

Miss Hunt

File:

J. WALTER THOMPSON COMPANY NEWS BULLETIN -1945-

April 14, 1945

CONFIDENTIAL - Not for circulation or discussion outside the office.

For your information:

1. JWT MEXICO CITY: John Kuneau reports December '44 billings up 588% over January of that year. February '45 is 256% ahead of February '44. To date JWT Mexico City billings have increased every month since the opening of the office. It is understood that Young & Rubicam intend to open an office there soon.
2. WARD BAKING RADIO: "Tennessee Jed," a 15 minute Western "kid" show created and produced by JWT Radio Department, made its debut last Monday, April 2. Show at present is heard five times a week in 8 cities.
3. RCA: As of April 15 RCA's "Music America Loves Best" will be M.C.ed by Tommy Dorsey, replacing Louis Calhern, who is on tour with "Jacobowsky and the Colonel." Dorsey's band will not be present but his trombone will.
4. PAN AMERICAN: On Thursday, March 22, 1945 advertising campaigns were presented to Pan American Traffic Managers and advertising executives.

At other meetings of this group whose members came from Buenos Aires, Alaska, Hawaii, and other parts of the world, Sam Meek, Don Francisco, Arno Johnson, and Vergil Reed discussed the outlook for post-war trade and travel.

5. RETURN OF THE NATIVE: This past week saw the return of Walter O'Meara looking tan and fit and ready to pitch right in on Plan Board problems. Jim Young will be in N.Y.C. until May 1 and can be reached at the War Advertising Council. Then it's back to New Mexico for five months with occasional N.Y. visits on Council business.
6. PHIL RICHARDSON TO CARTER PRODUCTS: Phil Richardson is leaving P.& G. in the near future and will return to N.Y. to work with Harry Hoyt of Carter Products (Arrid, Carter's Little Liver Pills and Superin).
7. SHELL: At the twenty-fourth annual exhibit of advertising art the Art Directors Club gave awards of Distinctive Merit to three Shell advertisements.
8. GALLOWHUR CHEMICAL: The April 10 issue of PIC features a three page spread of pictures and text on Gallowhur Chemical's "Sunstill." This solar still of pocket size can produce up to a quart of fresh water a day from sea water. Much of the material used by PIC was prepared by JWT's public-relations publicity department.
9. O.I.G.: In preparation for an increased magazine campaign featuring a new photographic technique (more of this in a later issue) O.I.G.'s Fred Waring show on Thursday night will lapse as of May 31.

10. SPOT RADIO: Ward Baking Co. recently offered a dial type calendar over all its spot radio programs and received over half a million requests. The following analysis of cost per inquiry by type of program should interest users of this media:

| | <u>Cost per Inquiry</u> | <u>No. of Stations</u> |
|-------------------------------|-------------------------|------------------------|
| Dick Tracy | \$.03 | 20 |
| News | .04 | 11 |
| Women's Participation Program | .04 | 10 |
| Miscellaneous Participation | .07 | 4 |
| Musical Programs | .09 | 3 |
| Other Programs | .10 | 6 |

11. JWT AND U.S. EXPORT PUBLICATIONS: As of April 1 JWT has contracted for 769½ pages for 1945 in export publications originating in the United States. This represents an 81% increase over 1944 and establishes JWT as the leading user of space in this field.

12. BLUE CROSS: After the Boston presentation of a salesman's portfolio, prepared by JWT, the original order for the portfolio was increased from 5 to 500. Mr. Cahalane, executive director of Blue Cross in Massachusetts, reports:

"They made about the biggest hit of anything the Public Education Committee has proposed in a long time."

13. RADIO IN SUPER MARKETS: Detroit is the latest city to be added to the list of those in which spot announcements in super markets may be purchased. Cost for approximately 144 twenty-word commercials a month in 20 stores is \$190. Linnea Nelson can give further details.

14. POST-WAR FIGURES: Arrangements have just been completed for Arno Johnson to give his presentation at the Governor's Conference at Mackinac Island in June. Latest showing of this subject was in Mr. Resor's office on March 30 before Beardsley Ruml, Gordon Wasson of J. P. Morgan, and Harry Scherman of the Book of the Month Club.

JWT House advertisements, beginning with June FORTUNE and PRINTERS INK, will feature the study and will offer it in booklet form.

15. PCA: In anticipation of Pennsylvania Central's entry into New York early in June the airline has acquired space in the Ritz Towers for a mid-town ticket office and traffic headquarters.

16. GEORGE DIBERT: After 2½ years service in the Army, George Dibert returns to JWT on a part-time basis April 15 and on full time May 1. George will not assume his old duties in the Media Dept. but will concentrate on the extension and expansion of the Consumer Panel.

17. NEWS BULLETIN: News for the next bulletin should be forwarded to Bob Curtis by April 19. Please jot down the date and send in whatever news you may have. The success of the News Bulletin depends to a large degree on voluntary contribution of items.