggerated. The most popular cosmetic products among the respondents are lipsticks and powders, which are employed by approximately ninety percent of the women interviewed.

Considerable variation was evident among the tendencies governing the use of different cosmetic products. Powders, for example, are used by nearly all women to remove the shine from their noses, but in the case of lipstick, the tendencies are rather more nebulous. Influences were surprisingly uniform with respect to products, personal recommendations, in one form or another, heading the list. Gifts and store displays exerted approximately the same degree of influence, and were closely followed by advertising. The percentage of cosmetic users is about six percent higher among magazine readers than among non-readers, and is evident for each of the products studied. The most important face powder attribute, in the opinion of the respondents, is colour, and approximately forty-five percent of them employ rachel. Texture was rated as the second most popular face powder attributes. Colour was also considered as the leading attribute of a lipstick, being closely followed, however, by tenacity - or the property of staying on.

Deodorant type preferences were almost equally divided among those that stop perspiration and those that simply remove the odor. The remaining properties, however, were rated in the same order by the two groups, the most important, according to the respondents, being "Safe for skin", and the second most important "no harm to fabrics". Cleansing cream is the most popular cream, and the second most popular is Vanishing

Cream. Although the majority of younger women believe that a suitable face cream exerts no influence in retarding the development of wrinkles, there is a remarkable change of opinion evident with increasing age, most older women feeling that such a cream definitely minimizes their development.

A comparison of the products used with those advertised, shows that the more popular cosmetics are not advertised to quite the same extent as those of somewhat lesser popularity. There is, however, a high degree of positive correlation between the products preferred and those advertised, and the same is true of the brands advertised and those recalled. Considering the personal appeals as a whole, it is shown that individual and social factors are equally favoured as primary appeals, but that social factors comprise only about one quarter of secondary personal appeals. Commodity appeals, both primary and secondary, referred predominantly to the product attributes, though about fifteen percent were appeals to various factors in application.

In the final analysis, most of the tendencies mentioned were felt to be merely different aspects of obvious rationalization, the real basic and underlying motives being traceable to the sex instinct, imitation and habit. With the possible exception of 'economy', the personal appeals used were very similar in nature to the tendencies. 'Economy' was generally used only on occasion, but a very notable exception occurred, however, in the case of face creams. Personal recommendation headed the list of combined influences, followed by advertising, then gifts and store displays. These four factors collectively constituted over ninety percent of all influences.

Considerable variation occurred from product to product in comparing attributes and commodity appeals. Colour was the most popular attribute, and the most frequently used commodity appeal for powders. In the case of lipsticks, however, tenacity was the leading commodity appeal, although colour proved to be the most popular attribute. A fairly substantial correlation was evident between the popularity indices - the attribute ratings - and secondary appeals for deodorants, but no such relationship existed between attributes and primary commodity appeals.

The study terminates with a survey of general observations. Point of sale and repeated advertisements, abuse of the sex appeal, hormones, vitamins, and the wording of advertisements are among the topics discussed. A brief description of the chemical composition of typical cosmetic products is appended, together with a short bibliography of pertinent books and articles.

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