

February 19, 1945

CONFIDENTIAL - Not for circulation or discussion outside the office.

For your information:

1. DETROIT OFFICE: Although the Detroit office has been in operation only since November, it has already become necessary to expand our temporary space. With more than 40 employees at the present time, the office is going full blast and the demands of the Ford account will soon require additional personnel.
2. OWI USES JWT PANEL: Prodded by Army and Navy, OWI sought through the JWT Consumer Panel to learn the basic facts necessary to guide future counter-active publicity after Germany is defeated.
3. NEW KRAFT PRODUCT: Kraft has a remarkable product -- a powder which can be quickly reconstituted into fine fluid whole milk merely by adding water. It keeps indefinitely and sells for less than fluid milk.

JWT has just completed a test newspaper campaign in selected Southwest cities with eminently satisfactory results.

4. SHELL: A long range educational campaign aimed at the youth of America will feature the peacetime applications of wartime aviation discoveries. Campaign will break shortly in youth magazines with the story of how the electronic altimeter now being used by the Navy for shipboard landings, will increase the safety factor for commercial planes.
5. ON LOAN TO OPA: As of February 12, Dorothy Tomlinson begins a three month's tour of duty with the OPA. She'll be working in Washington in the Department of Information under Al Stanford (who has Walter O'Meara's old job down there).
6. JWT FIRST: The Blue Network reports that JWT leads all agencies in amount of billing handled over that network in 1944.
7. ART DEPARTMENT BULLETIN: In order to make certain that everyone in the New York Art Department is kept up-to-date on new artists, new techniques, exhibitions, etc. a weekly coordinating bulletin now circulates through that department.
8. PAPER SUPPLY SITUATION: The paper and pulp situation will continue tight for at least three years after the end of the European War according to a recent Department of Commerce study. Government also forecasts that by the fall of this year the paper situation will be the tightest ever experienced.
9. SWIFT'S ALLSWEET MARGARINE: Swift's Allsweet Margarine, starting from practically nowhere in 1942, is now a close second in national sales -- with good reason to believe that if manufacturing limitations were lifted, this brand would be No. 1 seller.
10. WRIGLEY: In a short time even soldiers and sailors won't get Wrigley's Spearmint, Doublemint and Juicy Fruit. Civilians haven't since last June. Wrigley has steadfastly refused to lower quality. He makes other gum of second-line materials which he admits is not top grade.



11. HOOPER MEASURES TOTAL AUDIENCE: At the insistence of the Chicago office for an estimate of total audience, Hooper worked out a new technique, tried it for the first time for Elgin's two-hour Christmas party show. Method consists of callbacks on all who reported listening when called co-incidentally. Average listening time is determined and total audience computed.
12. WECO PRODUCTS: Figures just reported for last year show that Dr. West's did within one point of half of the dollar volume toothbrush business done in drug stores last year.

Its current advertising, the most aggressive in many years, ties in with its 25th Anniversary Plans and features the contributions that Dr. West's has made to the toothbrush industry. Monthly color pages in LIFE, POST, TIME, as well as other publications, are being used.
13. JWT BRAZIL: Billings for 1944 were 270% over 1942.
14. NEW ACCOUNT - LOS ANGELES: For the first time two states, California and Arizona, have united, each under its own law, to promote an agricultural product - Desert Grapefruit. JWT Los Angeles assisted in the industry organization and now has a campaign under way in eleven western states and British Columbia.
15. PIERCE BACK: Russell Pierce former Vice President has rejoined JWT after four years with the Coordinator of Inter-American Affairs. He is now working with Art Farlow in our San Francisco office and serving as representative on the wine account.
16. EASTMAN: Adolph Stuber, Vice President of Eastman Kodak Company is now in charge of Sales and Advertising, succeeding Herman Sievers who is now Vice-Chairman of the Board of Directors.
17. CROSBY: Apparently the new formula for the Bing Crosby Show is a winner. The January 30 Hooper Report shows this JWT Show is now in third place among all evening programs and still growing rapidly in popularity.
18. TRADE AND TECHNICAL: One of the fastest growing departments in JWT is the Trade and Technical Group. The estimated 1945 volume of trade paper advertising to be placed by this office is over 225% of the 1943 figure.
19. CONSULTANT: Vergil Reed is serving as Consultant to the House of Representatives Special Committee on Post-War Economic Policy and Planning.
20. LANHAM TRADEMARK ACT: This bill which has been pending for 6 years is gaining ground in Congress and, according to the Research Institute of America, stands an even chance of passing this session. The Lanham Act will protect trademarks even if they become generic names, will also protect service marks, slogans, character names, and even radio sound effects.
21. NEW REPRESENTATIVE: William N. McKamy who joined the JWT staff as a representative on February 1st, was formerly Vice President of Farson, Huff & McKamy Agency in Louisville, Kentucky.
22. WEEKLY BULLETIN - NEW EDITOR: From now on the JWT News Bulletin will be sent to you every week, and Bob Curtis will be the editor.

This should mean an even fresher and more interesting bulletin but will require lots of help in the form of your regular contributions, so please forward anything of interest on your account to reach Bob by Thursday of each week.