

Printers' Ink



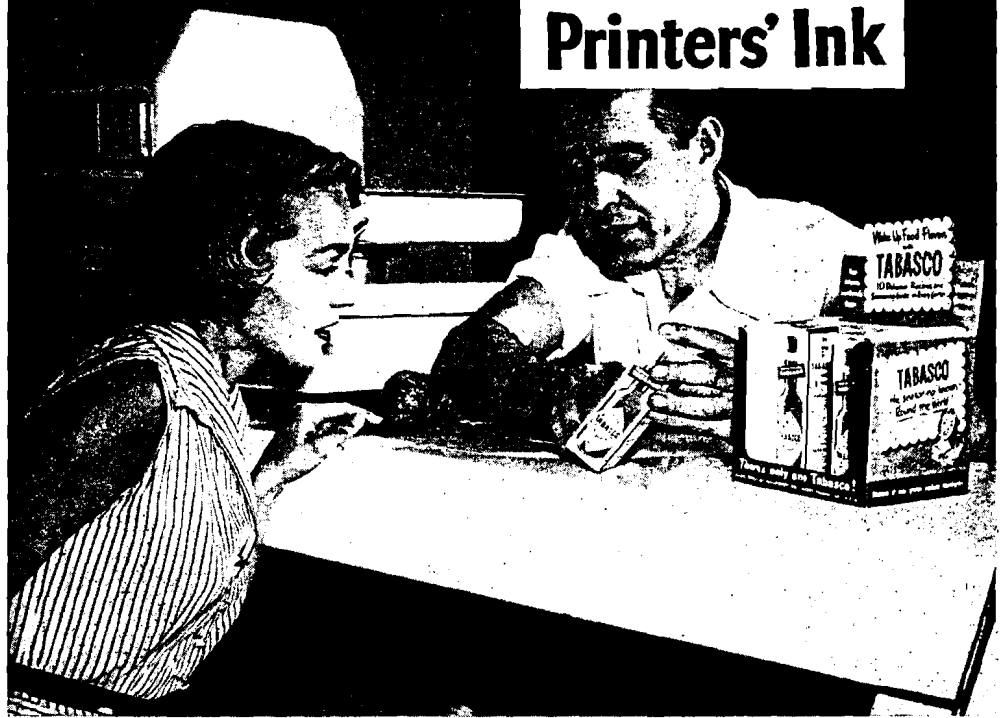
Mrs. Harriet Jacobsen

She lives in Norway



Mrs. Dorothy Walker

She lives in California



"Here's how to use it," says Marcel Tripet, counterman, D'Agostino Bros. market, Stuyvesant Town, New York City, pointing to the text on side of new package

For their prize Appetizers...



both use

TABASCO

TABASCO CREAM CHEESE:

Blend well together one 2-oz. pkg. cream cheese, 1 tsp. celery seed, paprika and Tabasco to taste, and spread on toast rounds.

AVOCADO DIP:

Mash 1 avocado to pulp, add 3 tbsps. mayonnaise, 1 to 2 tbsps. minced onion, juice of 1/2 lemon, salt to taste, and 3 drops Tabasco. Blend well. Serve for "dunking" potato chips, shrimp, etc.

• These serve approximately 4. Multiply for larger groups.



All over the world, Tabasco is the seasoning of connoisseurs. Try a drop or two with:

- Tomato juice
- Seafoods
- Cheese dishes
- Meats
- Eggs
- Soups
- Sauces

Have Tabasco on your table—ask for it when dining out.

Why Tabasco's a hot item

McIlhenny company steps up advertising, and sales pop 360%

by Victor J. Dallaire, Associate editor

IF YOU LOOK on the back of the Tabasco sauce carton, you'll find the familiar slogan, *One drop of Tabasco works wonders.*

If you had the chance to look over the Tabasco sales record of the past few years, you'd probably invent a slogan of your own: *A little bit of advertising and promotion in the right places for the right product works wonders.*

Tabasco sauce, a product of the McIlhenny Co., Avery Island, La., is one of those rare specialties for which there is a historic (and automatic) demand. Angostura bitters is another. So the Tabasco sales story even before its new deal wasn't bad at all. With only token advertising and a distributing organiza-

tion with long-hardened arteries, the pungent sauce brought in a nice piece of change to the McIlhennys year in and year out.

The original big question then before the McIlhenny family council down on Avery Island in Louisiana's bayou country was: "Should we do anything about Tabasco? After all, we've got oil, salt, timber and other things to think about. Why bother as long as it's doing all right?"

But the upshot of the council was to go after business more aggressively. This decision was reached in the early war years when people (as distinguished from gourmets) began using more condiments to flavor drab ration diets. And it was made at a time when several more competitive products appeared on the market.

