

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



Vol. 2 No. 1

January 6, 1947

Miss Hunt
ACCOUNTS

JWT ARGENTINA has been appointed the advertising agency for the entire ALPARGATAS account in Argentina. Alpargatas is the largest shoemaking firm in Latin America. OTHER NEW ACCOUNTS OF JWT ARGENTINA include: -- SUCHARD, Chocolates; and BRASSAVORA LTD., Espadol antiseptic.

FRESH DEODORANT's (N.Y.) "Lovely to Love" photographs will in the future be taken in Hollywood as a result of a recent test. Using Hollywood's "I-want-to-be-a-star" models, more lifelike natural results were obtained than with regular New York models. First advertisements with the Hollywood photos will appear in April magazines.

SAFEGWAY STORES (S.F.) for the past year has been tying in with the Government's soil conservation program in a series of full-page ads in farm publications. Safeway's Farm Reporter keeps tabs on how farmers make work easier, cut operating costs, improve crop quality. Soil conservation topics covered recently include: -- "Home-Made Machine Builds Terraces -- Stops Soil Erosion," "Live Steam 'Cooks' Crop Enemies" and "Back to Soil for Prunings." (See 11th Floor Bulletin Board, N. Y. Office, this week for actual illustrations.)

INSTITUTE OF LIFE INSURANCE's (N.Y.) new booklet entitled "Farm Women Asked Us," prepared by the Public Relations-Publicity Department, received the following comment from Country Gentlewoman: "One of the best explanations we have ever seen of the why and how of life insurance." The booklet, designed to give a clearer understanding of the usefulness of life insurance to farm families, has gained wide acceptance by women's clubs and study groups. It is also being sent to all State Extension Directors and home management specialists of the U. S. Dept. of Agriculture at the request of Mary Rokahr, who is in charge of the Home Economics Section.

KRAFT FOODS COMPANY (Chi.) announces that natural American cheese, which ages in its own transparent wrapper, soon will be available to consumers everywhere in 10-pound units. Thick rinds, flaky paraffin and cheese cloth bandages are eliminated in this new type of American cheese, eliminating also much of the fuss and bother of trimming and handling which is characteristic of the old styles.

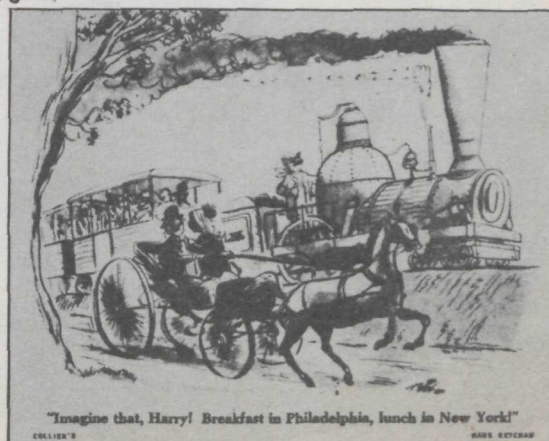
PAN AMERICAN WORLD AIRWAYS' (N.Y.) recent domestic routes advertising has already stimulated more than one cartoonist's imagination. In its advertisements of projected domestic service by the new, high-speed Flying Clippers ... Pan American featured "Breakfast in New York (or Philadelphia, as the case might be) -- lunch in Los Angeles." - - - This caption

New, Million-Dollar Clippers to fly nonstop Coast-to-Coast
... You can breakfast in Philadelphia, lunch in Los Angeles



"You can have breakfast in New York
and indigestion in Los Angeles!"

shows the actual type headline used in the Philadelphia newspaper version of the Pan American advertisement which was localized to 16 cities. The cartoon at the left appeared in Skyways, Nov., 1946, and the one at the right in Collier's, Dec. 21, 1946.



