

J. WALTER THOMPSON CO. NEWS BULLETIN

February 5, 1945

CONFIDENTIAL -- Not for circulation or discussion outside the office.

For your information:

1. REYNOLDS METALS: Reynolds Metals Company was given wide publicity recently through the efforts of JWT's Public-Relations Department when "Miss Reynolds of 1945" was selected from employees. A special salute was given Reynolds on Coca-Cola's "Spotlight Band" program and other Louisville stations gave time for special programs.
2. JWT BIRTHDAY: The year 1944 marked the 80th anniversary of The J. Walter Thompson Company. The past year also completed the 15th year for the International organization which began with the opening of the London office in 1919.
3. CUTEX: The 1945 Cutex campaign will feature the reestablishment of Paris as the fashion center of the world. Individual gowns, designed by Mme. Schiaparelli, will introduce new Cutex colors.
4. FORD: The Ford newspaper advertisement headlined "What star shall guide our country," signed by Henry Ford and Henry Ford II, has received editorial comment in a number of newspapers and a large number of congratulatory letters have come into the Ford offices.
5. MENTHOLATUM: To ease the wartime loss of salesmen the first trade campaign in many years is running in 10 selected drug journals.
6. PLASTIC ELECTROS: Plastic electrotypes have proved every bit as satisfactory as metal electros after being tested by JWT in 35 newspapers.
7. FRENCH'S MUSTARD: French's Mustard, already "America's Largest Selling Mustard," showed a substantial sales increase in 1944 making it the largest year to date. This in spite of greater competition than ever before.
8. LUX RADIO THEATRE: For the first time since its beginning the Lux Radio Theatre went on the air January 29th without the services of Cecil B. DeMille. After a court ruling was issued refusing an injunction to prevent the American Federation of Radio Artists from assessing DeMille \$1, the veteran showman declared he would fight the assessment to the Supreme Court. Lionel Barrymore carried on for DeMille last week.
9. BALLANTINE: Ballantine strengthened its position in the brewing industry during 1944 and now is the third largest producer of beer and ale. Pabst dropped to fourth place while Budweiser and Schlitz continued as leader and runner-up.

Two store display pieces, one featuring an attractive girl and a glass of Ballantines and the other showing a 19th century scene from Ballantine history, were tested recently. The historical poster proved superior.

10. LARGEST RADIO AUDIENCE: The Johns-Manville Bill Henry News (5 nights a week 8:55-9:00), having recently increased its Hooper rating from 11.1 to 12.9, now has a cumulative weekly audience greater than any other radio program of the air today.
11. PLANTERS PEANUTS: The opening of the retail Planters' Store in Times Square brings to 63 the number of Planters' stores in the United States.
12. PAN AMERICAN: Reviewing the JWT produced Pan American booklet, "Ten Thousand Times Around the World" on the same page with Ivan Dmitris "Flight to Everywhere" and Col. Robert Scott's "Damned to Glory," the book critic of AMERICAN AVIATION said:
"This is one of the best company booklets to come out of the war... It is of general interest for its world-wide outlook and description of wartime accomplishments. The PAA booklet is very well illustrated," (Orchids to JWT Art Department) "and gives an over-all picture."
13. TIME INTERNATIONAL: During 1944 JWT placed more than twice as much advertising in this publication than did the second agency.
14. TEXTRON: First appearance in print of the name Textron (suggested by JWT) was in the August 15, 1943 issue of Vogue. Starting at scratch, in 17 months, the company is now the second or third largest producer of textile end products in the country. Recently Textron Ltd., a combination of English mills, was formed.

Demand for reprint of Textron magazine advertisements has been so heavy that the reprint order has been increased from 1,500 to 2,500. Mr. J. A. Spooner, Textron vice-president, reports:

"More and more department store heads, merchandise managers and buyers are complementing us on the outstanding advertising job we are doing."

15. 1946 CENSUS OF DISTRIBUTION: With the next regularly scheduled Census of Distribution due in 1949 there is reluctance in Washington to appropriate funds for the proposed Wartime census of business. However the measure is still being kept alive and has not been definitely rejected.
16. ABSORBINE, JR.: Sales for this product continued to soar in 1944 making it the biggest year to date.

A continuing test of one minute spot announcements in selected cities indicates that the cost of obtaining new business, above the normal increase, decreases as radio continues. Thus, cost for each dollar of new business at the end of a year's run of radio was about half as much as it was after six months of radio.
17. NEW ADVERTISING MEDIUM: The Radiograph Broadcasting System, Buffalo, has set up a "dependable, automatic" broadcasting system that functions only at the point of sale---inside Super Markets. Fifty 50-word announcements in Sattlers Giant Market, Buffalo, cost \$7.50 net per week. Linnea Nelson can give further details.

Please mark your calendar now and submit news on Thursday, February 15, for the next issue to Bob Curtis.