

A FULL-DIMENSIONAL LP\* RELEASE

# TAILGATE RAMBLES

FEATURING

## THE BIG BLANKET

GREATEST HIT EVER RELEASED

BLANKET SIZE  
72 x 90

BLANKET SIZE  
72 x 90

\* LADY PEPPERELL

# THE BIG BLANKET

## SIDE ONE

1. Some tailgate jazz.
2. The Tailgate Tests.  
(recorded live on August 1, 1963, at Green Acres Shopping Center, Valley Stream, L. I., New York; at Bergen Mall, Paramus, N.J.)

## SIDE TWO

1. More words, more music.

**THE TAILGATE TESTS** should be heard by every blanket buyer in the country. Because they tell you what the most important critics in America — the customers — have to say about NapGuard/SuperLoft, the exclusive process that is responsible for setting sales records. In two years — retail sales up 120%!

These tests took place on a steamy day in August when we sent our mobile research unit to conduct on-the-spot interviews in two large suburban shopping centers. On the tailgate of the station wagon (hence, the name Tailgate Tests), were placed side by side two 72"x 90" blankets. On the right, the NapGuard/SuperLoft blanket. On the left, an untreated blanket. Both were unidentified, in plain poly wrap. Consumers were asked to choose between the two blankets on the basis of appearance and the feel of the packages. And to comment upon warmth and weight in blankets.

78% of all consumers interviewed preferred the higher,



bulkier, unidentified NapGuard/SuperLoft blanket—on sight!

- "It's like when you push up a pillow. You like when it's fluffy."
- "It looks nicer and I imagine it feels softer and possibly warmer."
- "It feels softer, like you were walking on snow."

82% of those mentioning blanket weight prefer warmth without weight in a blanket.

- "Well, I prefer warmth without weight . . ."
  - "It gives you a lovely warm feeling. I like something light on you that is warm."
  - "Oh, yes, a blanket can be warm without weight."
- 64% referred to the NapGuard/SuperLoft blanket as fluffier, softer, bulkier, bouncier, heavier, warmer, bigger, thicker, larger, smoother, lighter, cozier, richer, fuller, etc.
- "I like the blanket on the right because it looks lighter, and also fluffier."
  - "The material is softer, would probably launder better."
  - "The one on the right appears to be smoother."
- The record speaks for itself.

## BACKGROUND NOTES ON THE BIG BLANKET:

NapGuard/SuperLoft, hailed today as the greatest development in the blanket business, was born only a little more than two years ago. Invented and patented by Pepperell, the process is a closely-guarded secret. But what it does is no secret.

## THE BIG BLANKET IS A BIG PERFORMER

Gives greater warmth without weight.

Completely machine washable—looks great before and after washing.

Greatest resistance to shedding, pilling, linting, matting ever attained in **any** blanket.

Proven by actual scientific testing by Good Housekeeping. Looks fluffy and new after washing.

## THE BIG BLANKET HAS COUNTER (AND CUSTOMER) APPEAL

At least 1/3 thicker than comparable blankets. This is a difference customers can see — and buy. Rich, pure color in perfect register, patterns made with Pepperell's own special printing process.

Imaginative styling — prints, soft pastels, new deep Vivid tones. Unusual designs that go together with Lady Pepperell sheets. Softer, deeper, more luxurious nap.