"Imagine that, Harry! Breakfast in Philadelphia, lunch in New York!"
COLLIER'S

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

DEPARTMENTS

Motion Picture

The second Ford public relations picture in the "Americans at Home" series will be ready on January 15 -- title, "Pueblo Boy." A 20-minute full-color documentary of the Pueblo Indians, it is designed for public distribution. One feature of the picture is the inclusion of a number of Indian dances which have never before been photographed. Assistance of Jim Young and his associates at the Laboratory of Anthropology, Sante Fe, New Mexico, made possible many other hitherto unphotographed scenes. The first (JWT supervised) picture in the series, "Men of Gloucester" is considered top documentary by MGM's short subject department.

New series of thirteen Ford minute movies in color released January 1, featuring Ford service, will play theatrically in several thousand theaters throughout the year. There are also 13 Ford television commercials-on-film in the works. Bill Wilson is supervising.

In current production is a complete RCA Victor dealer road show, including six color sound slidefilms, manuals, "Nipper" dogs that talk (having listened to their Master's Voice) and sundry other props.

In script form, for production early this year, is a feature production for Reynolds Metals on the post-war aluminum market. Producer is Louis DeRochemont ("House on 92nd Street"). The film will show the many modern uses of aluminum.

Radio

In a booklet titled "New Facts About Radio Research," A. C. Nielsen Company releases some pertinent figures based on their mechanical audimeters which are connected to radio sets and record all changes of the dial on a moving tape. According to Nielsen, 63 per cent of the set users move the dial one or more times during a program, proving that some person is physically present at the radio and consciously listening. The average number of dial movements per program is 1.7. Evidence of deliberate listening to an entire program shows 37 per cent tune to a program during the preceding show or tune out after the following program.

Media-Research

"World Markets for United States Exports," a 44-page report complete with charts prepared by the New York Media-Research Dept., shows what countries account for the largest proportion of U. S. exports; the order of importance of each country based on world total and regional markets; proportions of total export items that are "advertisable"; and trade conditions affecting the post-war marketing of such U. S. products. (Copies of this report may be obtained from Arthur Hurd.)

YOU SHOULD KNOW

What prominent JWT'er is entering his 10th year as Director of the National Outdoor Advertising Bureau and the Traffic Audit Bureau, and has also served since 1942 as Director of the 4A's? (Clues: 1. N. Y. office. 2. Shell) -- The answer is on Page 3, "PEOPLE" Line 14.)

NOTE

In answer to the many reader requests as to the authorship of the client Christmas poem which was inserted in the December 23rd NEWS, Jim Laverty, copywriter on Ballantine, Eastman Kodak, etc., gets the credit line.

JWT CAMPAIGN OF THE WEEK

-- Massachusetts Hospital Service, Inc. --
(Blue Cross Plan)

Massachusetts Hospital Service, Inc., one of the first of the Blue Cross Plans to recognize the possibilities of regular newspaper advertising, became a client of JWT in March 1944. At that time, membership totalled about 600,000 -- or 1 out of every 7 people in the State of Massachusetts.

As a result of a planned and controlled campaign of public education, and the effective use of the sales force, enrollment as of January 1, 1945 had increased to 941,000. Increasing the frequency of insertion and carefully analyzing coupon returns (all advertisements have carried return coupons) membership reached 1,345,661 by September 1945 -- an increase of 123% in a year and a half.

Most Blue Cross members belong to company groups. Comparing the first 6 months of 1945 with the same period for 1944, number of groups increased from 808 to 2,657. The effectiveness of Blue Cross representatives was practically doubled per man month in terms of new groups added -- 12.2 groups in 1944, 23.7 in 1945. Terminations (lapses) decreased 20%. As of January 1, 1946 membership reached 1,467,000. Estimated membership January 1, 1947 -- 2,100,000. Percentage of growth in membership and actual members added now exceed figures for any other of the 86 Blue Cross Plans in the U.S. and Canada.

