

The J.W.T. WEEKLY NEWS



Vol. 1 No. 1

June 3, 1946

Along with the news that the LADIES' HOME JOURNAL has increased its price to 25¢ and that LIFE is going to 15¢ comes the word that the JWT WEEKLY NEWS is back in circulation. Here's your first copy. We're going to try and get this to you every Monday morning; strikes, labor unions, printers, etc. willing. The "we" in the previous sentence means DON FRANCISCO, Publisher; BOB CURTIS, Editor; RAY REEVES

(FOR STAFF MEMBERS ONLY)

and JEAN HURLEY, Contributing Editors. Our policy will be to run only live news and advertising items of timely interest. We're not going to set any limit as to size so one week the WEEKLY NEWS may be two pages and the next a page or half a page. But whatever it is, it will be worth a few minutes of your time. Enough editorializing here's the news.

ACCOUNT NEWS

Two new PONDS products, Talc and Dusting Powder, will start reaching the dealers' shelves June 1.

EASTMAN KODAK launches two new campaigns . . . one, slanted directly at the teen-age market, started in May in Youth publications totaling 24,000,000 circulation and in 39 selected "comic books" with total circulation of 63,000,000 . . . the second KODAK campaign, aimed at mechanically-minded men and boys, also broke in the May issues of POPULAR SCIENCE and other such books with circulation of over 2,000,000.

RCA's new 250-Watt FM station transmitter has been hailed as "sensational" by such potential customers as fire and police departments . . . campaign on this new transmitter runs in trade publications.

The first JWT advertisement for FRESH DEODORANT broke in May monthlies . . . copy gives added selling punch by addition of balloons suggesting "make this comparison test" to the "lovely to love" kissing photographs. Four-color half-pages and black and white bleed half-pages will be used for the balance of '46.

Further example of SHELL'S product specialization is TEXTILIS OIL for knitting machines, now being promoted in knitting trade journals.

SAFEWAY STORES has scheduled the JWT produced, written and directed TENNESSEE JED over ABC's Pacific Coast network. The 15-minute, 5-time-a-week Western adventure show is sponsored by WARD BAKING on a number of Eastern stations.

In a newspaper campaign beginning June 17, SHELL EAST-OF-THE-ROCKIES will tell car owners "How to Have Miles of Fun" on their vacation trips. The answer, of course, is to get started right by asking your SHELL DEALER for SHELL's complete touring service -- including not only places to stay, to hunt and fish, local traffic regulations, but even last minute road information on detours. All 31 SHELL radio stations will tell this same story. In addition there will be three months of 24-sheet city posting.

BLUE CROSS in cooperation with the ADVERTISING COUNCIL is promoting a nurse recruitment campaign in daily papers. 500 to 1,000 line advertisements feature the fact that nurses can make more money than girls in other jobs.

ERNEST R. BREECH becomes a Director and Executive Vice President of FORD. MR. BREECH had been President of Bendix Aviation Corporation since 1942 and was formerly a Vice President of General Motors.

FRENCH'S MUSTARD begins a newspaper campaign in 10 cities to run through the summer and into November. This gives local support to FRENCH'S magazine campaign, largest in its history and including 18 four-color pages.

JOHNS-MANVILLE is cooperating with the International Association of Chiefs of Police in their Traffic Safety Check Campaign. Frequent support will be given on J-M's 5-minute news program (8:55-9:00 P.M., Mon.-Fri., CBS).

A new RCA radio show began June 2 at 4:30-5:00 P.M. over ABC. DR. FRANK BLACK and ROBERT MERRILL are the featured artists.

WHITE OWLS co-sponsorship of the N. Y. Yankees games is already paying dividends. One of the broadcasts has hit a 6.3 rating and the average rating of 3.6 is a full point higher than that of the "old red-head" Red Barber and his Dodgers.

FORD advertising plans are really flying high! In the next month or two, a dirigible five times the size of the GOODYEAR blimp will fly day and night over a 150-mile radius. Major cities covered will include Washington, Hartford, Philadelphia, New York City, and Harrisburg. In the daytime visible lettering will parade before the public view regular FORD slogans such as "Ford is Out Front" and "There's a Ford in Your Future". At night, however, the FORD blimp, by means of running sign letters 20 feet high, will flash out continuous news messages similar to those circling the New York Times Building "Ford Trucks Last Longer" is the new truck slogan -- verified by registration figures J. R. DAVIS, Vice President in Charge of Sales, told his dealers: "There are more than one million orders in the hands of our dealers for FORD cars alone, yet we only have been able to produce 141,075 FORD cars since production started July 1945."

The final score is now in on the BREWING INDUSTRY'S advertisement "Now . . . No Wheat Used in Beer" which was released last month. It appeared in a total of 4,017 daily newspapers and county seat weekly newspapers throughout the United States. It also appeared in 58 foreign language newspapers and in a number of trade and shopping newspapers. The space and production cost was approximately \$170,000. The purpose of the advertisement was three-fold:

- (1) To acquaint the trade and the public with the facts on the beer shortage.
- (2) To clear up the confusion and to make clear to the public that the Brewing Industry is taking no vitally needed food from the starving people of the world.
- (3) To perform an act of good citizenship by giving wide distribution to the recommendations of the President's Famine Emergency Committee.

