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Father's Day Council Pamphlet, c. 1950

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F · D · C

* Father's Day Council, Inc.

A 2-MINUTE OUTLINE OF THE BIGGEST BUY
IN YOUR BUSINESS, FATHER'S DAY, JUNE 18



Publicity Stresses Father's Day Ideals. Celebrities at the 1949 Father's Day Luncheon: Ed Sullivan, Patricia Morison, Alfred Drake, John Garfield, Ralph Bunche, (Alvin Austin,) Mrs. Charles Collins, Mr. Collins, Jinx Falkenberg (McCrary), Tex McCrary, Bill Stern, Ben Cohen.

DON'T SHOOT SANTA CLAUS

**Be Good to Father's Day,
It's Great to You**

1950 begins a "New Phase" of Father's Day; a hard attempt by everyone in the men's business, is being invited, to induce every business man who benefits from Father's Day to participate in the program. Consider the following points and you will surely be a FD enthusiast:

One

When business slumps F.D. is the one proven sales creator. Over \$100,000,000 FD business done for 1949. Commercialism killed Father's Day from 1910 to 1935. It was stone dead. FD Council gave it rebirth and builds it anew each year through non-commercial, dignified public acceptance.

Two

\$10,000,000 consumer publicity was secured in 1949 at a cost of \$107,000. This is the greatest advertising buy in history, say the experts. The constant growth of Father's Day volume is as follows:

<i>Year</i>	<i>Increase</i>	<i>Percent</i>	<i>Year</i>	<i>Increase</i>	<i>Percent</i>
1938	—	100	1944	10%	326
1939	29%	129	1945	25%	407
1940	33%	172	1946	27%	517
1941	20%	206	1947	18%	609
1942	22%	251	1948	6%	645
1943	18%	296	1949	same	645

Three

\$150,000 budget for 1950 is a mere drop in the bucket. No firm should quibble about paying a few pennies a day for its appropriation to the Council. It is their best possible buy. They get this back a thousand times. If they save these few pennies they will lose Father's Day and where is the profit?



F.D. Youth-Welfare posters displayed in public places.

Four

All money is voluntarily contributed; supervised by executive board of responsible business leaders who volunteer their services, without pay. Not a penny is wasted on administration. Monies are used to buy printing, radio talent, transcriptions, movie trailers, communications, free posters for public places, publicity personnel and mailing. Greatest economy is exercised.

Five

1950 Father's Day publicity is all new and fresh. New names, new faces, new events. It is all on the local level. Your town, your movies, your newspapers, radio stations, etc., publicize Father's Day based on this FDC program:

• *Opening national luncheon, featuring celebrities, springboard for local publicity. Father's Day awards established. Father-of-the-Year designated and publicized in press, radio and television. "Our Children's Future" campaign organized and widely promoted, in cooperation with National Juvenile Foundation. All calendar firms urged to imprint "Father's Day" on calendars. World Almanac articles on Father's Day and Year's Fathers. Official Poster Plan. Local theatre promotions in movie houses. Local publicity thru newspapers. Prizes for best Father's Day campaigns. Local radio stations and network programs. Newspaper features and stories.*

Motion picture companies' tie-ins. Church sermons and affairs. Magazines. Organizations and their local chapters. Governors' proclamations. Trade publications.

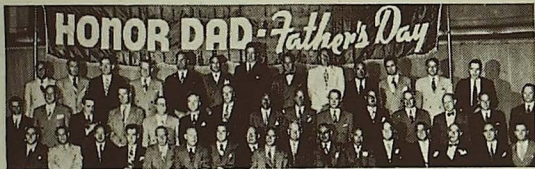
THE ABOVE IS FROM THE RECORD; NOT WHAT WE SAY WE ARE GOING TO DO, BUT WHAT WE DID.

Six

No — the job isn't the retailer's alone, nor the manufacturer's alone. Everyone benefits — everyone pays. No one takes a "free-ride" — all join hands so that a wide base shares the total cost — the fair democratic way!

Seven

5,000 members believe in the future of Father's Day. They believe that merchants and manufacturers need the Council and want it to be financially sound; they realize that the making of a modest appropriation annually is in their best interest. 5,000 more members are invited to join without delay. "The Council gave you Father's Day. What did you give the Council?"



Responsible leaders give their services without pay—to help you. Above: Business executives, heading the Father's Day Council.

To join the "Father's Day Council", simply send check to their order to 50 East 42nd Street, New York 17.

C. E. Nelson (True Magazine) is fund-raising chairman. Ernest D. Goodman (Goodman & Theise) is Chairman. Executive Committee members are: Mervin A. Blach, Blach's (Birmingham); A. O. Buckingham, Cluett, Peabody & Co.; Sylvan Cole, National Shirt Shops; Albert F. Free, F. R. Tripler & Co.; Ernest D. Goodman, Goodman & Theise; Jack Goldfarb, Union Underwear Co.; George G. Goldie; Louis Grabosky, Grabosky Bros.; Isidore S. Immerman, Associated Men's Wear Retailers of New York; John W. Mettler, Interwoven Stocking Co.; Clare E. Nelson, True Magazine; Maxwell W. Schneider, Embassy Men's Apparel, Inc. There are 35 industry chairmen; 300 city chairmen; many retail merchants bureaus and national trade associations endorsing and cooperating.

The director-general of Father's Day public activities is Alvin Austin, Executive Director, Father's Day Council.