

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



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Miss Hunt

ADVERTISING COUNCIL, INC. has approved a new campaign for 1947 based on "Our American Heritage." The campaign will acquaint the public with texts and meanings of historic documents and emphasize the responsibilities of citizenship. Other new 1947 plans include: -- a campaign to increase the prestige of teachers and appeal to youth to enter normal schools; and a campaign to seek to reduce the death rate from tuberculosis. T. S. Repplier, President of the Council, said that American business will contribute \$100,000,000 of public service advertising dealing with current problems during 1947.

ACCOUNTS

SWIFT & COMPANY (Chi.) directors have appropriated \$200,000 for the fourth consecutive year to provide grants-in-aid to universities and colleges for long-term basic studies in foods and general agricultural problems. An additional \$50,000 has been appropriated for research in human nutrition. Swift & Co. has no prior claim on the results of these researches. They are dedicated to the general benefit of the producers and consumers of food in America.

INSTITUTE OF LIFE INSURANCE's (N.Y.) Chairman, Leroy A. Lincoln, (also President of the Metropolitan Life Insurance Company) at the recent Institute annual meeting placed a high valuation on the contribution of JWT to the success of the organization. "I have spoken," said Mr. Lincoln, "of what might be the good luck of this organization in having obtained the service of people like Holgar Johnson. I think, if it is luck, that we have also been lucky in the representation of the counsellors who have had to do with our work from the outside. Some people say that there is a subconscious sixth sense and, if so, we have that sixth sense because it was certainly lucky for us that we have had the J. Walter Thompson Company as our counsellors from the very start. They have contributed in no small measure to our success."

WARD's (N.Y.) Tip-Top Bread children's radio program, "Tennessee Jed," which has been on the air since April 1945, and on the ABC Network Cooperative Show since September 1945, is now in second place among children's shows, according to the Dec. 1 - 7 Hooperatings. A comparative newcomer among children's radio shows, "Tennessee Jed" was surpassed only by the "Tom Mix" show which has been on the air for many years. Also, the increase in audience listenership was for this period the second greatest of any of the nine leading children's shows.

LIBBY, MC NEILL & LIBBY (Chi.) recently offered a free copy of "My True Story's" Christmas script on the "My True Story" radio program. The offer was made only four times, and pulled a total of over 30,000 requests.

R. T. FRENCH COMPANY (N.Y.) is the most recent subscriber to the new, expanded JWT Consumer Panel. The company had been using the previous Panel for the past several years for purchase records of mustard and meat sauces.

MASSACHUSETTS BLUE CROSS (N.Y.) -- The President's recent message repeating his request for a governmental program for socialized medicine and hospital service neglects to recognize what is being done by Blue Cross and various state voluntary medical plans. Today, 25 million Americans are protected by Blue Cross and advertising such as that being done by Massachusetts (mentioned last week) should do much to stem the unnecessary burden of added social security taxes through the voluntary action of employees and employers. As it stands today, Blue Cross is far less costly than a government program and, contrary to political opinions, is available to every person to whom government protection would apply.

LOOKS

AT

BOOKS

Economics is a long and unspecific kind of word that a lot of people get scared at when they come across it.

Yet it's exactly one of those subjects people shouldn't run away from because first thing they know it's liable to slip up behind them and send them sprawling flat on their pocketbooks.

Now you take this book ECONOMICS IN ONE LESSON by a fellow named Henry Hazlitt who even Mencken is willing to accept not only as an economist but even as a writer. After you have communed with this work, you will have a plenty good idea of the "forces" that make this country tick.

You are going to find out some amazing things when you read about all the fallacies that Americans are -- and have been -- swallowing wholesale. You are going to learn that prosperity can not be brought about by the demand for products not made during the war. You will discover that "Full Employment" is not necessarily all it's painted to be ... that prices are not determined by the costs of production ... that unions do not really get increased wages in the long run for the whole body of workers. You are even going to perceive how saving is actually a form of spending.

