

The J.W.T. WEEKLY NEWS

FOR STAFF MEMBERS ONLY

LIBRARY-RESEARCH DEPT.
J. Walter Thompson Co.
Chicago Office



Vol. 1 No. 24

Miss Hunt
November 11, 1946

ACCOUNTS

RCA VICTOR (N.Y.) on October 31 became the first television set manufacturer to sell via its own product. On that date a series of slides of the newspaper "Eye Witness" teaser advertisements began over WNBT. A special Sunday night television show via WNBT, N.Y. -- WPTZ, Philadelphia -- and WRGB, Schenectady on November 3 offered visual demonstrations of the new sets with various celebrities shown viewing the demonstration.

PAN AMERICAN's (N.Y.) "Campaign X" (preparing the way for flying within the U.S.) has entered its second phase. The first phase featured the "SPEED" of the "Clipper Rainbow" and her sister ships, built by Republic (430 miles an hour). The second features "SLEEPER TRAVEL" aboard the double-decked "Clipper Flying Cloud" and her sister ships, built by Boeing. The advertisement illustrated ran last Friday (Nov. 8) in 16 cities, including Atlantic City where the Civil Aeronautics Board hearings are now being held. As was foreseen, despite the fact that U. S. domestic airlines have been licensed to fly overseas, 12 of them are opposing Pan American's entry into the domestic field. Pan American's position is that there will be business enough for all and fair play should allow Pan American the same right to pick up U. S. passenger traffic at its source now enjoyed by TWA, American, Northwest, Braniff and other U.S. airlines operating abroad as well as within the U.S.

COAST-TO-COAST...NONSTOP...SLEEPER TRAVEL!
PAN AMERICAN Pioneers Again

Recent of the Great New "CLIPPER FLYING CLOUD" - Best of a fleet of new double-decked Clippers - the entire service now covers the Atlantic's largest, busiest routes.

Just south of the equator, the Clipper Flying Cloud is the only non-stop sleeper plane in the world. It's the only one that can fly from New York to London in 10 hours, 15 minutes. It's the only one that can fly from New York to London in 10 hours, 15 minutes. It's the only one that can fly from New York to London in 10 hours, 15 minutes.

Only Pan American can offer you SLEEPER!

Now you can sleep comfortably in the Clipper Flying Cloud. The Clipper Flying Cloud is the only non-stop sleeper plane in the world. It's the only one that can fly from New York to London in 10 hours, 15 minutes. It's the only one that can fly from New York to London in 10 hours, 15 minutes. It's the only one that can fly from New York to London in 10 hours, 15 minutes.

Passenger schedules at present place speeds

PAN AMERICAN
WORLD AIRWAYS
The Spirit of the Flying Clipper
In New York City 125 Madison Avenue, New York 17, N.Y.

SHELL OIL (San Fran.) begins its winter campaign in nearly 450 Western newspapers. The theme, "For good bad-weather driving," ties in a particular Shell product or service. Advertisements up to 1,000 lines will appear each week until Christmas.

"His Master's Voice" -

●●● RCA VICTOR Radio Corporation of America

RCA VICTOR's (N.Y.) June 17th Life insertion was repeated September 9th in identical form. It received a better Starch rating on "Read Most" with men the second time than it did the first (15 versus 11). The staff will be interested in Mr. Stanley Resor's comment on this finding: -- "The whole question, as I see it, is whether repetition in identical form is more effective than in changed form . . . We have some evidence in the fields of music, literature, current phrases which have achieved general usage and slogans. None of these would have achieved as much popularity without great repetition IN IDENTICAL FORM."

HARDEMAN HATS (Seattle) for men, has appointed JWT as advertising agency. The account, to be serviced by the Seattle office, adds another to the list of Western products handled by JWT.

Catalogue
Advertisements, repeating

NEWPORT NEWS SHIPBUILDING AND DRY DOCK COMPANY (N.Y. -- Wall Street) for the first time in its 60-year-old history is using display advertising. The occasion is the entry of United States Lines' (also JWT Wall Street) luxury liner, the SS AMERICA, into North Atlantic passenger service. The AMERICA arrives in New York Harbor today (Nov. 11) from the Newport News Company's yard where she has been entirely reconverted at a cost of about \$8 millions. New out of the same yard at the start of the war, this largest, fastest, finest liner ever built in this country was requisitioned by the Navy and served as a top troop transport, the USS WEST POINT for the duration. N.N.S. & D.D. is using 1500-line copy in New York and Washington, D.C. newspapers to herald the new AMERICA. Copy will appear on same days U. S. Lines uses 1800-line newspaper copy to welcome the ship's arrival at New York and announce her Maiden Voyage to Europe.



DEPARTMENTS

Media

Beginning with the February issue, the selling price of A & P's Woman's Day goes from two cents to five cents.

Saturday Evening Post, effective April 5, ups its guaranteed circulation from 3,700,000 to 3,800,000. The following rate increases will go into effect.

	<u>Present Rate</u>	<u>New Rate</u>
Black & White Page	10,000	10,500
2-Color Page	12,200	12,800
4-Color Page	14,300	15,000

The cost per page per thousand black and white advances from \$2.70 to \$2.76.

Radio

An agreement, effective October 20, between the musicians' union and recording studios increases transcription rates by 50 per cent over the former minimums.