## EVERYBODY WILL HEAR ABOUT THE BIG BLANKET

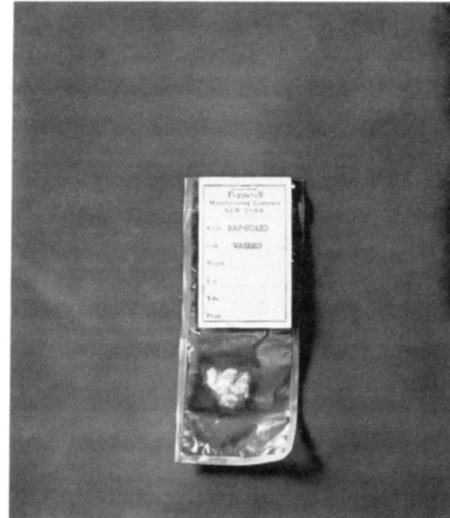
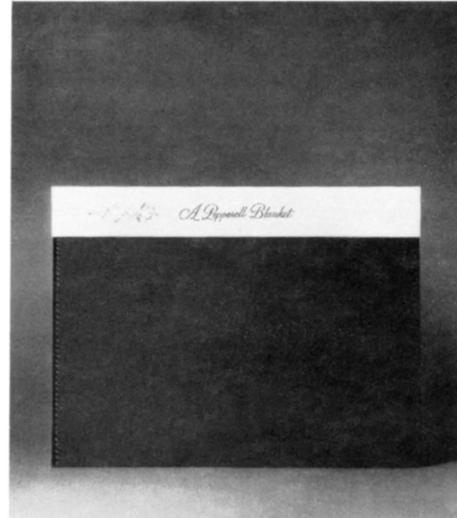
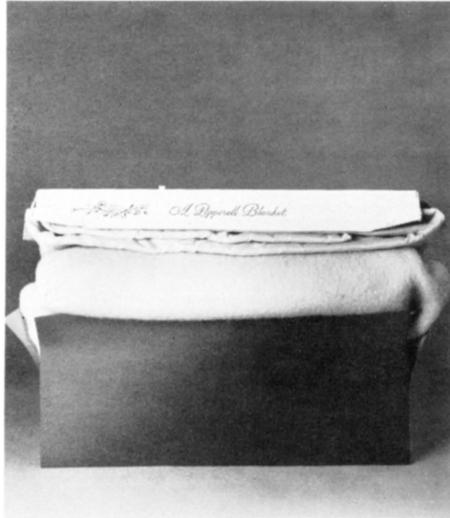
Because this blanket will have more national advertising than all other brands together. Hard-selling ads like the ones enclosed. In magazines like Good Housekeeping, Family Circle, Woman's Day, Redbook, the New York Times Magazine, House Beautiful, House & Garden, and Sunset.



## LET EVERYBODY KNOW THEY CAN GET THE BIG BLANKET FROM YOU

Call on the Pepperell Customer Service Department for display units, display ideas, copy and layout ideas, mats, glossy photographs — anything you might need to promote the Big Blanket big at the local level. We'll even

help you pay for your advertising. Because Pepperell — and only Pepperell — offers a retail newspaper co-op advertising program. The Big Blanket means Big Sales. Listen to the record first, if you like — but don't wait any longer to return the enclosed card.



**TOO BIG FOR ITS OLD BOX:** The addition of NapGuard/SuperLoft increases blanket size by as much as 30%, called for completely new and bigger boxes to contain them.

**LINT SAMPLES** show the great difference that washday brings: sample on the left shows the negligible amount of lint trapped by a washer after the NapGuard blanket went through one wash. Sample on the right shows how much lint was trapped by a washer after the untreated blanket went through just one wash.



**FURTHER TESTIMONY** to the performance of NapGuard/SuperLoft: Two of New York's newest hotels, The Summit and The Americana, chose Lady Pepperell blankets for every bed.



NapGuard/SuperLoft is protected by U. S. Patents No. 3037262 and 3068836

# Lady Pepperell

PEPPERELL MANUFACTURING COMPANY  
111 W. 40TH, NEW YORK, NEW YORK, LO 3-7300

# TAILGATE RAMBLES

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**SIDE ONE**

1. Some tailgate jazz.
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# TAILGATE RAMBLES

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**SIDE TWO**

1. More words, more music.

**LADY PEPPERELL**

# The only thing that can top a Lady Pepperell Stretch-Fit<sup>®</sup> fitted sheet



What makes the difference in Lady Pepperell fitted sheets? Elastic around all four corners so that they slip on with just one finger! Unlike other fitted sheets, they're reversible so that either side is up, and  $\frac{1}{3}$  stronger in the corners. Smooth-fitting, too. And long-lasting: The stretch part is just as durable as the rest of the sheet, famous for long wear. Get them in all your favorite Lady Pepperell patterns and colors.