Recently, the Federal Government lifted the wartime ban on all forms of social and greeting telegrams. This development has made possible a complete

change in the WESTERN UNION campaign strategy. The present institutional program is being replaced by product advertising. . . . The first of the new advertisements will appear in the early July issues of LIFE, COLLIERS, and TIME. The use of telegrams for anniversaries, weddings, birthdays, commencements, and other special holiday and social occasions will be featured. To help register the product, yellow will be used as an additional color.

DEPARTMENT NEWS

MEDIA -- FAMILY CIRCLE will become a monthly effective September. Last weekly issue is that of August 16. The new FAMILY CIRCLE instead of being given away will be sold for 5¢ but circulation guarantee will remain at 1,450,000.

RESEARCH -- DR. PAUL EDWARDS, Assistant Director of Research, spoke on the market for home electrical appliances before the Annual Convention of the International Affiliation of Sales and Advertising Clubs in Pittsburgh May 24. Due to the railroad strike, Paul arrived in Pittsburgh by plane at 3:30 A.M. sans baggage and speech and spent the rest of the night locating them.

Check ART HURD for a copy of the latest map showing the JWT Analysis of U. S. Markets by City Size, Urban and Rural Character of Population. A sheet is also available showing market factors and magazine circulations by the same market classifications.

INTERNATIONAL -- SHIRLEY WOODDELL left June 1 on trip to Cuba, Haiti, Dominican Republic, Puerto Rico, Venezuela, Panama, Central America and Mexico. Among others, he intends to call on FORD, PARKER, GILLETTE, EASTMAN KODAK, KRAFT, PONDS, and J. B. WILLIAMS dealers and distributors and to visit the local press and radio stations.

MIKE STIVER, (Buenos Aires), after visiting JWT New York, will be in Chicago the week of June 2 and from there goes on to Los Angeles and San Francisco. Then back to Buenos Aires by way of Mexico.

BOB CAMPBELL and MARK NAPIER have been made Vice Presidents of the Toronto Office.

LOYD COLEMAN, head of the Sydney Office, will arrive in New York June 7.

ART -- Watch for ART BLOMQUIST's new find: a gadget to quickly rule in type in comprehensive layouts, so that the effect of set type is achieved. Art promises to spring this very soon.

NEW BUSINESS -- To bring us up to date on the activities of the New Business Department, BILL PALMER prepared the following: As an indication of the voluntary appraisal of, and basic interest in JWT, there is a steady flow of advertisers with whom we have had no previous contact who take up with us the matter of handling their advertising for them.

Within the past two months, we have had meetings of this type with an important hair tonic manufacturer, an optical goods manufacturer, a domestic freight airline, a widely known public utility, one of the largest macaroni

manufacturers in the country, and an importer of French liqueurs and perfumes. It so happens that for a variety of reasons it did not seem advisable for us to try to close any one of these accounts.

It is our policy to send a competent representative to interview every prospect that contacts us, irrespective of the degree of our interest in the account. We continue this contact until it has been determined whether or not we are interested. If we are not, we see to it that the prospect has a full and acceptable explanation of the reasons.

We think that as a result of this policy we are making friends for JWT out of the advertisers who compliment us by talking with us about taking on their business.

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For reasons which were both sympathetically understood by, and acceptable to the Rheem Manufacturing Company, we have resigned from this account.

Since January 1st of this year, we have been appointed by following accounts: FRESH DEODORANT, DOUGLAS AIRCRAFT, and CASUALTY AND SURETY EXECUTIVES ASSOCIATION. Further details on these accounts will be given in subsequent issues.

RADIO — Hooper Ratings for our BOB CROSBY radio show have shown a considerably increase in the past several weeks and now hold the top rating for any current automobile manufacturer's radio show. The rating for the week of April 15-21 rose to 9.8, (from 7.2 two weeks before) and has remained at that level. CHRYSLER's Andre Kostelanetz show runs second, maintaining an average rating of approximately 4.5.

PEOPLE

ORRIN SMITH, Art Director, and WILLIAM ADAMS, Copy, have transferred from the Chicago Office to JWT Los Angeles. In connection with the L. A. Office, how many of us knew that JWT owns its own building out there.

VERGIL REED, as Consultant to the House Special Committee on Post-War Economic Policy and Planning, is assisting in the preparation of the Committee's Final Report.

GEORGE RICHARDSON has been appointed JWT Representative handling FORD trucks, FORD Institutional and FORD International in the Detroit Office

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Lack of space prevents the inclusion of several departments that will be regular features but look for them in the NEWS next Monday. Send BOB CURTIS any items on new campaigns, campaign results, personnel changes, questions, and general information you think will be of interest to other JWT'ers.

Thursday afternoon, June 6, is the deadline for the next issue.