

The
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FOR STAFF MEMBERS ONLY



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Well, you fellows out there on the Coast, Detroit, Chicago, and Canada certainly came through with some news for this fourth issue. As a result we're making it a special edition and the bulk of the items will be about your activities. Keep it coming.

*File JWS - n. y. office
again*

JWT OFFICES

Los Angeles --- the current DOUGLAS newspaper advertising appearing in 85 newspapers in 35 markets featuring the Douglas DC-4 airline transport will be followed in September by two magazine campaigns using 2 color spreads. One promotes Douglas' newest sky luxury liner the DC-6, and the other is an institutional job. Douglas is also laying out advertising plans for the Douglas Ding-ee, an all metal boat. Sporting and outdoor publications will be used in addition to trade papers.

ERLE P. HALLIBURTON, INC. makers of the first really air-tight luggage (made of a hard alloy of aluminum) opened its national campaign with a 4 color page in June 8 SEP and June HARPER'S BAZAAR. ESQUIRE, FORTUNE, HOLIDAY, NEWSWEEK and THE NEW YORKER are other books on the list....Halliburton cases afford complete protection against moisture, mildew and dust and thousands of them were used by the Air Corps during the war.

A newspaper campaign in Eastern cities will be used for summer CALAVOS (California Avocados).

Campaigns continuing from LA include those on TROLL CANDIES, MABS BATHING SUITS and FORD DEALERS ASSOCIATION.

Chicago --- SWIFT, on June 3, added a quarter-hour to its participation in the Breakfast Club. Swift's portion of this program now runs from 9:15 to 9:45 Monday--Friday and is on a five year basis through the extent of Don McNeill's contract. The Breakfast Club is currently plugging its Share-A-Meal plan asking listeners to make up packages of canned foods to be sent to famine stricken countries.

ELGINS are still on a limited production basis but in April dealers were given a small per cent of the Elgins they wanted. The resultant "Elgins Again" retailers advertising campaign accounted for, in the client's opinion, the greatest volume of retail advertising ever put behind any watch.

STORKLINE fall advertising will have a specific tie-up with the National Safety Council. Half pages in national magazines will be used.

LIBBY'S new "Full Cream Evaporated Milk is being tested in Pittsburgh. Lots of trade enthusiasm is reported and results to date are very promising....At the National Grocers Convention, starting June 23, Libby will put on a "jeep" television demonstration. Visitors will be given the opportunity to be televised and special acts will be put on.

JWT Chicago has been appointed public relations and advertising agents for the MILLERS' NATIONAL FEDERATION, TRADE ASSOCIATION OF THE AMERICAN FLOUR MILLING INDUSTRY. An aggressive public relations campaign explaining current flour regulations is now under way. Steven Williams of the New York Public Relations Department is assisting on this in our Washington office.

San Francisco -- A demonstration television program was recently staged by JWT at Paramount's Hollywood studios. Food preparation was the subject and included in the program were demonstrations on CALAVO, DESERT GRAPEFRUIT, SAFEWAY PRODUCTS and CALIFORNIA WINE. Right now television is not commercially active on the Coast but about 500 receivers are scattered throughout Southern California.

THE WINE INSTITUTE is currently surveying, through JWT, consumers in 44 states on their wine habits and uses.

With the addition of ROBERT PATTERSON, ROBERT DIXON and JOHN COLEMAN, JWT San Francisco inaugurates its Veterans-On-The-Job Training Program.

Toronto -- KELLOGG's first series of All-Wheat picture cards showing Airplanes, History of Flight, Magic Tricks, Things to Make, Sport-Tips, etc. proved so successful that a second Series is now at point of sale. 150 different cards, of interest to children up to 14 years of age, make up the new series. Week-end and daily newspapers as well as the Superman program are announcing the new series telling children to save and trade the cards with their friends.

Hollywood -- NORM BLACKBURN returned from a N. Y. and Chicago trip and brought back authorization to lay plans for Elgin's special 2 hour Thanksgiving and Christmas Day programs.

On the June 10 broadcast of LUX RADIO THEATRE orchestra leader Louis Silvers, writer Sandy Barnett, and soundman, Charlie Forsyth were presented with clocks as tokens of appreciation of 10 years of service on the LUX show.

WILLIAM KEIGHLEY, producer of LUX RADIO THEATRE, this week was presented with the Citation for Legion of Merit for "service as Chief of Headquarters, Army Air Forces Motion Picture Services from July 1942 to June 1943 and August 1944 to February 1945."

EDWARD C. HELWICK, JR., head writer on the Bob Crosby Show who was discharged on December 27, 1945 as a Captain in the Army Air Force, this week received the Army Commendation ribbon for "outstanding services and devotion to duty while serving as a member of the Alaskan Division from September 1943 to November 1945."

EARL EBI, producer of the Charlie McCarthy Show is spending part of the summer in N. Y. on production of New York originating shows.

Atlanta -- RUSS PAULSON reports that all Southeastern FORD Dealers continued with newspaper, outdoor, and minute-movie advertising in spite of the factory shut down. Minute movie schedules are expanding and newspaper ads will be upped from 400 to 600 lines....FRED FOY will be in Atlanta week of July 8 for Atlanta Branch Dealer meeting.