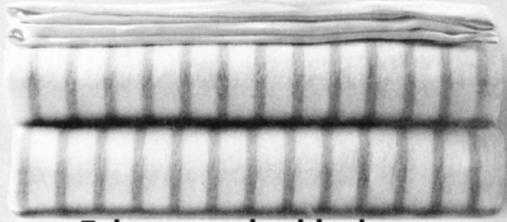
## is a Lady Pepperell NapGuard<sup>®</sup> blanket!



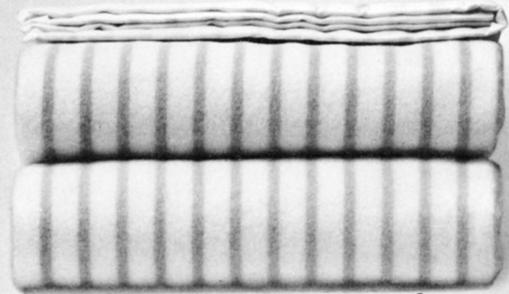
What makes the big, big difference in Lady Pepperell blankets? NapGuard/SuperLoft, the exclusive patented process known only to Pepperell. Alongside a Lady Pepperell of the very same weight and price, untreated blankets look pancake-flat, simply can't perform like the Lady Pepperell in warmth. Or in washability. Strenuous Good House-keeping tests proved Lady Pepperell blankets hardly fuzz, pill, or shed. In beautiful patterns and colors to match Lady Pepperell sheets. It's more blanket, but you pay no more.

*Lady Pepperell*  
111 W. 40th St., New York 18, N.Y.

# How to make the world's best blanket



Take a regular blanket.



Find a secret process to make it thicker and warmer (but not heavier) than a blanket has ever been before.



Test its washability. (Better yet—have Good Housekeeping discover that it keeps its incredibly luxurious thickness, washing after washing.)



Do something to keep your blanket from shedding so much.



That's better.

ONLY PEPPERELL BLANKETS OFFER

**NAP GUARD**  **SUPER LOFT**

- Protects luxurious nap through wash and wear
- Resists shedding, pilling, matting
- Machine washable
- Greater loft than any blanket at a comparable price
- Warmth without weight
- Softer, deeper, more luxurious nap

**GREATER LOFT BEFORE AND AFTER WASHING**

\* U. S. Patent No. 3,037,262

What a great discovery!  
But we've already done it,  
and we haven't changed the price.

We call it NapGuard/SuperLoft, our exclusive patented process that makes blankets inches thicker—and the thicker the blanket, the warmer it is, by actual test. What's more, NapGuard hardly pills, fuzzes, or sheds. From \$3.95 to \$29.95, the same as always. Hooray!

*Lady Pepperell*

111 W. 40th St., New York 18, N. Y.

# SUGGESTED AD COPY

Store Name has

THE BLANKET THAT PASSED EVERY TEST GOOD HOUSEKEEPING COULD COME UP WITH!

...PEPPERELL'S NAPGUARD/SUPERLOFT

Proven loft! See for yourself how much thicker this Pepperell blanket is than ordinary blankets. And the thicker the blanket, the warmer the blanket, so you can have the warmth you want without excess weight.

Proven washability! Pepperell's exclusive NapGuard/SuperLoft process keeps this blanket lush and thick through repeated washings...even under rigorous test conditions. Won't pill, mat, or shed, either...and colors come through bright and clear.

Only \$0.00 in your choice of colors, prints and stripes

Now at STORE NAME...

THE BLANKET THAT SETS A NEW RULE FOR WARMTH AND FOR WEAR!...PEPPERELL'S  
NAPGUARD/SUPERLOFT

RULE 1: The thicker the blanket, the warmer the blanket--and just look at the difference between a Pepperell NapGuard blanket and an ordinary blanket! All Pepperell blankets have NapGuard/SuperLoft to give you the warmth you want, without unnecessary weight.