This ever increasing growth is the principal feature and continuing theme of the Blue Cross advertising. The headlines and copy constantly hammer home the success story of Blue Cross in terms of the number of new members. Whereas last February the copy read, "1 out of 4" have Blue Cross, the latest copy story reads "Every other person in Massachusetts now has Blue Cross protection."

Most recent newspaper advertisements have been prepared to face impending rate increases. Hospital costs have greatly increased and Blue Cross must of necessity raise its rates. In true democratic fashion, Blue Cross has asked its members which of 3 plans they prefer: (1) Decrease benefits and maintain rates; (2) Maintain benefits and increase rates to cover; or (3) Give maximum possible coverage with rates to meet outgo.--Three advertisements featuring the ballot coupon have appeared so far. (The advertisement appearing the week of December 9 is shown above.) Results to date: 4% -- Plan 1; 19% -- Plan 2; 77% -- Plan 3.

PEOPLE

SHIRLEY WOODDELL (N.Y.) left yesterday on a business trip covering Rochester, Detroit, Chicago, and Janesville, Wisconsin. SAM MEEK (N.Y.) will join Mr. Woodell in Janesville on Wednesday. (Mr. Meek was recently elected to the Board of Visitors of the Medical Center, Presbyterian Hospital.) MR. J. DEDIC, JWT's Prague correspondent, will arrive in New York about the middle of January. He also expects to visit the Parker Pen headquarters in Janesville, Wisconsin. GEORGE CLOUTIER (N.Y.) goes to Rochester on the 6th and THAYER JACCACI (N.Y.) on the 7th on Eastman business. JOHN REBER (N.Y.) will go to Los Angeles on the 17th for the Edgar Bergen Anniversary Show. STAN MARSH (N.Y.) left for St. Louis last night on Shell business. CLEMENT WATSON (N.Y.) who was in Washington last week, has left for Chicago for Pan American. TOM O'GRADY (N.Y.) left for Pittsburgh last night with CLAYTON HUFF (N.Y.) on Ford business, and will go to Buffalo on Wednesday with BILL MC NICHOL. WILLIAM RESOR (N.Y.) and BOB CURTIS (N.Y.) go to Buffalo on the 6th. HARRY IRELAND (N.Y.) leaves for Toledo on the 13th for Owens-Illinois. HENRY STEVENS (N.Y.) is the prominent JWT'er referred to in the question on Page 2.

IMPORTANT!

Notice to the 2,000,000
members of Massachusetts
BLUE CROSS

Vote now for the kind of
Blue Cross Protection you would prefer

TODAY, nearly half of all the people in the Commonwealth of Massachusetts are members of Blue Cross. Since the beginning, Blue Cross and its member hospitals have striven to give only the fairest, most equitable hospital care at the lowest possible price. We are glad that we have been able to hold the line throughout the war period without raising group rates.

However, everything costs more today -- personnel, medicine, and, in addition, war has given us many new types of life-saving drugs and equipment -- some very expensive.

To make these great advances available to every Blue Cross member means added costs to our hospitals. Already costs have increased from 25% to 100% for various items of service. And, since Blue Cross pays hospitals for actual service, instead of allowing inadequate cash payments to its members, its income from subscribers must meet the hospital costs of its members.

When these difficulties, you do not quite know, you expect Blue Cross before that you and your family want and need the best and most complete care that money can buy -- hospital care that will cover every emergency. However, at a subscription preparing your hospital bill through Blue Cross, you should make known your opinion in order to help us plan to meet these needs. That is why Blue Cross asks you to fill in the ballot below and return it today.

Naturally, there will be no changes in rates or benefits until formal announcement is made.

Here are three possible ways of meeting the problem of rising hospital costs, and of giving you the additional care and important benefits.

