

The
J.W.T.
NEWS

FOR STAFF MEMBERS ONLY



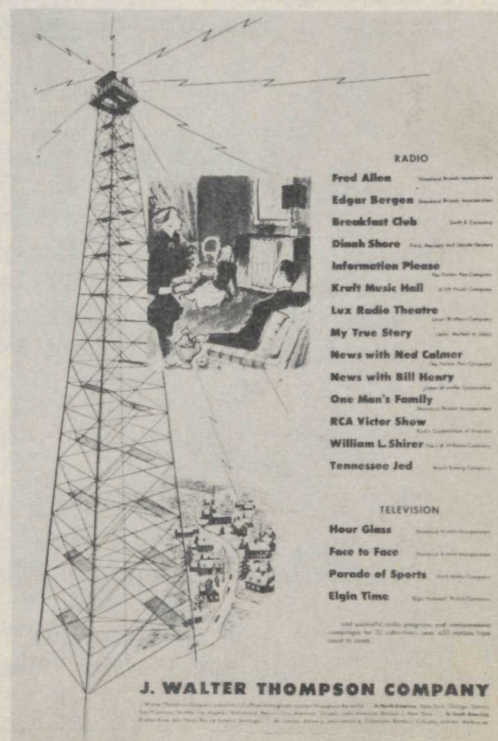
AN ANNOUNCEMENT!

At a meeting of the JWT Board of Directors last Friday, the following were elected vice-president from N. Y.-S. Kelsey Denton, Wm. J. Griffin, Jr., John Hosch, Jr., Arno Johnson, Maitland Jones; from Chicago: George Pearson; from Detroit: John Juneau, George T. Richardson, Jr., Norman Strouse; from Hollywood: Norman Blackburn.

POND'S (N.Y.) products in 1945 brought five times as many dollars over the dealers' counters as they brought in 1923 -- whereas for cosmetics as a whole women spent only three times as many dollars as in 1923. This was shown in a graphic exhibit tracing sales results over a period extending from 1923, the year before society endorsers were first used, to 1945. This exhibit was displayed before about 100 Pond's salesmen and executives at their annual sales meeting where advertising plans were presented.

KRAFT MUSIC HALL's (N.Y.) cast of regulars will be joined by The Mills Brothers beginning Thursday, January 9 at 9:00 p.m. (EST) over NBC. Emcee Eddy Duchin, Eddie Foy, Milena Miller, Russ Case and his orchestra will be on hand to welcome the harmony group. The King Cole Trio will make their last guest appearance on the program January 2 before leaving to make a nationwide personal appearance tour.

REYNOLDS METALS (N.Y.) achieved national publicity recently when they acquired a \$23,200,000 aluminum rolling mill in Newark, Ohio. Front page stories for four days chronicled not only the actual leasing of the plant by Reynolds but also a visit to Newark by Reynolds officials shepherded by members of the JWT Public-Relations Publicity staff.



RADIO

Fred Allen *Standard Radio, New York*

Edgar Bergen *Standard Radio, New York*

Breakfast Club *South A. Carter*

Dinah Shore *Radio, New York and United States*

Information Please *The Pacific Post Company*

Kruft Music Hall *K-100 Pacific Company*

Lux Radio Theatre

My True Story *Radio, New York*

News with Ned Calmer *The Pacific Post Company*

News with Bill Henry *The Pacific Post Company*

One Man's Family *Standard Radio, New York*

RCA Victor Show

William L. Shirer *Radio, New York*

Tennessee Jed *Radio, New York*

TELEVISION

Hour Glass	Weekend World Magazine
Face to Face	Weekend World Magazine
Parade of Sports	World Wide Sports
Flame Time	World Wide Sports

and satellite radio programs, and insurance campaigns for 30 radio stations, over 400 stations, live events, etc.

DEPARTMENTS

Television

Several weeks ago, we brought you an account of JWT's television activity since it began experiments at General Electric back in 1940. There is another JWT television experience, however, that pre-dates the General Electric experiments by a good ten years.

In 1930, JWT prepared the first commercial television program ever put on the air . . . broadcast over Station WMAQ (W9XAP) . . . sponsored by JWT client Libby, McNeil and Libby. The program featured a short talk by Edward MacDougal, President of the Libby company, songs by the Whitney trio, a saxophone solo by John Harris, a boxing bout and other presentations

While there were only 48 places in Chicago then set up to receive television, the interest in the event was nothing short of spectacular. Newspapers throughout the country heralded the experiment as a giant stride forward in the field of communications -- a forerunner of exciting entertainment to come. Local interest in Chicago was no less active. One large television dealer reported that 5,000 people crowded into his shop to attend the Libby broadcast. Thus began a new era in advertising methods.

Media

The Advertising Research Foundation has issued a 100-Study Summary of the Continuing Study of Newspaper Readership. This represents seven years' intensive measurement of newspaper readership.

Media Research

"How to Increase Sales Through Better Media Selection," a series of three articles by Arthur Hurd, ran in the Nov. 20, Dec. 1 and Dec. 15 issues of Sales Management. He outlines the method by which JWT has regrouped the 3,074 counties in the U. S. into eight market classifications in order to approach more realistically market potentials and thereby properly allocate media expenditures. He illustrates graphically the "relation of advertising expenditures to sales potentials by markets," and "analyzes advertising expenditures by companies' branch sales areas." To date requests for copies of these articles have outrun expectations on the part of Sales Management.