RULE 2: It's got to stay thick. And grueling Good Housekeeping tests proved NapGuard blankets do...washing after washing. Proved they won't mat, pill or shed either, and that their colors come through clear as a bell!

RULE 3: A blanket that lasts as long as this one has to be styled to live with! So, Store Name offers a huge selection of NapGuard blankets in solids, stripes and prints. You'll find one that suits your taste to a "T".

Now only \$0.00!

THE DIFFERENCE IS NAPGUARD

THE BLANKET IS PEPPERELL

Pepperell's got an exclusive, patented process that makes a big difference in blankets. It's called NapGuard/SuperLoft, and the difference is thickness... before and after washing. You probably know, the thicker the blanket, the warmer the blanket. Pepperell blankets are lush and thick when you buy them--stay that way through repeated washings. Good Housekeeping tests proved it. See for yourself. Look for Pepperell NapGuard blankets at STORE NAME.

(Coupon)

Royalty - (blanket description)

Princess Rose Duet - (blanket description)

Crescendo - (blanket description)

HEADLINE:

Extra thickness means extra warmth Pepperell blankets with NapGuard are thicker

SUBHEAD:

maintain their extra thickness washing after washing as confirmed by Good Housekeeping tests

COPY:

What makes these blankets so luxuriously thick? NapGuard/SuperLoft the exclusive Pepperell process that also makes them wonderfully fluffy, gives them their rich finish, minimizes shedding. Good Housekeeping tests proved it. Proved also that Pepperell blankets retain their thickness through repeated washings. And retain their colors - the same beautiful colors and patterns that "go-together" with Lady Pepperell fashion sheets to give a wonderful decorator look to your bedroom.

0.00 and 0.00

**USE THIS  
CARD TO ORDER  
THE FOLLOWING  
PROMOTIONAL  
MATERIAL**

Send me 1  or 2  (Please check) **Giant NapGuard/SuperLoft Grenadier Guard Poster** (Size 6 ft. High 20 inches Wide) in vivid color for window or departmental display.

Send me a blowup of the **NapGuard/SuperLoft** label for display

Send me \_\_\_\_\_ (Quantity) **NapGuard/SuperLoft Acrilan®** statement enclosures on **MARK III** blanket.

Please send glossy of Store logo to Pepperell.

STORE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

BUYER \_\_\_\_\_

Postage  
Will be Paid  
by  
Addressee

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT #27532 NEW YORK, N. Y.

