

The
J.W.T.
WEEKLY
NEWS

FOR STAFF MEMBERS ONLY



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Here's the second issue of the Weekly News and we hope you like it. Art Blomquist did the little sketches and he promises more in the future. Missing from this issue is any news from offices other than New York. How about it out there? We're all interested in what you're doing.

ACCOUNTS

PAN-AMERICAN WORLD AIRWAYS was granted approval on May 22 to fly out of New York, a two-stop service, to Rio de Janeiro. Stops will be at San Juan, Puerto Rico, and Belem, Brazil, with the total route covering 4,800 miles in 25 hours flying time. The Atlantic Division of Pan American (JWT New York) and not the Latin American Division will handle the flights and Constellations will be used.

OWENS-ILLINOIS GLASS has asked JWT to handle the advertising of a new nursing bottle to be introduced within the next sixty days...OIG is currently running a 13 week newspaper campaign in Chicago to launch the new high vacuum Ultra-Vac Coffee Jar. 30,000 lines will be run with insertions appearing five days a week.

SHARP & DOHME's motion picture on immunization, "Passport to Health," produced by JWT Motion Picture Department, has just passed its millionth in audience.

SHELL's new 142 acre Agricultural Laboratory opens at Modesto, California this month. Purpose of the lab is to combine agricultural research with practical farming and to test and apply new petroleum discoveries. Indoor "test tube" farms will duplicate weather and climate in any section of the country. A Florida orange grove, Kansas wheat field, or Oregon strawberry patch may all be represented.

WESTERN UNION has been granted a one year 10% rate increase by the FCC. The Commission stated, "We are of the opinion that it should have the opportunity to seek relief from operating losses by rate increases." This comes five months after the wage increases granted by the NWLB.

FORD has announced plans for a \$50 million Ford Research and Engineering Center to be named in honor of the founders of the business. The Center, work on which will commence immediately, will take eight years to complete and will be situated on a 500-acre tract. It will comprise a primary group of eight buildings designed to provide for great expansion of the company's research development engineering facilities.....The Automotive Golden Jubilee, commemorating the birthday of a great industry, was celebrated all over the nation from May 29 to June 9. It was exactly fifty years ago that Henry Ford drove the first Ford car out of his little Detroit workshop.

THE INSTITUTE OF LIFE INSURANCE received an award from the American Public Relations Association for the current anti-inflation campaign. The award for, "meritorious public relations performance in the field of business of public relations," was based on the campaign having played a significant role in holding down living costs.

J. B. WILLIAM'S Lectric Shave designed to dry sticky perspiration, lubricate and condition the skin for electric shaving is currently being introduced. Column advertisements, once a month, are being run in LIFE and plans for expansion are underway.

LEVER BROS. announced last week the election of Charles Luckman as President to succeed Francis A. Countway who retires July 1. Mr. Luckman had been appointed executive vice-president of Lever Bros. last January and was also head of their Pepsodent Division.

FROM THE TRADE PRESS --

Those who have their fingers crossed on the value of "Read Some, Read Most" so-called ratings of advertisements, will find "Popular Advertising Formula -- but Isn't It Too Pat," lead article on Page 33, of PRINTERS' INK for May twenty-fourth, nourishment for dissidents.

With premiums bouncing back into merchandising, anyone with present or possible premium problems will find "54 Merchandising Jobs That Premiums Can Perform," Page 39, PRINTERS' INK, May twenty-fourth, a handy check list for their thinking.

Book of the Year -- to date: DEMOCRATIC CAPITALISM by David W. Raudenbusch, published by John Day, \$3.50. Mr. Raudenbusch swiftly and competently reviews the evolution of our present finance capitalism economy, the inroads of the "managerial revolution" on it and presents an affirmative program for guiding free enterprise into what could well prove a sound and lasting development. Not light reading -- but worthwhile for those who wish to stay abreast of enlightened economic thinking.

DEPARTMENTS

Radio

The following summarizes the summer set-ups on several JWT radio shows.

1. Replacing the Fred Allen Show Tommy Dorsey
2. Replacing the Charlie McCarthy Show Alec Templeton
3. No replacement for Lux Radio Theatre. Returns to air August 26. Last show June 24.
4. No replacement for William L. Shirer (continuous)
5. No replacement for Bob Crosby Show (continuous)
6. Replacing Kraft Music Hall with Bing Crosby Eddy Duchin, Edward Everett Horton (joins the show later in June), Milena Miller, and Russ Case's Orchestra, and the King Cole Trio.
7. No replacement for the 7-Up Show with Bert Lahr.

The much publicized cancellations of big radio programs has not resulted in any really choice times becoming available. Networks are making good their promise to move current advertisers into the more desirable periods. The following time periods are either now available or will probably be available soon.

<u>NBC</u> -- Tuesday -- 7:30 - 8:00 PM	<u>CBS</u> -- Sunday -- 2:30 - 3:00 PM
Thursday -- 7:30 - 8:00 PM	8:00 - 8:30 PM
10:30 - 11:00 PM	Thursday -- 10:00 - 10:30 PM
	Saturday -- 7:00 - 7:30 PM
	10:15 - 10:45 PM

Television

Standard Brands Inc. now sponsors for Chase & Sanborn a full hour television show over NBC's WNBT Thursday from 8 to 9 PM. On Sunday, June 9, a 15 minute show over the same station will go on for Tenderleaf Tea. Called Artist's Quiz, it will run from 8-8:15 PM.