PEOPLE

PETE SOUTTER (N.Y.) will serve on the JWT Consumer Panel to replace Andy Bondy who is now Al Dreyer's new Assistant Magazine Buyer. GEORGE AND BIM RICHARDSON (Det.) are visiting New York for the holidays. BILL HOWARD (Det.), also here for the holidays, will return Dec. 29. SHIRLEY WOODDELL (N.Y.) went to Boston last week on Gillette International. MAURY HANSON (N.Y.) goes to Montreal Jan. 5 on Kellogg business. ARTHUR HURD (N.Y.) spoke last Friday before the American Marketing Association's Western Convention in Pittsburgh.

NOTICE

After serving as editor of the present JWT WEEKLY NEWS for its first 31 issues, Bob Curtis bows out to devote all his time to the advertising of Fresh, Mentholatum, French's Mustard and companion products.

Miss Jean Hurley, who has been responsible for most of the features in the NEWS, takes over the editor's job on January 1st.

It is an extracurricular assignment for her too, so give her a lift with tips, suggestions or finished contributions.

JWT CAMPAIGN OF THE WEEK

-- RCA Victor (Instruments) --
(Magazine)

Oddly enough, the biggest reason people buy one make of radio rather than another is that they think their choice sounds better. This simple truism -- re-proved in every new survey -- results in claims of "finer tone" on the part of practically every radio manufacturer.

When JWT took over the advertising of RCA Victor instruments in the Fall of 1945, the search was on for a new, convincing, eye-and-ear catching "handle" for selling the finer tone of RCA Victor instruments. Result was the "Golden Throat" tone system. This idea meets all the requirements for a successful advertising campaign -- it is simple (on the surface), sounds well, is easily illustrated and is based on proven facts: --



1. Tone in any radio depends on the inter-relation of three elements: -- the amplifying system, the speaker and the cabinet.
2. RCA Victor engineers, after years of experimentation, produced a precisely balanced co-ordination of these three elements -- a tone system which is duplicated in no other radio.
3. In a series of tests, hundreds of people chose this particular tone system as the finest of all other RCA Victor and competitive systems to which they listened.

First presentation of the "Golden Throat" was the double spread, illustrated above, which ran in February, 1946, Life, SEP, and Collier's. The campaign continued during 1946 in full color. So successful has it proved that it is being continued with greatly increased frequency for 1947. One of the January, 1947 pages is shown at the right.

RCA Victor has produced in 1946 more than a million radios and Victrola radio-phonographs -- yet the dealer who has even his complete line of samples left in stock is rare if not unique. This situation, according to RCA Victor distributors, is due first to the fact that RCA Victor instruments do have finer tone . . . and second to JWT's presentation to the public of that fact. The client, for example, recently reported that, "it was just as well that you were not present at the distributor meetings just attended, for you would have actually blushed at wholesalers' praises of RCA Victor magazine advertising."



"QUOTES"

"All men should devote considerable of their time to the advancement of the industry in which they are engaged."
-- Theodore Roosevelt

LOOKS AT BOOKS

"Just how do you get ideas?" someone once asked Jim Young. At the time Jim thought he'd never hear "a funnier or more naive question." Later, it struck him that maybe there was an answer to that question. The book, "A TECHNIQUE FOR PRODUCING IDEAS" (Advertising Publications, Inc., 1940) is his reply.

On the premise that any book is new to someone who hasn't read it -- and also that a book such as this can be good for occasional re-reading -- we call to your attention as complete yet concise a work on the genesis of ideas as is available.

The formula is simple, says Jim, so simple that few believe it. The execution is the hardest kind of intellectual work -- so hard that not all who accept it use it.

There is a discussion of the "Pareto Theory" that touches upon whether every person is capable of producing ideas. This is followed by an explanation of the two general principles that underlie the production of ideas. Then the five steps involved in the actual method of producing ideas are evolved.

Studded through the book are personal observations and specific examples that help to illuminate the points in question. The explanation of how Jim created and developed a profitable mail-order business through his knowledge of the customs and people of New Mexico is of particular interest.

A book such as this has a place in the library of every advertising practitioner. For ideas are the very pillars upon which advertising builds. The satisfying thing about it all is, as Jim says in summing up the many letters that his "formula" has brought him, the "darn thing actually works."

--JWT Bookcomber

OBIT

The life of W. C. Fields, who died in Pasadena last week, is a history of theatrical entertainment in America -- medicine-shows, tent-shows, vaudeville, musical comedy, motion pictures and radio. His first series of radio appearances was for JWT on the Chase & Sanborn program in 1937. The program, which was then a full hour, from 8:00 to 9:00 p.m. on Sundays, also featured Don Ameche, Nelson Eddy, Dorothy Lamour and a comparative newcomer, Edgar Bergen with Charlie McCarthy.

The "feud" which developed between Fields and McCarthy became an institution, rocking the nation with merriment, adding to Fields' already tremendous following millions who had never seen him.

* * * * *

At their make-up mirrors all over the world, the clowns and funny men are painting their mouth-corners a little higher today, pretending (as jesters always must) that nothing sad has happened. The gagsters and jokesmiths, the wits and wags are clacking their funny-bones louder and faster so that the listening, laughing world shall not hear the catch in the comic throats, the echo of mourning in the breasts where hearts must be ever gay. For the dean of them all, one of the funniest men who ever lived, has heard his last laugh and will troupe no more. W. C. Fields is dead.

NEXT WEEK

Tuesday Noon, December 31st, will be the deadline for next week's issue of JWT WEEKLY NEWS. Send your news to Jean Hurley.