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

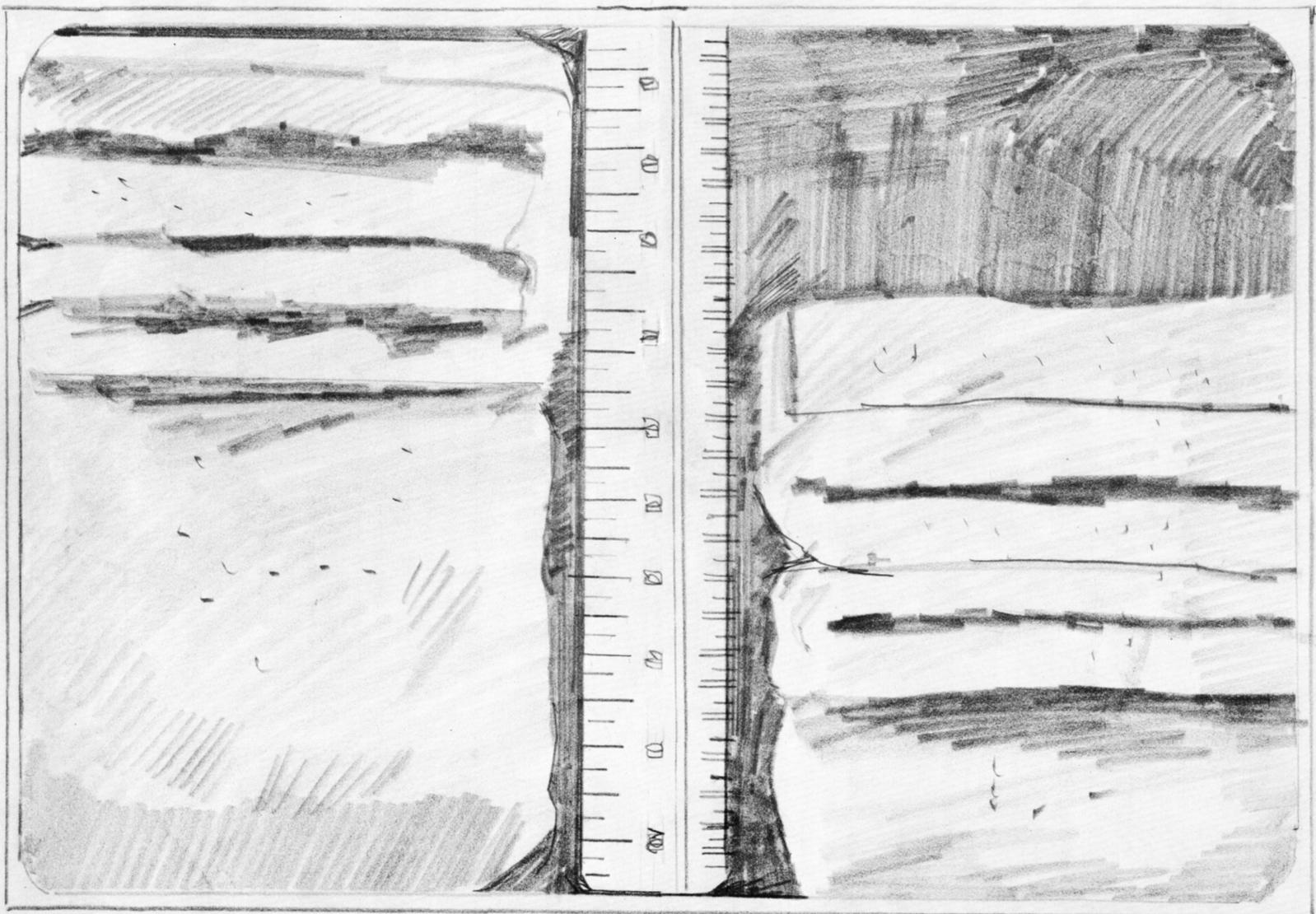
Sales Promotion Department  
Pepperell Manufacturing Co.  
111 West 40th Street  
New York 18, N. Y.



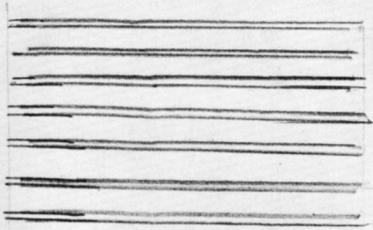
**SUGGESTED AD LAYOUTS**

**NOW AT STORE NAME**

The blanket that sets  
a new rule for warmth  
and wear! Pepperell's  
Nap Guard SuperLoft



