

The
J.W.T.
WEEKLY
NEWS

FOR STAFF MEMBERS ONLY



Vol. 1 No. 19

October 7, 1946

Miss Hunt

For those still in service--still in hospitals--now in training

★ ★ ★
U S O CAMPAIGN

★ ★ ★
\$19,000,000
FOR 1947
★ ★ ★

ACCOUNTS

DR. WEST'S (Chi.) new merchandising offer, appearing in current trade magazines, aids the druggist in his efforts to departmentalize his store by supplying him with a complete set of fluorescent signs equipped with interchangeable titles including "Toiletries," "Baby Needs," "Cosmetics," "Dental Needs," etc. These signs provide the nucleus of an entire modernization program and, through bonuses on deals, cost the druggist nothing.

DOUGLAS AIRCRAFT'S (L.A.) first magazine advertising appeared as a 2-color institutional double spread in the Saturday Evening Post September 21. This advertisement will also appear in October issues of Colliers, Time, Newsweek, U. S. News and The New Yorker. It will run BW in Life and two more advertisements will run in the series before the end of the year with spreads early in '47 announcing the new DC-6 Luxury Airliner.

FORD DEALERS of Southern California (L.A.) launches a campaign including newspapers, radio and outdoor postings.

MENTHOLATUM'S (N.Y.) Fall and Winter campaign begins early in October with four insertions a week in daily newspapers. Bulk of the budget will be in daily newspapers and farm papers with copy featuring the "Cold Bug." This new copy (as shown) has been called a natural by everyone seeing it in advance. Once again JWT Consumer Panel members will report whenever a cold epidemic is prevalent in their cities and Mentholatum will be ready with special advertisements to run upon receipt of this epidemic information.



EASTMAN KODAK (N.Y.), beginning January 1, will place international schedules in 24 countries through JWT. Schedules will appear in the Swedish, Danish, Arabic, Spanish and Portuguese editions of the Readers' Digest as well as in La Hacienda, La Revista Rotaria, Cine Mundial, Cinelandia and Norte.

LINCOLN'S (Det.) June insertion in Town & Country will typify the best in 1946 automotive advertising in Town & Country's 40-page promotion piece highlighting a century of T. & C. advertising.

NEW BUSINESS (L.A.) BATEMAN-EICHLER, prominent Southern California investment house, recently appointed JWT Los Angeles. This further diversifies L.A.'s list of clients which now includes foods, fresh fruits and vegetables, household products, aircraft and aircraft-accessories, luggage, and fashion.

TRAFFIC DEPARTMENT

Chief Operator Mrs. Thomas confirms the fact that more inside and outside telephone calls are made to the Traffic Department than to any Department in the New York Office. It is the "busiest" place in JWT. . . . often up until late at night.



Everybody connected with printed advertising has at one time or another trodden the well-beaten path to the Traffic Department. Here all the numerous items necessary to producing a finished advertisement are tied together -- and there are thousands of these items each month. This means that in the average working day, the Department handles several hundred separate and distinct orders for roughs, comprehensive layouts, finished art and mechanical layouts, engravings, type estimates, type settings, electrotypes, printing and magazine and newspaper insertions.

Forty-four people handle this work. The Department, headed by Eli Gordon, is made up of six divisions: --

1. Scheduling (Supervised by Katherine Kelly) This unit makes up a time schedule for production so that work on individual advertisements or campaigns is begun in ample time to permit efficient, economic handling throughout the organization.
2. Traffic -- Guided by the requirements of the Production Job Schedule, this division coordinates and follows up the actual production of advertisements and their individual elements, with a view to starting and completing each phase of the production in time to meet the "due" dates.
3. Mechanical Production (Supervised by John Baugh) This division assumes the responsibility for the purchase of engraving, typesetting, electrotyping, printing, and various other commodities used in printed advertising.
4. Typography (Supervised by Frank Powers) Collaborating with the Art Department, the Typography Division is responsible for the typographical appearance of all agency advertising -- selecting, specifying and fitting the type for each advertisement.
5. Proofreading (Supervised by Miron Hurst) This unit proofreads all advertising to assure its accuracy as to grammar, punctuation and general sense.
6. Forwarding (Supervised by Florence Melber and Edna Roth) Forwarding issues all orders to publications for the insertion of advertisements.

Eli Gordon's own personal explanation of "Why a Traffic Department" is this: In the average manufacturing operation, the various component parts of a product are made in bulk quantities for stock inventory. The function of the assembly line is then comparatively simple. Advance timing is no problem. Each stock part is put into its respective place.

Traffic -- a Dilemma! In advertising, however, each component part must be tailor-made for each individual advertisement and it is the Traffic Department's job to so schedule these tailor-made components (in each case correctly estimating the time involved) that they will become a finished product on a certain date. This finished product must be up to JWT's high standards of quality.....But it must also be at the publication on time.

JWT CAMPAIGN OF THE WEEK

-- Brillo --

The Brillo advertising campaign is a unique example of the success of properly executed small-space advertising.

