

1945

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For your information:

1. Since the Sharpe & Dohme immunization campaign was started by JWT, over 2,300,000 immunization record cards have been distributed to U. S. Physicians. This is an outstandingly successful record of a relatively small appropriation backed by a fresh idea. The campaign has contributed a real service to the public and materially increased the client's standing with physicians.
2. ODOR PHOTO: J. Walter Thompson Company has pioneered another first which may eventually become very important to many manufacturers. The December S.E.P. and the January COLLIERS carry an O.I.G. advertisement containing a photograph of coffee aroma. This is the first time an odor has ever been photographed in this country. We understand COLLIERS plans to run a feature story on this new development.
3. NEW CAMPAIGN: The first ad in a new and unusual NBC campaign breaks in LIFE, January 15 issue. This double page spread presents NBC as a social force. The series will include mention of every night-time network show on NBC.
4. THREE ACES: The NBC Television advertisement in the October 23 LIFE ranked first in seen, first in readership, first in seen-associated.
5. BMB DIRECTOR: Linnea Nelson has been elected a director of the newly-formed Broadcast Measurement Bureau. The Bureau, jointly sponsored by NAB and AAAA, will supply for the first time uniform information on radio station coverage.
6. O.I.G. CAMPAIGN: Owens-Illinois Glass Company has authorized JWT to initiate an additional consumer campaign. Details later.
7. SELL OUT: The Currier & Ives Shaving Bowl stock at Gimbels Philadelphia Store was completely sold out the day following publication of a JWT advertisement for J. B. Williams.
8. LEADERSHIP: Our Motion Picture Department now completes, on the average, one production a week.

With the New Year, JWT house advertising inaugurates a new theme -- our fast growing Motion Picture Department.

The JWT Motion Picture Department does not actually produce industrial films; but it provides a complete supervisory service which extends from the first planning of the film through the writing of the script, the shooting and editing, the publicizing and promotion, the distribution to the desired audience, and the final showing. This over-all service is unique with J. Walter Thompson Co. It cannot be had elsewhere.

9. BLUE CROSS RESULTS: The Blue Cross campaign of three newspaper insertions (one - 1,000 line, and two - 6,000 lines) has achieved really phenomenal results. The campaign produced 46,000 inquiries, 30,000 from individuals seeking single enrollment and 16 thousand from persons affiliated with participating firms or with firms eligible for groups. Of the 30 thousand applications for individual enrollments which were mailed out, 14,944 remitted cash with an average of slightly more than 2 per contract. Total, 30 thousand new individual enrollments.
10. PLAYING CARDS: Publicity aimed at creating civilian sales of playing cards had to be curtailed because civilian supplies are rationed. So, the Association decided to help the American Red Cross to get greater use out of the cards it was buying. A special program was developed by JWT for hospitals and for use in connection with convalescent veterans. The program is simple. It involves instruction in some easy card games and a quiz game built around sports and games. But primarily, it features card tricks. The tricks are carefully selected. First, they do not include slight-of-hand so that disabled patients can use them. Second, they are all tricks that can be done quickly. Third, they require audience participation. Fourth, they can be explained easily. The response to the plan has been excellent. For example, the American National Red Cross has asked that the program be made part of the curriculum at the training school in Washington for overseas recreation workers. Accordingly, representatives of the Association will go to the American University in Washington once a month to instruct these workers.

The American Theatre Wing has now taken over the responsibility for booking the JWT group for visits to hospitals and camps. On the schedule for January are visits to hospitals at Kingsbridge, Kilmer, Halloran and Pawling and group meetings under USO auspices. Visits are made to Mitchell Field regularly and have included special programs in psychiatric wards.
11. PCA EXTENSION: Pennsylvania Central Airlines has received CAB authorization to extend its service from Chicago to New York via Pittsburgh. At the same time CAB authorized Northwest Airlines to extend its line from Milwaukee to New York via Detroit (one of PCA's major cities).
12. WHITE OWL NEWSCASTER: Starting January 7, 1945 JWT will place Earl Wilson, a syndicated columnist of the NEW YORK POST, on a 249 station Mutual Network for White Owl Cigars.
13. AMERICAN WEEKLY CAMPAIGN: A bouquet for the American Weekly campaign: "Thank you for sending me the proof of the advertisement regarding Lister and quoting me. I am proud to be associated with so dignified a document," sighed Dr. Logan Clendening..... but even more interesting as an unsolicited testimonial is a recent note suggesting continuation of the campaign, written on the West Coast by Mr. Hearst.
14. REYNOLDS METALS EXPANSION: Reynolds Metals Co. is expanding its Glen Cove, L.I. affiliate, Reynolds Research. Top flight personnel has been recruited from the M.I.T. Faculty, Glenn L. Martin, W.P.B., and the Food Industry.