Research

The JWT Consumer Panel is now in its seventh year as a nationwide measurement of consumer buying. It is the oldest service of its kind and over 150,000 reports of purchases of cosmetics, wearing apparel, drugs and grocery products have been supplied by the panel families.

Public Relations

NORMA HETRICK is new Asst. Exec. Secretary of the Association of American Playing Card Mfrs. succeeding "BIM" RICHARDSON who joins husband, George, in Detroit.... MARY STUYVESANT, POND'S Good Grooming counsellor, has recently addressed 7500 Washington high school girls and 2800 in Boston....HELEN RIDLEY and JOE BOYLE together with SAM DOBBS and PEGGY KING attended the National Peanut Council Convention May 26-29. NPC is asking members for \$300,000 for a new campaign to follow up the overwhelming response to its initial "Peanut Cookie Jar" advertising and publicity. Over 16,000 requests for the "Decorate a Snack Jar and Recipe booklet" have been received from the May advertisements in McCALL'S and PARENTS.

International

As example of the world-wide operation of JWT, the New York office and the Toronto office have been authorized to conduct an extensive research and marketing study for The India Jute Manufacturers' Association, client of our Calcutta office. IJMA manufactures a major portion of the world's jute. Plans for a world-wide advertising and promotion campaign for jute will depend upon the findings.



RCA INTERNATIONAL Division has signed a contract with the War Assets Administration under which RCA will act as agent for the disposal of surplus radio, electronic, and communication equipment for use everywhere in the world outside the United States. Plans are underway for advertising in newspapers, magazines, and radio stations in every country of the world where advertising is possible.

Advertising is being launched in France, Belgium, and Czechoslovakia to announce PAN AMERICAN'S new New York - London - Brussels - Prague - Vienna service which begins June fifteenth. Copy and art work prepared by JWT in New York was flown to Paris and produced there to be in time for the announcement.

PARKER PEN is launching an anti black market campaign throughout the world with 60-inch advertisements in 57 countries.

PEOPLE

William Taylor, formerly of JWT Montreal, is leaving for Mexico where he will be art director in JWT's Mexico City office.....Allan Harrison, art director of JWT Montreal, is leaving for Rio where he will be art director.....Peter de Peterson, JWT manager in Calcutta, is en route to the U. S. He is planning to stop at Manila, Los Angeles, San Francisco, Chicago, and New York — arriving on the West Coast about July fifteenth.....Darrell Brodt, who will represent JWT in Manila, sailed May twenty-fifth for Manila via Shanghai.....Current visitor from Denmark and student of American advertising is John Wahl. John is here as an Honorary Fellow of the American-Scandinavian Foundation to study selling, advertising, and Public Relations as it is practised in the U. S. He is a member of the Danish Advertising Agency Union Ltd. and came to JWT because of its worldwide reputation.

QUESTIONS AND ANSWERS

You forward questions to us and we'll try and dig up the answers. This week a question was raised as to the future of the War Advertising Council. Here's a brief statement from the Council's Doug Meldrum:

"Through the War Advertising Council American business contributed more than a billion dollars' worth of advertising space, time and service in support of home front war campaigns. After V-J Day it was felt by directors and supporters of the Council that as the problems of peace were as urgent and critical as those of war, it would be a great misfortune if the Council's work should be discontinued. Basing its platform on the premise that 'public service is the best public relations for business' the Council proceeded with a peacetime program, adding to its list of projects such national campaigns as Famine Emergency, Housing, Veterans' Problems and Accident Prevention."

HUNGER AND YOU

"I've made a living writing ads about food. It seems to me I owe some money today to kids for whom the money will buy food. The check enclosed is a down payment on what I owe. Will New York go about raising money among our people if we try to do the same out here?" writes HARRISON McCLUNG to Mr. Resor from JWT's San Francisco office. The check was for \$100 and made out to "JWT Food For Kids Fund."

Of course, you've read, too, about how...at this very moment...one out of every four persons in the world is facing death from starvation. Doubtless, you've already done something about it. If you haven't, or would like to do something further, make out your check simply to "HUNGER." Then drop it in the "Out" box to Ruth West, Room 1045, JWT, New York Office. It will be forwarded to UNRRA's Emergency Food Collection as a contribution from JWT employees.

NEW YORKERS NOTE

The bulletin board on the 11th floor, N. Y. office, features this week 4 JWT prize winning campaigns in the 1945 Associated Business Paper's competition for industrial advertising. JOHNS-MANVILLE received three awards and LIBBEY GLASS one. The J-M Unit Construction campaign does a single job of selling 3 J-M products. LIBBEY's award was for a series of advertisements calling dealer's attention to the LIBBEY consumer advertising campaign.

JWT SOFTBALL TEAM

Around JWT New York we're very much aware of the baseball team, thanks to a clever posting campaign done around the office. Their record to date is pretty good: JWT 16 -- Benton & Bowles 9, JWT 3 -- Grey 2, JWT 3 - Newell-Emmett 4, (4½ innings), JWT 0 - Y&R 3, JWT 17 - Ruthrauff & Ryan 3 This week it's Kudner at 6:30 at 76 St. and Riverside Drive, Wednesday, June 12.

NEXT WEEK

News for next week's issue closes as usual on Thursday. That's June 13. Let's hear from you all in Chicago, Detroit, L. A., and points east and west. And New Yorkers, keep the news coming and we'll spread it around the world. Send it to Bob Curtis, New York office.