

# The J.W.T. WEEKLY NEWS

FOR STAFF MEMBERS ONLY



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Center - Hunt

Here's your third issue of the JWT Weekly News. Before we settle down to our regular stride, we want your comments and criticisms. We also want to point out that this is a critical time in the life of such a publication. For the first few issues, everyone is enthusiastic and sends in a great deal of material, and then, pleased with his efforts, sits back and relaxes. If the NEWS is to fulfill its mission, we need your contributions every week.

## AN ANNOUNCEMENT!

At the meeting of the Board of Directors on June 11, Luther Lemon was elected Treasurer of the Company, and Ted Jardine and Ted Weldon, both of the Chicago office, were elected Vice Presidents. A Finance Committee was also appointed, to consist of Messrs. Kinney, Kohl, Lemon, Stanton, and Wilson, together with two additional members of the Board. Members from the Board will serve in rotation. Mr. Flower and Mr. Stevens were nominated to serve during the first period.

## ACCOUNTS

AMERICAN STEAMSHIP COMPANIES' full page newspaper advertisement last Monday on the Maritime Strike Issue undoubtedly set some kind of a production record.....On Thursday afternoon, June 6, JOHN HARMAN in JWT Wall Street received the invitation to prepare the ad. Within an hour, JOHN and TOMMY WATSON were on their way to Washington where they conferred with steamship and maritime officials. Copy and layout were prepared on the spot. Approved version was telephoned to GORDON BUTLER in the Wall Street Office at 6:30 Friday night. With BILL SCHWARTING, CHARLIE SOUTHERTON and several of the Wall Street staff teaming up, proofs of the ad were ready for approval upon the arrival of the Washington delegation at midnight. Plates of the page ad, incorporating last-minute changes, were on the westbound 7 a.m. plane from La Guardia Field. Plates of two adapts were released by 11 Saturday morning, to a total of 72 papers, coast-to-coast. The Wall Street Office prides itself on speedy operation, and this seems to prove that their claims are well-founded.

LEVER BROTHERS LIMITED in Canada have okayed a greatly intensified consumer advertising campaign in radio and newspapers for Lux and Lux Toilet Soap starting immediately..... There will be two radio shows -- a 5-times-a-week original Canadian daytime program in English and a full hour Amateur Hour in French. Both programs will be produced out of JWT's Montreal office, supervised out of New York by PHIL MYGATT.....The new press campaign is for Lux and consists of a series of editorial type full-color weekend newspaper magazine pages featuring "Fashion Flashes by Lux." Each ad will be devoted to a different world style and fashion center. The first ad which will appear the middle of August will feature Rio de Janeiro. The second ad, Hollywood.

WESTERN UNION TELEGRAPH COMPANY's President, MR. J. L. EGAN, accepted yesterday an award of merit from the U. S. Army Signal Corps for the outstanding contribution to the war effort made by WESTERN UNION in the training of and furnishing of personnel and equipment as used by the Signal Corps in the communication work necessary on all battle fronts throughout the world.

REYNOLDS METALS COMPANY, preparing to bring out a new fungus-resistant aluminum paint, ran an employee contest for a suitable name. The 555 entries were turned over to a JWT committee who selected the winning name of FUNGICHEK. The judges were Messrs. Newill, Morse, Briggs, Hoagland and McCullough of the New York office.

Mr. JOHN R. GILLMAN, who has for many years been in charge of LUX and LUX TOILET SOAP advertising, has been named Vice-President in charge of all advertising.

File: J.W.T. - N.Y. office affairs.



WECO PRODUCTS' (Dr. West) President, Mr. J. T. Woodside, is Chairman of the Executive Committee of the National Association of Chain Drug Stores, meeting this week at Murray Bay, Quebec. The Chicago office prepared the 16-page invitational brochure, which was sent to all members of this association.

The PARKER "51" magazine campaign will have a new twist in September. The hands holding the pens will be personalized. Headline on the first of these messages will read: "In the hands of Thomas Hart Benton, '51'...the world's most wanted pen." Succeeding ads will feature Lauritz Melchior, Walter Huston, Albert Spalding, Lin Yutang, and Alfred Lunt.