15. "WINGS OF DEMOCRACY": Pan American has approved a new campaign which will coordinate a television broadcast and national magazine advertising. PAA's new television program "Wings of Democracy" makes it the first transportation company to use the medium. Sample headline for the magazine series, "Last week hundreds saw Paris by television. Tomorrow thousands will go by clipper".
16. WEST INDIES BOUND: Arthur Hurd is on his way to Puerto Rico and Cuba to supervise a survey.
17. WRITER WRITES: Walter O'Meara and family will go to Florida soon where he will work on a novel based on his and his father's experiences in lumber camps.
18. NEW ACCOUNT: New advertising account: National Peanut Council. Representative, Sam Dobbs.
19. STANDARDIZED COMMERCIALS: Lever Brothers, Ltd. of Canada have decided to adopt standardized commercials for their cut-in announcements on the Lux Radio Theatre. This policy replaces the former system of "fresh" commercials for each broadcast.
20. RCA INTERNATIONAL: RCA will expand its 1945 advertising through our International Department to include all countries in the Western Hemisphere except Canada, and all countries in the Eastern Hemisphere open for advertising. Specifically, this includes all of Latin America, Alaska, Newfoundland, Hawaii, British possessions in the Caribbean, Sweden, Spain, Portugal, Turkey, Egypt, Africa, Australia, New Zealand, India, Iraq, Iran and Palestine.
21. THE VOICE: Frank Sinatra has a new sponsor, Max Factor & Company. His final Hooper rating on the VIMMS Show was 11.7 which placed this JWT show among the top score of evening programs.
22. ARMY REQUEST: Special Services Division of Army has asked for reprints and permission to post at Army Ports of Embarkation, on transports, etc. the JWT prepared "GI Employment Plan" advertisement of Gallowhur Chemical Co. (Skat and Skol).
23. ANNUAL REPORTS: The NEW YORK TIMES has issued a booklet of outstanding Annual Report Advertisements. JWT clients included: Johns-Manville, Rheem, Equitable Life, Universal Pictures, Pennsylvania Central Airlines.
24. Public Relations has a gallery of outstanding plant city advertising. This collection includes advertisements run in their own local communities by both clients and non-clients of JWT.
25. ROPER SURVEY: A new Roper Survey made for JWT shows radio is the most popular adult evening amusement. Variations by age, income, and section of the country look significant. Representatives and others will want to borrow a copy of the study from Miss Hurley.
26. HONORABLY DISCHARGED: Bill McKeehan, recently returned from the Army to serve as a Representative on Johns-Manville is now located in the office next to Maitland Jones.

27. OFFICE CHANGES: Granville Toogood is now located in O'Neill Ryan's old office, and O'Neill Ryan is now in his new office on the 10th Floor.
28. ARRIVAL SHORTLY: Mike Stiver is on his way here from Australia and expected the latter part of January. He will be with the International Department here for a while before leaving on a foreign office assignment for JWT.
29. Another copy group head, Roland Hauck of our San Francisco Office is due January 17. He will work on Eastman Trade and Technical Advertising.
30. GRAYBAR DEPARTURE: Because the 1945 volume of our Motion Picture Department is expected to be treble that of 1944, Mr. Gladden's group needs more space. Since this isn't available in the Graybar Building, they will have to move to another building.
31. APPROPRIATION DOUBLED: Starting February 1, Libbey will have 200,000 dozen Safedge Heat-Treated tumblers per month available for the general public. JWT, therefore, took the initiative in urging abandonment of our successful institutional campaign in TIME in favor of a new selling campaign in TIME and THE NEW YORKER. Client agreed and upped the appropriation to a little more than double the 1944 figure.
32. HEAD AND SHOULDERS: The Eastern Director of the War Shipping Administration volunteered to our client, U. S. Lines: "In W.S.A.'s opinion the advertising and public relations of U. S. Lines stands head and shoulders above any other effort being made by any other American steamship organization."
33. FORD: The Ford campaign will use 1,500 daily newspapers plus national magazines, (weekly, monthly, women's, sectional, and farm) outdoor, radio, trade papers, and Sunday supplements.

The Ford Company will spend \$150,000,000 for reconversion and expansion of manufacturing facilities.

No increase in dealerships is planned. Instead, a policy of fewer but better dealers will be adhered to.

Ford believes there will be 10,000,000 more car owners within 10 years after the war than ever before. That means 40,000,000 registrations.

The new low priced, full size car listing under \$800 will be a dominant part of Ford's offering.

34. SORRY: I'm sorry to leave out so many (26) of the news items submitted but this letter is obviously already over the two page maximum established by Mr. Resor.

PLEASE mark your calendar now and submit news on Thursday, January 18, for the next issue to Ray Reeves. PLEASE.....