International (N. Y.) -- In addition to the large amount of advertising placed through J. Walter Thompson's sixteen international offices a growing amount of advertising is placed by the international department in New York in international magazines published in the United States and distributed abroad. A compilation of advertising placed in the leading international magazines shows that JWT led all other agencies in the amount of advertising placed during 1945 with a billing total of \$292,682. Irwin Vladimir, second agency on the list placed \$208,966.

BERT ACOTT of JWT Calcutta office is in Hollywood conferring on general agency business.

JWT's international personnel outside the United States now numbers approximately 1,000. In addition a count reveals that about 100 people in the New York and Chicago offices worked on international advertising campaigns during 1945. The international department in New York during 1945 placed campaigns in 35 countries in addition to that placed by JWT's international offices.

DEKE COLEMAN, JWT manager in Sydney, Australia, arrived in New York June 12 and will spend a few weeks visiting clients and renewing acquaintances.

The London offices advises that Radio Luxembourg will broadcast programs beamed toward England beginning July 1.

ACCOUNTS

PAN AMERICAN's first three advertisements in its new series have each won top honors in Starch Readership Ratings. The Rio de Janeiro advertisement was best read in February 4 LIFE and second best in January 19 SEP. The Hawaii advertisement was first in readership in March 30 SEP and March 25 LIFE. And the Bermuda ad was tops in April 1 TIME.

LIBBEY GLASS' first color campaign in their over one-hundred year existence appeared in LIFE June 10. The ad in four colors features a special promotion of "Carnival" set - eight decorated 12 oz. tumblers to a set on sale in all leading stores coast to coast. This color ad was "merchandised" both by Libbey and LIFE Magazine. 350,000 sets were distributed and sold at \$3 retail. Stores in the metropolitan area report they were completely sold out as of June 13. The second color ad promoting four million decorated highballs, old fashions and zombie glasses will break in October and will feature a complete 28-piece "refresher" set, packaged, which will retail for \$10....Founded in 1818, the Libbey Glass Company has been in continuous production making it one of the oldest industries in the U.S.A. Beginning July 22, Libbey inaugurates an historical campaign featuring "unknown chapters" in the history of this great American industry. The use of line drawings, photographs, and illustrations of outstanding pieces of crystal will be featured in the series. The series will continue for several months. A special merchandise program with reprints on LIFE covers will be distributed to the several thousand outlets for Libbey products.

LEVER. BROS. joins the list of business firms owning their own plane. A 16 passenger transport was christened in Boston June 14.

EASTMAN's juvenile series featured on the 11th floor bulletin board last week in New York is part of a double-barrelled Kodak campaign which has the primary objectives of increasing film usage in the older juvenile group (14-18) and camera ownership among children under 14.....This is a result of a nationwide survey conducted by Kodak, which indicated a smaller ratio of camera ownership among the younger children, together with the fact that while the majority of children take pictures, there is not any substantial film usage.....Therefore, in addition to the juvenile series featured on the bulletin board, there is currently in preparation a camera commodity campaign directed to the children under 14 years of age which will appear in the comic magazines later in the year.

OWENS-ILLINOIS GLASS COMPANY has announced with regret the resignation of Howard A. Trumbull as Director of Sales Promotion, Merchandising and Advertising. His successor has not been announced.

FRESH DEODORANT has just signed up for the JWT Consumer Panel Service.

DEPARTMENTSTraffic

ELI GORDON says: — "We can look to a considerable improvement in newspaper reproductions through the use of a recently perfected process of including make-ready in newspaper printing plates. The effect of the process is to relieve the pressure on the highlights and middletones of an illustration, resulting in a clearer, more faithful reproduction of the original than can be obtained by means of conventional retouching and engraving. It is especially recommended for reproduction of photographs where a true photographic result is desired.

Motion Picture

JWT has just completed for SHARP & DOHME the motion picture entitled "The Use of Sulfathalidine in Chronic Ulcerative Colitis." The first showing of this picture will be before the scientific section of the American Medical Association.

Consumer Panel

Membership mortality in the Consumer Panel now runs at an annual rate of less than 5 per cent. This means as near as humanly possible we have a constant sample through which to study buying habits and preferences. When important national pressures are applied — such as the wartime imposition of luxury taxes on cosmetics, a national promotion or introduction of a new product backed by heavy sales and advertising pressure, the consumer panel shows what happens to sales trends when it happens.

Public Relations

An article on the procedures and services of JWT's Public Relations Department which appeared in Public Relations News has been selected as one of the twenty "best public relations case studies of 1945" and will be included in a forthcoming compilation of such studies. The report will be circulated to industrial and business leaders throughout the country.

Trade

Trade and industrial advertising placed by JWT has more than doubled in volume in the past four years: 1942—5,461 pages; 1943—7,005 pages; 1944—9,751 pages; 1945—11,733 pages.

The ANTHRACITE INSTITUTE has suspended its trade paper advertising as of July 31. Campaigns have been appearing in architectural, building and retail coal trade papers. Resumption of activities depends upon developments arising from the recent strike settlement.

PEOPLE

BILL HOWARD is on "lend-lease" to Association of National Advertisers. Directing survey on use of films (movies and slide films) by ANA members, successes and obstacles, plans for future. He has personally interviewed some 70 companies and is preparing a report on his findings.

NEXT WEEK

That's "30" for this issue. As usual forms close for the fifth issue on Thursday, June 27. Wire, teletype, mail or memo your news to Bob Curtis. Let's keep the News Weekly filled with current items of interest