This is only a teaspoon dose of some of the facts that touch so vitally both your business and personal life. Beyond the clearing-up of all these fallacies is the basic principle of the book that applies to advertising as much as it does to economics. To wit, as the saying goes -- that the art of economics (or advertising) consists in looking not merely at the immediate but at the long-run effects of any act or policy ... in tracing the consequences of that policy not merely for one group but for all groups.

If you aim to help strengthen advertising's position in our economy (and your own position in advertising), if you expect to keep up with the client and soundly further his interests, if you want to know what all this stuff about economics has to do with the price of beef or cars or whatever, then this book is for you. It's easy reading but not to be tossed off at one sitting.

ECONOMICS IN ONE LESSON is the free enrollment book offered to new subscribers to The Executive Book Club.

---JWT Bookcomber

DEPARTMENTS

Media

Arno Johnson has prepared for the Detroit office a very interesting statement on "Concentration of Advertising Efforts on New Car Prospects." Mr. Johnson will be glad to show this material to anyone interested.

Television

Television "will be ready to play its first big role in the 1948 (political) campaign," according to David Sarnoff, President of RCA. In his year-end statement, he expressed the belief that television "will enjoy its best year in 1947 if industrial unrest is eliminated and the flow of raw materials is increased." By the beginning of 1948, more than 500,000 homes may have television sets."

KODAK FOR SALE

Anyone desiring a Kodak Reflex (purchase price \$114) contact Shirley Woodell (N.Y. office) The camera is the latest model and has only been used for one role of film.

YOU SHOULD KNOW

. . What N.Y. JWT'er was responsible for several of the Burma Shave roadside signs. Clues: 1. Public Relations-Publicity Department. 2. His verses appear frequently in N.Y. Herald Tribune Magazine. (For Answer, see "PEOPLE," page 4, line 14.)

A letter to Jean Hawley of N.Y. office 'The J.W.T.'
News - how can we get a copy - We don't want
To subscribe to the spec. Book Club



JWT CAMPAIGN OF THE WEEK

-- RCA Victor Records --

The 1947 advertising campaign for RCA Victor Records will not only be the largest ever undertaken, but represents interesting departures from previous campaigns. The advertising appropriation itself, which has increased approximately 125 per cent over previous years, is one measure of the increased scope of the program.

The 1947 campaign will exploit featured RCA Victor Popular and RCA Red Seal records each month, with coordinated national sales and merchandising tie-ups based on the advertised merchandise. Objectives are to keep RCA Victor Records in the Number One market position, increase sales and prestige in the popular field, promote RCA Victor Red Seal merchandise, and stimulate the public recognition of RCA Victor leadership in the record industry.

There are two major divisions to the campaign, one for Popular and one for Red Seal records. The POPULAR record campaign will feature each month one outstanding piece of popular album merchandise. Other current hits will be listed subordinally. There will be ten full-page ads in Life Magazine. (The first, scheduled for Jan. 27, is shown above.) There will be twelve advertisements in Look, and in each of the leading movie, teen-age and record fan magazines, -- Mademoiselle, Photoplay, Seventeen, Modern Screen, Movieland, Bandleaders, and Disc. Also the Popular record campaign will be carried in the Sunday Comic Section of 59 of the nation's leading newspapers. Each will have nine 1/3-page full-color advertisements. (The first advertisement featuring Vaughn Monroe's "Dreamland Special" album is shown at the left.)



by twelve full pages in Life. Each monthly ad will announce "what's new" in Red Seal recordings that month, will feature three selected items and list the balance so as to appeal to all tastes and promote the entire release. (The opening ad is shown below.) Eighteen full pages in Time will continue last year's campaign, selecting a certain artist from each month's Red Seal release who will be spotlighted by a full-page advertisement devoted to the artist and to the selected piece of merchandise. The Red Seal campaign will also carry double spreads in principal music-lover periodicals, and advertising in 16 selected concert programs.

The RCA Victor show every Sunday (2 p.m., E.S.T., NBC) will carry specific commercials on both Popular and Red Seal records.