1. MAINTAIN PRESENT RATES and substantially reduce benefits. Members would then have to pay large additional sums to the hospital out of their own pockets, and would not have the complete protection they want.
2. MAINTAIN CURRENT BENEFITS at rates high enough to meet the increased in hospital costs to protect benefits. This would mean that some members would choose to pay the hospital fee.
3. INCREASE BENEFITS to give you the most complete and valuable hospital care available, at rates you can still easily afford. Under this plan we would receive:

50% of cost of medical care
50% of cost of dental and ambulance care for children
50% of hospital charges after 30 days
2-year maximum (quite ample)
And other excellent services

100 full days of hospital care
All possible hospital services
Full ambulance and medical and ambulance benefits
Quadruple state medical
Maternity, nervous and subspecialty care covered

Send this ballot TODAY to

BLUE CROSS

Room 1312-35 Channing Street
Boston 11, Massachusetts

BALLOT

Check one
I favor PLAN 1: 1. Maintain present rates, substantially reduce benefits.
PLAN 2: 1. Maintain present benefits, increase rates to offset higher hospital costs.
PLAN 3: 1. Complete protection at a rate only high enough to meet higher costs, and to provide important additional benefits.
() I am a Blue Cross member, Certificate No. _____
Name _____
Address _____
Place of Employment _____

HOW WELL DO YOU KNOW YOUR JWT'ERS?

Thumb-Nail Sketch No. 1

CLEMENT WATSON



Clement Watson, JWT Vice-President, artist and photographer on the side, claims his first love other than advertising is oil painting -- seascapes and ships being his specialty. This is not surprising when one considers how many of his adult years have been spent at sea. Leaving Harvard for the Navy during the First World War, he worked up from the ranks and became Executive Officer of a minesweeper operating in the North Sea.

After the War, back he went to sea as Assistant Tour Manager for the American Express Company's "Round the World Cruise" Dept. Between cruises he painted posters for the Advertising Department and was soon writing copy to go with his art work. At this time, he forsook the sea to form his own agency, Welch & Watson, which he later sold out to his partner to join JWT's Trade Group (N.Y.) as copywriter and layout man. In 1927 he managed our Berlin office and later joined International, London and New York, becoming a Vice-President in 1937.

With World War II, "Tommy" went to sea once more -- as Production Control Officer for the Navy's Bureau of Ordnance. The end of the war found him in Washington as a Commander in Naval Intelligence, where he installed certain visual control systems and field survey methods based on his advertising experience.

Now back at JWT (N.Y.), Mr. Watson is working on New Business, Pan American Airways, U. S. Lines and other accounts. His office is on the 11th floor "Square" -- where he resists, with only partial success -- being a one-man dynamo, the urge to design personally the packages, prepare the presentations, make the layouts and write the copy for his clients.

COPY CLASS "CLIPPINGS"

HOW TO CARRY CONVICTION. Top notch advertising men can tell you that embryo writers often fail to "sell" in an advertisement because they haven't learned enough about their subject to be sold on it themselves. To drive this home to JWT's own copy hopefuls, (N.Y.) a recent apprentice class assignment called for the writing of a letter on any subject they knew thoroughly and about which they had definite convictions. Here are some excerpts from the letters they turned in: --

ON THE ADVANTAGES OF OWNING A SAILBOAT -- "The combination of a sailboat, moonlight and a girl is worth knowing." (H.H.J., JR.)

FREE ENTERPRISE VS. CONTROLLED ECONOMY -- "A hundred salesmen from the U.S.A. could start a revolution in Russia with their sample cases." (R.F.S.)

PERSONAL PUBLIC RELATIONS -- "Did you think only large corporations talked about Public Relations? Public Relations just as surely involves you and me . . . it means other people's relationships with whatever you are or do or say. It starts in the nursery and never stops." (H.F.)

ADVICE ON CONTINUING IN COLLEGE RATHER THAN ENLISTING IN THE ARMY -- "It takes only a day after discharge to forget everything about saluting -- except the poker face that goes with it." (J.B.)

NOTE

Will you make a point of sending in at least one item to Jean Hurley? Thursday Noon, January 9, is the deadline for news for the January 13th issue.