**RULE 1:**



**RULE 2:**



**RULE 3:**

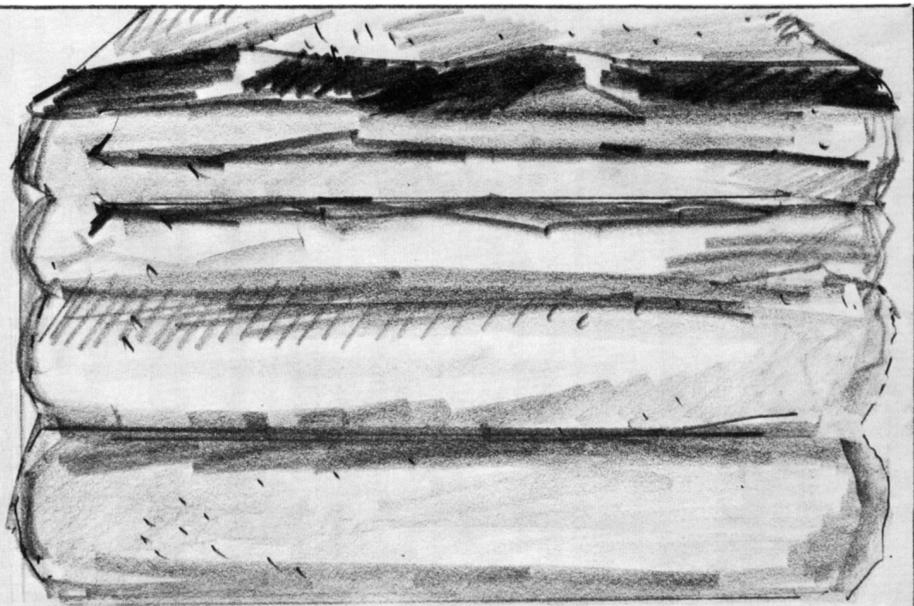


**NOW ONLY**

**\$0.00!**



STORE NAME HAS  
THE BLANKET THAT  
PASSED EVERY TEST  
GOOD HOUSEKEEPING  
COULD COME UP WITH



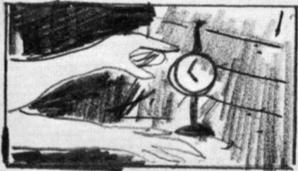
# Pepperell's Nap Guard SuperLoft

PROVEN LOFT \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

PROVEN WASHABILITY \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Only \$0.00

in your choice of colors, prints & stripes



store name

EXTRA THICKNESS MEANS EXTRA WARMTH



Pepperell BLANKETS WITH NAGUARD  
 SUPERLOFT ARE THICKER

maintain their extra thickness washing after washing  
 as confirmed by Good Housekeeping tests

\_\_\_\_\_

\_\_\_\_\_

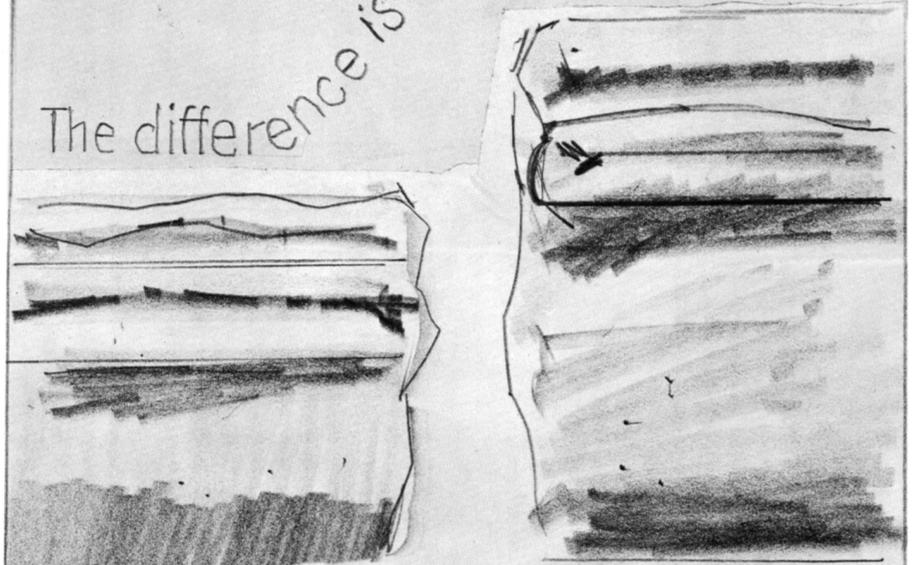
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\_\_\_\_\_

\$0.00 and \$0.00



The difference is NAGUARD SUPERLOFT



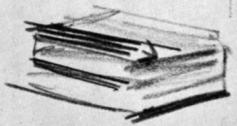
The blanket is Pepperell



ROYALTY \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



PRINCE & ROSE DUST \_\_\_\_\_  
 \_\_\_\_\_  
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ESSENCE \_\_\_\_\_  
 \_\_\_\_\_  
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\_\_\_\_\_

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