

BILL SAVITT, ONE OF A KIND

Publication info: Hartford Courant ; Hartford, Conn. [Hartford, Conn]. 16 Mar 1995: A.18.

[ProQuest document link](#)

ABSTRACT (ABSTRACT)

The death on Tuesday of William M. "Bill" Savitt would be front-page news even if he had been known only as a successful businessman. For more than 65 years, his jewelry store was a Hartford landmark, and for almost as long, his newspaper, radio and television ads made his a household name and face. One of his many marketing slogans was P.O.M.G., an acronym for Peace of Mind Guaranteed. It became a central Connecticut catch phrase. His "5-D" diamond settings were worn by thousands.

FULL TEXT

The death on Tuesday of William M. "Bill" Savitt would be front-page news even if he had been known only as a successful businessman. For more than 65 years, his jewelry store was a Hartford landmark, and for almost as long, his newspaper, radio and television ads made his a household name and face. One of his many marketing slogans was P.O.M.G., an acronym for Peace of Mind Guaranteed. It became a central Connecticut catch phrase. His "5-D" diamond settings were worn by thousands.

A master of self-promotion, Mr. Savitt seasoned his salesmanship with showmanship. He vowed to stand on his head for his customers, and when requested would sometimes literally do that. He wore several watches on his arms and legs, and would entertain children by rolling up his sleeves and his cuffs to show them off.

But on the occasion of his death at age 94, it is Bill Savitt the philanthropist who is being mourned by many. Although Mr. Savitt's personal flair played a part in many of his fund-raising activities, such as his lending a jewel-encrusted gold putter to golf tournaments, much of his philanthropy was quiet. He donated to dozens of causes, often asking for no publicity. Self-made but not selfish, he extended a helping hand without regard to a person's age, race, sex, religion or ethnicity.

Mr. Savitt stands out as a man who was dedicated to sharing the wealth a lifetime of hard work had brought him. Bill Savitt the jeweler gave out gold-colored rulers with his store's name on them; Bill Savitt the citizen lived by that Golden Rule.

DETAILS

Publication title:	Hartford Courant; Hartford, Conn.
Pages:	A.18
Number of pages:	0
Publication year:	1995
Publication date:	Mar 16, 1995
Section:	EDITORIAL

Publisher:	Tribune Publishing Company, LLC
Place of publication:	Hartford, Conn.
Country of publication:	United States, Hartford, Conn.
Publication subject:	General Interest Periodicals--United States
ISSN:	10474153
Source type:	Newspaper
Language of publication:	English
Document type:	EDITORIAL, OBITUARY
ProQuest document ID:	255587953
Document URL:	https://ezproxy.lib.uconn.edu/login?url=https://www.proquest.com/newspapers/bill-savitt-one-kind/docview/255587953/se-2?accountid=14518
Copyright:	(Copyright @ The Hartford Courant 1995)
Last updated:	2011-09-29
Database:	Hartford Courant

LINKS

[Linking Service](#)

Database copyright © 2022 ProQuest LLC. All rights reserved.

[Terms and Conditions](#) [Contact ProQuest](#)