

on a few drops of the product. After a period of time the effect can be renewed by using a little water. The clear, colorless liquid is applied to skin that has been freshly and thoroughly cleansed.

During the few minutes the product needs to take effect, the face should be in complete repose, for the lotion must be allowed to form a smooth unbroken new surface over the wrinkles to make them disappear. This new surface, Coty claims, has a beneficial effect of its own, for in addition to smoothing away lines, it forms a protective barrier that helps to retain the skin's natural moisture.

Those who wrinkle their eyes or make lively use of their facial muscles in animated conversation, may become aware of a little flaking as the hours go by. If this occurs, a drop of water renews the holding action. A new application of the lotion applied two or three times a day maintains the "wrinkle-free illusion."

Prices of the products entering the competition vary somewhat. Coty's Line Away, Helene Curtis' Magic Secret and Max Factor's product will sell for \$5. Max Factor has an introductory offer of \$3.95, however. Revlon's product will cost \$4.50. Hazel Bishop has the economy entry, to sell for \$2.95.

It has been published that the product costs peanuts to produce, and therefore is slated for extremely high prices on the market. Product managers interviewed by SPONSOR refute this idea. McCartney, speaking for Helene Curtis, says it is one of the highest costing products to produce, and the margin of profit is below average for cosmetic products.

The importance of everyone having a good product is stressed by McCartney. If a woman tries and it doesn't work, she may not try others and throw out the whole idea of wrinkle-smoothing lotions. McCartney says he has sampled batches of competitors' lotions and they do not all work. "It is possible that they rushed the product during its production at times," he says. "If that happens the lotion is just not effective. It can't be rushed."

Market for the product is women

between the ages of 35 and 60, or about 44 percent of all the women in the United States. The potential number of female buyers would be near 42 million. This generally follows the population line, according to Bob Decker, associate media director at WW&B, handling buys for the Coty product.

Decker felt that tv was a must for introducing the product. It not only is exciting but reaches the women quickly and efficiently. Programs could be selected that reach primarily women in the desired age group. He also mentioned demonstration. The Line Away commercials are 100 percent demonstration.

Produced at the Vidcotape Center in New York, they cover the three-minute period from application to the time the effects begin to show. The actual commercial is only one-minute, but animation was used to speed-up the change.

For Helene Curtis, the process took about nine minutes in front of the cameras. Then one-minute was extracted. The whole nine minutes were kept on file, however.

The success of the wrinkle preparations will depend on their reception these first few months. Unfortunately, if April showers bring May flowers, they also wash away the wrinkle lotions. ■

Bozell & Jacobs opens Phoenix office

Bozelle & Jacobs Advertising Agency has announced the opening of an office in Phoenix. Headquarters in Omaha,



Morrow

B&J now has 14 offices across the country, including New York, Chicago, Los Angeles, and Washington, D.C.

A member of the 4A's, the agency offers marketing, creative, research, media, merchandising, and public relations counsel to national, regional, and local accounts.

Manager of the Phoenix office is E. Thomas Morrow. Morrow brings to Phoenix 10 years of

experience in agency management, account service, and creative work on such accounts as Northern Natural Gas Co., United Gas Co., Mutual of Omaha, United Omaha, Fairmont Foods Co., Storz Brewing Co., Northwestern Bell Telephone Co. and various financial advertisers.

Henry C. Richter is creative director and account executive. Richter has most recently operated his own agency in Phoenix serving a number of local accounts.

Wolf named senior v.p. by Lennen & Newell



Wolf

George Wolf has been named a senior vice president of Lennen & Newell.

A vice president and director of commercial production at the agency since 1962,

Wolf first joined the agency in 1960 as a tv program supervisor.

Prior to that he had been vice president for radio/tv at Ruthrauff and Ryan, and had held executive positions at Geyer Advertising and Foote, Cone & Belding.

McCann selects Lorne as European manager

Peter Lorne, currently managing director of McCann-Erickson Advertising, Ltd., London, has been selected as regional executive for McCann-Erickson offices throughout Europe.

Lorne has also been appointed chairman of the board of the London company. His place as managing director is being taken by Frank Brickman, previously assistant managing director. Lorne joined McCann-Erickson in 1954 as director of marketing after 17 years with Alfred Bird & Son Limited, the British Division of General Foods Corp., where he was general sales manager and executive member of the General Foods marketing committee. He was appointed director of the London agency in 1955, assistant managing director in 1957, managing director in 1960.