

Terry O'Malley

VICKERS & BENSON LTD.



LIGHTNING FASTENER COMPANY LIMITED

1969 ADVERTISING RECOMMENDATIONS

Vickers & Benson Ltd.
September 20th, 1968

**Here's the star
of fashion's great
disappearing act.**



A Lightning Zephyr nylon zipper just wasn't made to shine. It won't glint, glare, or slide when all eyes are on you. And it can be matched to any fashion colour. Put a Lightning Zephyr nylon zipper in the next dress you make and you can be sure of one thing. Your dress may stand out. Your zipper never will.

**Lightning® Zephyr®
You can count
on it.**

*Zephyr and Lightning are registered trademarks of Lightning Fastener Company Limited, St. Catharines, Ontario
VB2538

1969 MEDIA STRATEGY PACKAGE FASTENERS

The marketing objectives dictate media choice for 1969 to cover:

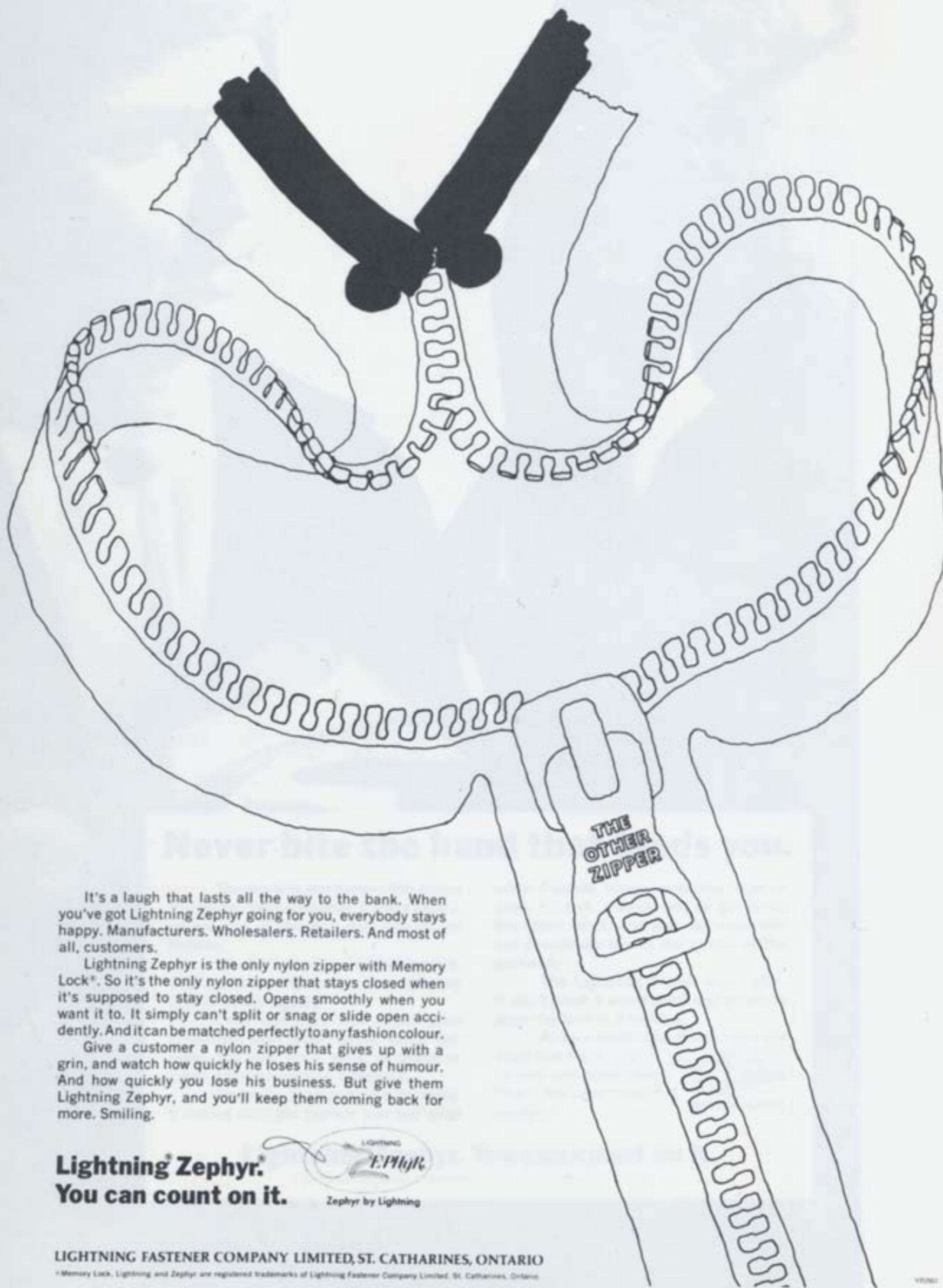
1. The need of a national base for consumer promotion with a minimum of cost but a maximum of consumer and trade impact.
2. Use of a merchandiseable media.
3. The need to talk to all ages in media which can communicate the creative message.
4. The need to tell a powerful story in Quebec in view of its identification problem.

The use of Reader's Digest and Chatelaine (both English and French) plus Miss Chatelaine will meet package fastener objectives for 1969.

The use of Digest size bleed pages, suitable for Chatelaine as well, will minimize production costs and give an added flexibility if marketing conditions change and demand the use of regional editions.

Both publications have an excellent cost efficiency. High readership figures for Reader's Digest (5,000,000) and Chatelaine (2,500,000) mean these publications are highly regarded by the trade.

**When other
nylon zippers grin like this,
no wonder Lightning Zephyr[®]
has the last laugh.**



It's a laugh that lasts all the way to the bank. When you've got Lightning Zephyr going for you, everybody stays happy. Manufacturers. Wholesalers. Retailers. And most of all, customers.

Lightning Zephyr is the only nylon zipper with Memory Lock[®]. So it's the only nylon zipper that stays closed when it's supposed to stay closed. Opens smoothly when you want it to. It simply can't split or snag or slide open accidentally. And it can be matched perfectly to any fashion colour.

Give a customer a nylon zipper that gives up with a grin, and watch how quickly he loses his sense of humour. And how quickly you lose his business. But give them Lightning Zephyr, and you'll keep them coming back for more. Smiling.

Lightning Zephyr[®]
You can count on it.



LIGHTNING FASTENER COMPANY LIMITED, ST. CATHARINES, ONTARIO

*Memory Lock, Lightning and Zephyr are registered trademarks of Lightning Fastener Company Limited, St. Catharines, Ontario.