So the McIlhenny Co. set out upon its new deal for Tabasco at a time when

World-wide acceptance, human interest and recipe appeals are packed into this current column advertisement of Tabasco

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people wanted more spicy sauces and also had more brands to choose from. The new program got rolling a little over a year ago when Irving MacPherson came over from Angostura-Wuppermann as national sales manager.

How has the new deal paid off? For reasons of its own, the McIlhenny company doesn't want to disclose dollar sales figures, but it is willing to reveal that Tabasco sales in 1949 were 360% higher than in 1942. On the basis of sales increases for the first few months of this year, 1950 sales will beat those of last year by a margin that would satisfy the most sales hungry.

What about the increase in advertising expenditures? In 1942 the company spent only \$9,000 for advertising, little reminder messages placed here and there whenever it happened to occur to somebody. In 1949, the over-all expenditure for advertising, publicity, selling aids and other related activities came to \$140,000. Percentagewise, the merchandising expense increase far exceeded the sales increase, but many of the things included in the 1949 budget are long-term activities—new packaging, for instance.

More important than the budget increase for merchandising activities during this period was the switch in tactics. In place of the simple reminder notices, advertising suggesting the use of Tabasco in specific dishes was used. Thus the housewife who may have been a long-time user of the sauce with one or two foods, say Little Neck clams or spaghetti, learned that it improved the flavor of numerous other foods. At the same time the recipes offered in the advertisements enticed other housewives who were not acquainted with Tabasco to give it a try. And the ads still fulfilled the important reminder function.

These advertisements are run in class weeklies, network Sunday newspaper supplements and local newspaper Sunday magazines in markets the network publications don't reach. Wherever possible, Tabasco advertisements adjoin editorial food columns; at least, they are on the food pages. Only additional color used is Tabasco red.

Tie-in promotions with other food manufacturers constitute a new and vital part of the Tabasco program. Successful tie-ins with tuna fish canners, mayonnaise makers and other noncompetitive foods already have been carried through from publication alliances to point-of-



The bottle label has retained its identity. Reproduction of the bottle on the old package (right) was cleaned up for the new package (left)

sale material. Still broader tie-ins now are in the works.

The McIlhenny Co. also has high hopes for one of its own point-of-sale creations, a tiny sample of Tabasco attached to a card for distribution by grocers and through a 10-cent coupon offer in forthcoming advertisements. The samples will be packed in regular shipping

cartons; they are so small that no special containers are necessary.

Both the shipping cartons and the individual bottle carton have been changed. The shipping box has an overall outside container and four inner dozen-bottle boxes to facilitate less-than-case order handling for a good deal of the sauce is brought in small lots. The individual bottle carton design has been simplified so that the colored bottle reproduction will stand out better. A recipe folder now goes with each bottle. The folder soon will have recipes in both English and Spanish instead of English alone as at present.

A program of consumer education publicity directed to food writers of newspapers, magazines and syndicates has been added. It has proved itself one of the most useful new activities. Recipe development, photographs and press stories are handled by Dudley, Anderson & Yutzy, New York; Fitzgerald Advertising Agency, New Orleans, has handled Tabasco advertising for the past two years.

When Mr. MacPherson took over as sales manager at the request of Walter S. McIlhenny, president, he immediately set about overhauling the sales organization. He established closer working ties between the men in the field and the home office. He's weeded out weak distributors and replaced them with strong ones. As a result he now has a sales organization that takes a real interest in the company's advertising and promotion programs and the activities of competitors and trade groups.

So, there you have the trade story—the reasons why Tabasco is selling at more than four times the rate it sold a few years ago. The product story goes back much further. The short piece below tells how far.

Seed peppers and two wars mixed in fabulous history of Tabasco

When the peace treaty between the United States and Mexico was signed in 1848, General Winfield Scott withdrew his American army northward, leaving behind a host of sutlers and other army followers who chose to try their fortunes in Mexico.

One of these men, named Gleason, worked his way south from Mexico City to the state of Tabasco where he stayed for a while, changed his mind and

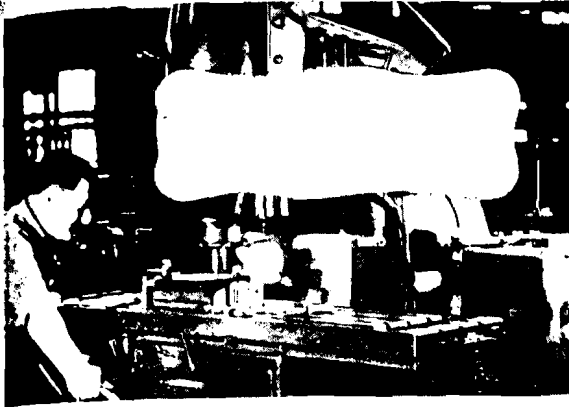
headed back to the States carrying with him some pepper seed which he said would produce a pepper pod of especially fine flavor and color. He gave some of these in 1852 to a New Orleans banker, Edmund McIlhenny. Mr. McIlhenny planted them and later gave some of the plants to his father-in-law, Judge Avery of Avery Island. There they flourished without much attention being paid to them.

