



the Goddard Times

Wisked Away

A Patio Conversation with Gloria Murcott by Ginny Mazur

A highlight of summer at Goddard House is our Wednesday barbecue lunches. For me, it's been fun to have lunch on the patio and get to know some of the residents better. On a recent Wednesday, I talked with resident Gloria Murcott about working in New York City in her twenties before she was married for Lever Brothers, the creators of the famous laundry detergent *Wisk*. This began at two-track discussion at our table about N.Y.C. in the 1950s and 1960s and the great American Product Wars of those times, driven by the growing advertising industry. Here's some of Gloria's commentary:



Ginny and Gloria



Lever House, NYC

What did I like best about working in New York City? New York City, itself. It was an exciting place, in exciting times! In 1952, just two weeks after I was hired, fresh out of secretarial school, by Lever Brothers, the company moved its headquarters to one of the ground-breaking modernists buildings that changed the way Manhattan would look. Lever House was all glass, not brick, which was strikingly innovative. It transformed the architectural landscape at its location on 390 Park Avenue between 53rd and 54rd Street. What an incredible place to work!

The building featured glimmering 21-story blue-green glass and stainless-steel wall construction. The ground floor contained no occupants. Instead, it featured an open plaza with garden

and pedestrian walkways, another first. A small portion of the ground floor was enclosed in glass and marble. The ground floor featured space for displays and waiting visitors, a demonstration kitchen and an auditorium. The second and largest floor contained the employees' lounge, medical suite, and general office facilities. On the third floor was the employees' cafeteria and terrace. The offices of Lever Brothers and its divisions occupied the remaining floors up to the executive penthouse. Being there every day was a modernistic adventure! Today Lever House is a protected, historic architectural landmark.

Wisk was one of the many products that Lever Brothers produced. They worked with advertising agencies like J. Walter Thompson on large scale campaigns to promote their products. Remember the *Wisk* ad, "Ring Around the Collar?" Lever Brothers big competitor was Proctor and Gamble, the makers of *Tide*. *Wisk* vs. *Tide* was one of the enduring product/advertising wars of all time. Think of some other product campaigns that were developed decades ago – and their competitors that followed. A lot of them are still around today. *Wisk* continues to be produced sixty years later, but has a new name as of 2017, Persil. That's amazing considering all the products that we see come and go.

At this point, the residents and staff at the table, launched a trivia conversation about some of the big advertising competitions – see what you can add to our list:

- *Wisk* vs. *Tide*
- *Pepsi* vs. *Coke*
- *Colgate* vs. *Crest*
- *Ford* vs. *Chevy*
- *Hershey's* vs. *Nestle's*
- *Pillsbury* vs. *Betty Crocker*
- *Ivory* vs. *Palmolive*
- *Jell-O* vs. *Royal*
- *Dove* vs. *Camay*
- *Comet* vs. *Ajax*
- *Kellogg's Corn Flakes* vs. *Post Raisin Bran*
- *RCA* vs. *Motorola*
- *McDonald's* vs. *Burger King*
- *Wrigley's* vs. *Dentyne*
- *Vicks* vs. *Halls*

Can you also think of any products that have never had competitors in that they have ruled their individual market since they were introduced? We were hard pressed...maybe, *M&Ms*, we wondered? Thanks, Gloria, for sharing your work story and for the lively N.Y.C. discussion and trivia fest!



Administrative Staff at work

2017 Annual Summer Jazz Concert Series

By Michaela Barrows

For the fourth consecutive August we hosted our “Cookin Up Jazz” concert series for our residents and Brookline neighbors. Outstanding performances were enjoyed each thursday night out back in the garden patio. Not only was it another wonderful family affair but we went another year without any rain dates. There really is something about those August evenings at the Goddard House!



Super Scoop Saturdays

By Katie O'Connell

When I first started as EnrichedLIFE Director at Goddard House I was met with a plethora of ideas for programs, trips, and movies. All these ideas whirled around in my head until one day, Ginny Mazur, Community Partnership Director, said to me, "are we bringing back Super Scoop Saturday?"