Consumer Panel

By April 1, 1947, the JWT Consumer Panel will number 5,000 families (2,200 at present). With this number of families, much new information will be made available to subscribers. Market data by geographical areas, age groups, city-size groups and income groups will greatly increase the value of the Panel. Continuous information of this type will be available month by month.

JWT CAMPAIGN OF THE WEEK

-- Kraft --
(Chicago)

The biggest campaign for Kraft Cheese in five years begins with two pages facing in the Saturday Evening Post November 16. With aged cheddar still in short supply, Kraft is featuring some 20 other varieties -- "old Kraft favorites" not available, and "jolly newcomers to cheesedom" constantly arriving.

Warm, friendly copy addressed to "Dear Cheeselovers" and signed "The Folks at Kraft" explains the situation: For five years Kraft's first responsibility has been to Uncle Sam. Now the golden cheddars are beginning to go to the curing rooms for civilian cheese fanciers. But they must take their own sweet time to mellow. And it takes thousands upon thousands of sharp-aged cheddars to make the mellow flavor that has made Kraft American famous -- to mention just one of several Kraft Cheddar varieties the customers demand.

So while the cheddars are curing, cheese eaters are invited to explore the delights of the many other Kraft varieties that are available. Some of these, of course, are still in short supply -- MacLaren's Imperial, for instance, which is long-aged natural cheddar. Others are just being introduced -- the new Brickelle, Kay Brand, Natural Cheddar made of pasteurized milk, and the racy Burgette. The attractive red wheel of Chantelle is featured along with Casino Brand Camembert, Mohawk Brand Limburger, and Dan-Dee Spread. And, of course, such familiar varieties as Velveeta, Old English Spread, Philadelphia Brand Cream Cheese and the eight Kraft Cheese Spreads get their full share of display.

The Post spread will be followed by others; also spreads in Life; a large schedule of color pages in This Week, American Weekly, Collier's, and the rotogravure or magazine sections of 17 large Sunday Newspapers. A black-and-white page will run in 66 daily newspapers.

In addition, Kraft will be on the air with two radio shows, "The Kraft Music Hall" on Thursdays over the entire NBC network of 136 stations and "The Great Gildersleeve" (handled by another agency) on Wednesdays, also on NBC.

Strategy of the campaign is to remind consumers of Kraft's unquestioned leadership and inform them that they need not "make do with substitutes."--Kraft makes wonderful specialties as well as the spearhead items popularly associated with the Kraft name.

"QUOTES"

"... there is more potential danger to PM's independence in the fact that its existence so largely depends on whether one man desires to support it than could possibly arise from accepting support from the advertisers of the community." -- Marshall Field, Publisher of PM, in his statement the day PM (N.Y.Daily) started accepting advertising.



HOW WELL DO YOU KNOW YOUR JWT?

(Answers Will Appear in Next Week's Issue)

1. How many JWT "FIRSTS" in the field of "copy" or "copy technique" can you name?
2. How many JWT "FIRSTS" in the field of Advertising Research can you name?
3. How many JWT "FIRSTS" in the field of Radio can you name?
4. When was JWT's Chicago office opened?
5. Who heads the JWT office in Toronto?
6. How many JWT'ers left the Company to serve in World War II and how many received special awards or decorations for service? -- (We will give you the answer to the first part of the question next week but would like you to send in to Miss Hurley any information you have as to service awards for our information and files.)
7. Can you name any original pieces of art that decorate the JWT New York offices?
8. Where were the following in 1929? -- Howard Henderson, Samuel Meek, Adrian Head, Kennett W. Hinks, Russell Pierce.
9. When does a member of the staff become eligible for the Company group insurance?
10. What was the starting salary at JWT of one of the Company's present officers?

PEOPLE

KEN HINKS (N.Y.) was married November 2 to Mrs. Elizabeth Porter Dial of Long Beach, California. Don Francisco, the bride's cousin, was Ken's best man and Mrs. Francisco was matron of honor. . . MR. MITCHELL-INNES (London) is flying to this country November 15; he will stay approximately two weeks. . . RENE WEAVER's (San Fran. Art Director) water color, "Early Start" won "First (Guest of Honor) Gold Medal, cash award" of the Fourteenth Annual Exhibition at the Oakland Art Gallery; the top honor, awarded by a jury of visiting artists, will make Rene guest of honor in the 1947 show. . . H. T. MC CLUNG (San Fran.), Pacific Coast Production Manager, gave three two-hour lectures on "Copy" to the Advertising Class of Golden Gate College. More than 100 are in the class. ART FARLOW will speak to them on "Advertising Campaigns" soon after the turn of the year. . . JWT'S service representatives on Ford Dealer Association accounts in the West meet this week at SF Office to hear NORM STROUSE (Det.) outline plans for 1947 Dealer advertising. Service men include: MESSRS. THORNILEY (Seattle); BROOKINS (Denver); DRIGGS (Salt Lake); PRIVETT and JOHNSON (LA); PHILIPPI and WILEY (SF). . . HENRY STEVENS (N.Y.) was in San Francisco for Shell meetings . . . Other San Francisco visitors included: HARRY MITCHELL and DALE MC CUTCHEON (Chic.); TOMMY WATSON (N.Y.); NORM STROUSE (Det.); LINNEA NELSON (N.Y.) who gave the San Francisco office a pre-hearing of her A.A.A.A. convention speech. . . DOUG SAUNDERS (London) will be in New York the week of November 18.

NEXT WEEK

Thursday Noon, November 14th is the deadline for news for the issue of November 18. Send your news to Bob Curtis.