Both Judge Avery and Mr. McIlhenny took prominent parts in financing the Confederacy, and when Union forces captured Southern Louisiana, they and their families were banished to Texas until Lee's surrender. They returned to Avery Island to find their sugar houses, salt works and homes burned and most of their former slaves vanished.

The austerity diet available at the time suited no one used to Louisiana cooking, so Mr. McIlhenny began experimenting with condiments and seasonings to liven up his family's fare. He found some of Gleason's pepper plants still prospering and created a sauce that pleased his family and friends. Among

Which ad pulled best?

—dominant action picture or six machines



"One costly shutdown after another dogged our machine shop operations until we finally learned the reason. Our circulating oils were foaming and oxidizing, which caused sludge formation and critical corrosion damage to our equipment."

"A Cities Service Lubrication Engineer suggested a change in the circulating oils. We tried a Cities Service Pacemaker 'T' oil. These multi-purpose oils are fortified against foaming, oxidation and rust."

Results were immediate. Costly shut-downs were reduced by over 200%. Efficiency of the whole line improved and quality of production was substantially stepped up."



CITIES SERVICE PACEMAKER 'T' MULTI-PURPOSE OILS
 • For Hydraulic systems • For Air Compressors • Other circulating systems

CITIES SERVICE

Van Hornes -
Fitchburg Spine Grinder

Lewis Tool - Hydraulic
Universal Grinder

Bullard -
New Aerial Maintenance Lifter

Pratt & Whitney -
Vertical Surface Grinder

*Your New Equipment
Deserves Only
The Best Lubrication*

Lewis Tool -
Precision Cylindrical Grinder

Van Hornes -
Emberg Special
Plunge Cut Grinder

**Get Skilled Cities Service Lubrication
From the Start**

More than 14 billions of dollars will be spent on new plants and new equipment in 1949. The smartest investment you can make for the maintenance and protection of your new equipment is to begin with a sound lubrication program.

In setting up lubrication schedules for new equipment why not first investigate the advantages to be gained by using Cities Service fine quality petroleum products. Whatever the make and model of machine you'll find the right lubricant to meet your particular requirements. Moreover, an experienced Cities Service Lubrication Engineer will be on hand to provide sound recommendations on any kind of lubrication problem. You will find him especially well-informed on the lubrication requirements of the latest types of metal working machinery.

FREE...
This New Fuel-Filled Booklet
For The Metal Working Industry

Cities Service Oil Company,
State Wall Tower, Room 1404
New York 3, N. Y.

Please send me without obligation your new booklet on
"Metal Cutting Fluids."

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

CITIES SERVICE

WHICH OF THESE TWO CITIES SERVICE ADVERTISEMENTS, published in Factory in September and November 1949, was noted and read more thoroughly by more people? How do they compare as inquiry producers? Ad A puts the headline in an unusual mortise, links a dominant product-in-use picture

two other product-in-use pictures and text describing an anonymous case history. Ad B pictures six different machines with the names of plants in which they are located set in small type beside them. Text carries a general statement about the product, and coupon offer is more dominant.

Turn to page 40 for the answer.

Help us keep this series going. Send your results to Carroll J. Swan, Assistant managing editor, Printers' Ink, 205 E. 42nd St., N. Y. 17.

...who tried the sauce was the federal administrator for Southern Louisiana. When he went back North, he brought with him a few bottles of the McIlhenny sauce which he tried out on his brother, H. C. Hazzard of New York, then head of the largest wholesale grocery house in the United States. The grocery chief, knowing a good thing when he tasted it, persuaded McIlhenny to go into the sauce business; Hazzard would introduce it in the North. The sauce was first known as McIlhenny sauce and later became known as Tabasco after the state of Mexico from which the original pepper seeds were

brought. In the patent issued to McIlhenny in 1870, it was called "the pepper known on the market as Tabasco pepper." The name is the property of the McIlhenny Co. Tabasco sauce had been introduced into New York in 1868. By 1872 a Tabasco agency was set up in Soho Square, London, next to Crosse & Blackwell. Distribution of the sauce spread over the world so rapidly that Lord Kitchener in his report to the British government on the conquest of Khar-toum mentioned that Tabasco was found further in the desert than any other modern food product.

Tabasco differs from other hot sauces in that it is not cooked. The peppers are

brought in from the fields, macerated and packed tightly into oaken casks. Holes are bored through the tops of the casks, which are then covered with thick layers of fine salt. The salt permits the gases formed during the curing process to escape but prevents the outside air from entering. The casks stand for three years, then the mash is removed, mixed with vinegar, run through fine mesh sieves and automatically bottled, labeled and packed.

That's how Tabasco comes to many of the world's tables; it's on its way now to many more as a result of the McIlhenny clan's new merchandising program.