Immediately my eyes lit up and knew this would be one of my first agenda items – contact JP Licks and ensure another summer with a frozen treat to beat the heat in July and August.



Each week featured a pair of ice creams ranging from Myer's Rum Raisin and Oatmeal Cookie to the classic flavors of Strawberry and Mint Chip. Residents, staff, and families gathered in the dining areas and palm court ready for an afternoon snack. Empty hands soon filled with small, white paper cups featuring an easily recognizable JP Licks logo. Although conversation was minimal, head nods of approval between each other was often spotted. So as our Super Scoop Saturdays come to an end, I'd like to say on behalf of Goddard House ice cream lovers – summer, come back soon!

A special thanks to JP Licks in Jamaica Plain and our very own Barbara B. for offering her insight and suggestions for ice cream flavors.

Olmsted Choir Concert

By Katie O'Connell

Olmsted performed a variety of songs for the residents at Goddard House with Deb Gromack accompanied by Zachary Gresser. They performed in the palm court while the audience enjoyed wine and cheese while singing along to the wonderful sounds of the choir. Olmsted practices every week with Deb, perfecting their every song. Each resident who is a part of the choir has worked diligently to make sure that all of their favorite songs are in tune and they are together! Deb brings her brilliant teaching skills to our choir here on Olmsted and they appreciate her enthusiasm and guidance as they try to become the best singers they can possibly be. We are truly looking forward to their next concert with a brand new set of songs!

Growing the Garden at Goddard

Garden to Gourmet

By Jennifer Miller

In our latest installment of Garden to Gourmet, our residents utilized freshly picked green beans to make “fries” for Happy Hour. The beans were hand-picked and cleaned and then dipped into flour. Then, they were dunked, individually, into a milk and egg mixture seasoned with just the right amount of salt and pepper. Finally, the beans were rolled into Ritz cracker crumbs and put in the oven to crisp up. These fresh hor'dourves were passed around, still warm to our residents enjoying not only a glass of wine, but a concert featuring our very own Olmsted Choir.

The garden provides the inspiration for these appetizers and residents can not wait to see what's in store for next week!



Heirloom Tomato Taste Testing

By Katie O'Connell

Olmsted was able to partake in another wonderful class that Green City Growers has brought to our community. Anna started off with some background on heirloom tomatoes consisting of the history of each tomato, what exactly an heirloom tomato is, and how each one differs in taste. The residents sat outside and enjoyed the sun while taste testing each tomato, some mozzarella, and herbs that were taken from our very own garden! This was an amazing experience for each resident, they were smiling from ear to ear.



Coming this September!

Annual Resident Trip to Rockport

Thurs, September 7th, Depart: 8am, Return: 4pm

RSVP Jen Miller 617-731-8500 ext 110 or jmiller@goddardhouse.org

Gallery M Exhibit Opening – Artist Diana Stelin

Fri, September 15th, 4pm

RSVP Jen Miller 617-731-8500 ext 110 or jmiller@goddardhouse.org

Walk to End Alzheimer's, at North Point Park Cambridge

Sun, September 24th, 10-12am

Register with Michaela Barrows 617-731-8500 ext 130 or mbarrows@goddardhouse.org

Rosh Hashanah Lunch

Thurs, September 21st, 1pm

RSVP Jen Miller 617-731-8500 ext 110 or jmiller@goddardhouse.org

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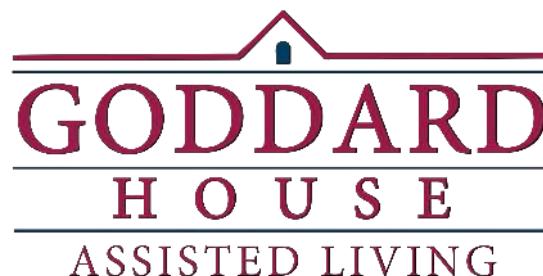
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