R. T. FRENCH COMPANY (French's Mustard) is currently running consumer tests on a sensational new product, Pom. Pom is a dehydrated potato powder that makes mashed potatoes simply by the addition of boiling water and milk. Total preparation time -- 5 minutes. Pom can also be used to make French fried potatoes, potato soup or topping for meat pies. With the annual per capita consumption of potatoes at 126 pounds, the market for the product appears tremendous. Sales and advertising test campaigns, through JWT, will break early this fall.....Several other new food and drug products are in the development stage at French's and more of these in future issues.

FORD plans to reopen manufacturing plants June 17 and assembly plants June 24 according to a statement by Henry Ford II. All Ford plants closed down May 8 due to the unsettled labor conditions and shortage of necessary items. Automotive Age quotes Henry Ford II as saying, "The 1947 Ford models will not appear before the first six months of next year.

MENTHOLATUM plans to sales test, this summer, the new Mentholatum Medicated Stick. Product is for relief of chapped lips and sales of competitive products, such as Chap-Stick, indicate a ready market for it. Same ingredients are in the Stick as in Mentholatum but the convenient stick form will allow for use at any time of day.

#### FROM THE TRADE PRESS

The Copy-Chasers, ruthless reviewers of trade and industrial advertising, used THE SATURDAY EVENING POST, TIME, BUSINESS WEEK, and NEWSWEEK for their analysis of trade paper advertising in the June issue of INDUSTRIAL MARKETING. JWT places with the following: -- "Here's a good piece of copy, with no nonsense about it, selling Eastman Kodak's 'Radiography.' Starts out, 'Today, more than ever, radiography pays off.....' Then in this order -- 'in Improved Design,' '....Faster, Sounder Production,' '....Lowered Costs.' First paragraph cites several applications. Second and third paragraphs cite savings stories. Fourth cites user benefits.".....The advertisement was reproduced in miniature. Congratulations to George Cloutier and his 8th Floor Crew.

#### DEPARTMENTS

##### Public Relations

The June FORTUNE Survey revealed that Truman popularity has slipped -- Harold Stassen is an important factor in the Republican picture -- people want the Government to continue to regulate prices -- and management has lost the margin of approval it enjoyed 5 months ago during the winter strikes.

TEXTRON INC. will add to the glamour of Kauffman's Golden Jubilee (Pittsburgh, Pa.), on June 26th, by presenting a 15 minute television broadcast, part of a large intra-department program. The Public Relations Department wrote the script and William Morris of the Motion Picture Department will direct.





Media

Slump in Newsstand Sales -- Huge increase in the number of new magazines -- some 200 since January 1st -- and larger print orders of established publications have altered the sold-out condition prevalent from 1942 through 1945. Today some publishers are having returns up to 50% of the copies distributed to news dealers. The heaviest returns are coming from the new publications, comic and the digest-type magazines.....In general, the major magazines accepting advertising are holding up well -- LADIES' HOME JOURNAL, McCALL'S, GOOD HOUSEKEEPING and WOMAN'S HOME COMPANION are showing under a 1% return. This is also true of BETTER HOMES & GARDENS and AMERICAN HOME. LIFE is still a sell-out, with SATURDAY EVENING POST, COLLIER'S and LOOK also selling well.



Beginning with the September issue McCALL'S increases its newsstand price from \$.15 to \$.25. Yearly subscription rate goes to \$2.50 from \$1.50.

Executives of the American Newspaper Advertising Network last week reported progress to the Media Men's Association. The Network will sell r.o.p. newspaper space at a discount. Negotiations must be completed with a number of papers, and a rate structure agreed upon. It is expected that the package will be wrapped up and ready for sale about the end of September.

Radio

In order to localize FORD radio advertising and enable dealers to make direct local appeal, Ford Branch Managers, Service men and Dealers are being interviewed by station announcers on their own local stations in place of the middle commercial on the Bob Crosby program Wednesday nights over all CBS stations. Client and dealers alike are enthusiastic about this approach.