An important JWT role in this campaign is the production of two slide-films; one, a full-color, dealer training film, which will be released in March, will be shown in dealer meetings all over the country. The other, a glass slide job telling the story of the 1947 advertising campaign, will be presented by factory representatives to distributor and dealer groups this month.



HOW WELL DO YOU KNOW YOUR JWT'ERS?

Thumb-Nail Sketch No. 2

TIFFANY THAYER



There's an ad for Speedwriting written 20 years ago and still running in the N. Y. Times. The boss says: "You must have spent years on shorthand." Secretary: "No, I learned it in six weeks!" Author of this copy, Tiffany Thayer, writes radio in JWT's New York office from breakfast to dinner, and novels and biographies from dinner until four hours before breakfast. Advertising and fiction use entirely different lobes of his brain, he says, giving him relaxation and change of pace.

Between times, he edits DOUBT, the magazine of the Fortean Society which he founded in honor of Charles Fort, philosopher extraordinary. DOUBT brings together incredible phenomena, such as reports of unusual rainstorms -- not just cats and dogs, but things like frogs, beans, charcoal and pork chops.

His latest book is "33 Sardonics Which Tiffany Thayer Can't Forget and Neither Will You," which came out last spring. During seven years' work on his next book, "Mona Lisa" (a biography of the sitter), Tiff has unearthed 18 errors in the Encyclopedia Britannica, in acknowledgement of which the editor sent him the annual supplement -- FREE!

His folks were in show business and Tiff used to write his own vaudeville sketches. He also played in dramatic and operatic stock companies and, during World War I, became a reporter on the Chicago Examiner. In 1926 he wrote a booklet selling Florida real estate by mail. It sold so much of Florida that Tiff started his own mail order advertising agency. He wrote about mash to make hens lay, strong men's courses, beauty clay, and a wild variety of other products. Before he came to JWT to do Chase & Sanborn commercials, he spent several years writing scenarios in Hollywood and served as Advertising Manager for the Literary Guild.

Many of his published books have been made into movies -- Thirteen Women (Myrna Loy), Call Her Savage (Clara Bow), One Woman, The Illustrious Corpse, (Zazu Pitts and Slim Summerville). Under various aliases he's written a few smart, wise-cracking, fast-moving "whodunits." What their titles are and the noms-de-plume, he won't say. He does say this -- and he's proved his point: -- "You can't learn to write by hearing lectures and reading books on how to write. You learn by writing."

PEOPLE

VERGIL REED's (N.Y.) "invaluable services" to the Special Congressional Committee on Postwar Economic Policy were recently commended by William Colmer, Chairman, in a letter of appreciation to Mr. Resor. JOHN VAN ZANT (Chi.) will be in the New York office Jan. 14. SAM DOBBS, JOE BOYLE and HELEN RIDLEY (N.Y.) leave Jan. 19 for Atlanta, Georgia, on Peanut Council business. SHIRLEY WOODELL (N.Y. -- Internat'l) leaves Jan. 19 on a trip to the West Indies and South America, in the course of which he will visit JWT's offices in Brazil, Argentina, Chile, and Mexico. PETER SOUTTER (N.Y.) has been transferred from Trade to Research. CLIFFORD WILMOT, JR. (N.Y.) has been promoted from Central Files to Cost Accounting. ROBERT KRONENBERG (N.Y.) has been promoted from Messengers to Traffic. HERBERT L. KING, JR. (N.Y.) has been promoted to Editorial from Messengers. ED ROBINSON, former JWT (N.Y.) copywriter, appears in Fortune with a quarter-page advertisement, "Free Booklet -- How to Do Wonders with a Little Land." Copy offers the "Have-More" Plan, on which Ed retired to become his own client. BERTON BRALEY (N.Y.) is the author mentioned in "YOU SHOULD KNOW" item on Page 2, who is responsible for several of the Burma Shave verses.

WILL YOU MAKE A POINT OF SENDING IN TO JEAN HURLEY BY THURSDAY, JAN. 16, AT LEAST ONE ITEM FOR THE JWT NEWS