JWT took over the account in May, 1943 with first insertions appearing in September of that year. The theme then depicted a soldier saying, "Hey, Mom, Brillo's back." This was followed for a while by a selling story based on Brillo's efficiency at cleaning specific "problem" pots and pans -- scrambled eggs, oatmeal, etc.

Beginning in July of 1945, the current well-received "RUBBIT" campaign has appeared. This is a quick, crisp cartoon treatment of Brillo's favorite use and offers definite advantages for high frequency small-space advertising of a specialty item. First, it gives the product strong identification through repeated use of the "Rubbit" personality and through the distinctive black and white lay-out. Second, it has the sell of a "before and after" story. Third, it combines the virtues of a brief, strong display reminder ad with the salesmanship of a "reason why" ad. And further, the advertisement is carefully tailored to give a clean, neat personality to Brillo, which is so important for a cleansing product.



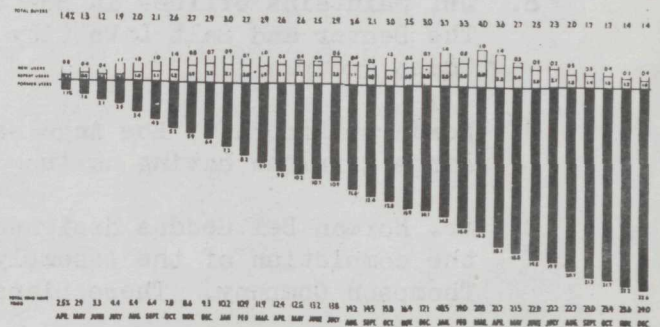
Small-space insertions (range from 72 lines to 1 column) are run every month in a good selected list of women's magazines, and every week in newspapers covering the country's major markets. This schedule provides the coverage and frequency so essential in selling a specialty item.

CONSUMER PANEL

One of the interesting types of material available through the Consumer Panel is indicated by this unusual chart, tracing the consumer course of a new product sold through grocery, drug, department and variety stores over a 33-month period. Above the horizontal line are new and repeat users, while below it are former users who discontinued. As can be seen from the chart, new users were attracted at a satisfactory rate, but repeat sales were small and the product did not make a serious penetration into the market. One of our clients put a competitive product on the market, had a much healthier progress in terms of new and repeat users, and now has a monthly volume more than four times that of the product depicted here.

REPEAT HISTORY OF A NEW BRAND

Total Families Purchasing this Product Each Month - 100%



UNIVERSAL PICTURES FORMS HOUSE AGENCY

When UNIVERSAL PICTURES (N.Y.) merged with International Pictures, the executives of International created a house agency, Monroe, to handle the advertising for the combined companies. This terminated JWT's relationship with Universal and Buchanan & Company's relationship with International.

HERE ARE THE ANSWERS TO LAST WEEK'S JWT QUIZ

1. According to the memoirs of Mr. Charles Raymond: -- "Mr. J. Walter Thompson often spoke of the training he received as a naval cadet as one of the valuable contributions to his education. At 17 or 18 he went into training on a naval vessel out of New York and was two years in that service." -- From his obituary notice appearing in the National Press Reporter, it is further discovered that: -- "For many years he made yachting his recreation, having owned a boat of some kind from his eighth to his sixty-fourth year. The portrait accompanying this article, in the costume of the New York Yacht Club, is from the only photographs available of the few which he has ever had taken.
2. JWT was the first agency, other than agencies specializing in fashion work, to hire a full-time style consultant in the person of Miss Ann Ruml, who came to JWT in 1945. Other agencies, including Foote, Cone & Belding and McCann Erickson, have since followed suit.
3. Fred Foy is the Operating Head of the JWT office in Detroit.
4. The functions of the Media Research Group are to study special questions in connection with media coverage, copy appeals, relative cost of space, copy testing, competitive copy effectiveness, etc.
5. The Institute of Life Insurance is the JWT account that has devoted much of its emphasis over the past few years toward combating inflation.
6. According to our present records, the highest selling-price of any product advertised through JWT is the Douglas Airplane selling at approximately \$350,000.
7. Arno Johnson and Vergil Reed (New York office) are the two JWT employees who recently received national awards in the research field.
8. JWT maintains offices in Seattle, San Francisco, Los Angeles and Hollywood. The Denver and Salt Lake City offices are also included in the Pacific Coast group.
9. Northrop Aircraft, Los Angeles client, recently produced successfully a large airplane having no fuselage or tail -- the Flying Wing.
10. Mr. Norman Bel Geddes designed and supervised the execution of the plans for the completion of the Assembly Hall in the New York office of the J. Walter Thompson Company. These plans included the furnishings.

Correction! -- In our answers of September 23 we stated that Art Farlow was the Operating Head of the JWT San Francisco office. Russell Pierce is San Francisco's Operating Head -- Art Farlow is Pacific Coast Manager.

NEXT WEEK

Thursday, October 10th is the deadline for news for the issue of October 14. Send your news to Bob Curtis.