PEOPLE

SAM MEEK left yesterday, Sunday, by Pan American Clipper, to visit our London office and JWT correspondents in France and Holland. If time permits, he will also meet with correspondents in Sweden, Denmark, and Switzerland.....ROBERT THURMOND has been named general executive assistant to NORTON W. MOGGE, manager of JWT Los Angeles. In this newly created position he will co-ordinate the activities of the office. He will give special attention to media and research. Before the war, Thurmond spent seven years in various departments of JWT's San Francisco Office. He returned to that office from the Navy last year, where he was a service representative until his present assignment in LA.....BERTON BRALEY (Public Relations) has just received one of the 12 medals presented by the U. S. Treasury to those who furthered the sale of war bonds. His verses ran in various publications throughout the country and appeared as part of the LIFE INSURANCE COMPANIES IN AMERICA's campaign.....MRS. ELAINE EWING MESERVEY, JWT, Washington, was installed June 12 as President of the Women's Advertising Club, Washington, D. C. She was also awarded a War Department Certificate for "patriotic service in a position of trust and responsibility" for her activities with the WAC Civilian Advisory Committee.... WILSON LLOYD, who handles Public Relations-Publicity for the Association of American Playing Card Manufacturers, has just been elected to the Board of Directors of the National Travellers Aid.....JACK DEVINE has joined the Legal Department, JWT, New York..... FRED BOULTON, Executive Art Director, Chicago, has a water color, "Kentucky Auction" in the American Artists Show, Chicago.....HAL RORKE has been made Chairman of Radio Council for Famine Emergency Relief of War Advertising Council in Chicago... . Note Chicago Office's KEN PARKER's letter in "Letters" column of Time Magazine, June 10, mentioning ball-point pens as "a pen which has been described as 'the only pen that will make eight copies and no original.'"



QUOTES

From Jim Young's "Diary of An Ad Man" comes this week's quote:

"A large general advertiser, having seen a piece of my copy for a mail order advertiser, wanted to know why he couldn't get the same intimate, personal tone in his. I told him he could if (1) he would waive his insistence on short copy; (2) let me use or create an individual to speak for his corporation; (3) let this individual talk colloquially, direct to the reader. The success of radio as an advertising medium may be attributed very largely to the observance of these three points in many commercials."

JWT OFFICES

JWT DETROIT which opened in September 1944 with a staff of 6 now has 75 on its personnel list. One of the most active spots in the office is Cliff Robert's Sales Promotion Department which recently turned out a Ford promotion brochure for dealer use. Initial order is for one million each of 6 folders at estimated cost of \$100,000.

The WASHINGTON OFFICE has a new staff member in the person of Steve Williams, formerly of the New York Public Relations-Publicity Department.

A correction is in order regarding the building JWT occupies in LOS ANGELES. The building, which since June 1, has been our LOS ANGELES headquarters, is at 645 South Flower Street and is leased by JWT and not owned as reported in the last issue of JWT Weekly News. At present, the building is 2/3 occupied by JWT.

VETERAN'S GUIDANCE

Since November 1945, 25 returned JWT servicemen in New York office have been interviewing all servicemen trying to get into advertising. Nearly 1,000 veterans have been interviewed. A few got jobs with the Company while others were directly helped to get jobs. All were given advice by someone in the particular field of interest. The number of veterans coming to the Company now is about half of the peak number. More and more, the Veterans Guidance in Advertising, Committee of the Ad industry, is helping to place veterans. Mr. Valentina or Miss Perry of that organization, at MU 5-8230, would appreciate knowing of any job openings.

NEW YORKERS NOTE

This week's 11th floor bulletin board features the first of Kodak's postwar full pages designed to help develop millions of lifetime snapshooters among the young people of the U. S. More details about this campaign next week.

An outstanding accomplishment last week was our baseball team's defeat of the Kudner team with a score of 16 to 4. This week's game will be with Hazard — 6:30 PM at 36th Street and First Avenue, on Wednesday, June 19.

NEXT WEEK

News for next week's issue closes as usual on Thursday, June 20. Let's hear from you all. Keep the news coming and we'll spread it around the world. Send it to Bob Curtis, New York office.