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FOR STAFF MEMBERS ONLY

ACCOUNTS

NEW BUSINESS -- THE UNITED FRUIT & VEGETABLE GROWERS' ASSOCIATION becomes a Public Relations-Publicity Department (N.Y.) account on February 1. The Association, representing approximately 2,000 growers and wholesalers, wants to encourage wider use of fruits and vegetables. Headquarters are in Washington, D. C. The Department's food group, headed by Helen Ridley, will release stories and pictures on the use of fresh fruits and vegetables to all publications and radio stations interested in food copy. JWT's Washington office will also assist on the account.

THE SEVEN-UP COMPANY (Chi.), in addition to the 1947 schedule of bleed color pages once a month in ten national magazines, will launch this March a big campaign in Sunday Comics. Schedule calls for ten 1/3-page color insertions in Sunday Comic Supplements of standard size and ten 1/2-pages in tabloids. List comprises 152 news-papers in 139 cities.

FORD MOTOR COMPANY (N.Y.) today is running advertisements of 800 to 1200 lines in every standard daily in the U.S. plus foreign language papers, carrying Henry Ford II's recent announcement of reduced Ford prices. He calls it "an attempt to halt the insane spiral of mounting costs and rising prices." He asked labor's aid and called upon other companies to follow suit wherever possible . . . John R. Davis, Ford Vice-President, in a speech last week entitled, "The New American Market" said that people want "better products and lower prices." He discussed the economic base on which the new market is placed, pointing not only to increased incomes and family buying power, but also to increasing resistance to higher prices. He feels that "old-fashioned stuffy thinking" advertising is going to be entirely out of key in this new era. He discussed new channels of advertising; new magazines, newspaper supplements, spectacular outdoor advertising, comic papers, and television.

PAN AMERICAN (N.Y.) is the second JWT client within a week -- and the first American airline -- to announce new, reduced prices to consumers. In the past week, in newspaper advertising which has just broken in seven cities -- New York, Washington, Boston, Baltimore, Chicago, Houston, and Miami -- they announced: "For the FOURTH

time since V-J day, Pan American cuts fares to Latin-America . . . Latest reduction to save Clipper passengers \$2,500,000 per year!" Explaining that this reduction is possible because of new equipment and new operating efficiency, the advertisement also gives an interesting treatment to the labor angle. The chart in the lower left-hand side of the advertisement shows that Pan American Airways' wage payments have gone up 64% since 1939, while their fares have gone down 22%. Copy on this subject reads, "Working together, labor and management have been able to cut Pan American fares to 300 different points throughout Latin-America. This is GOOD NEWS! . . IT IS GOOD NEWS FOR LABOR TOO. Because only those businesses which can build volume, by consistently cutting the cost of their services to the general public, will be able to offer increased employment in the future . . . This is exactly the type of thinking -- in the public interest -which Pan American plans to bring into the domestic field in 1947.



REYNOLDS METALS COMPANY (N.Y.) starts two new campaigns in February.

One campaign in <u>Business Week</u> and trade publications, features aluminum truck and trailer bodies; the second, in sporting goods magazines, highlights the advantages of aluminum "woods" golf clubs.

KENT PRODUCTS (Chi.) has just approved JWT plan for concentrating sales and advertising efforts in metropolitan markets during 1947. Thus Kent coffeemakers will be most heavily advertised brand in the areas where the most business is done. New additions to Kent's line before the end of 1947 include glass pop-up toaster, combination electric broiler and roaster made of heat-resistant glass, and new double-burner hot plate. Modernistic new Kent factory is expected to be completed by summer.

THE OWENS-ILLINOIS GLASS COMPANY'S (N.Y.) return bottle campaign launched in trade papers this month is already in high gear. Dairymen, beverage bottlers, brewers, and other industry groups, faced with an acute shortage of bottles during the coming year, are going all out to cooperate in the drive. They are coordinating their advertising and publicity releases with OTG's pattern, urging consumers directly to get the "idle" bottles back into circulation . . . OTG's display at the annual Canners Convention in Atlantic City, January 19th to 24th, will feature a giant neon-lighted clock and an illuminated sign 50 feet long, flashing on and off the slogan: "The Swing Is To Glass." Four display sections feature progressive steps in the flow of glass containers from the glass plant to the housewife. The display will occupy the entire stage at the Convention Hall.

BUXTON, INC.'s (N.Y.) Vice-President and Sales Manager for the past 26 years, Marion S. Connelly, has been elected President of Skyway International, Seattle, Washington and is resigning from Buxton effective March 1.

LEVER BROTHERS' (N.Y.) Vice-President in charge of Advertising, Mr. John R. Gilman, has just announced the appointment of Mr. M. J. Roche as Advertising Manager. Mr. Roche formerly served as Assistant Advertising Manager in charge of Lux and Lux Toilet Soap, in which position he has been succeeded by Robert Bousquet.

## DEPARTMENTS

#### Radio

Edgar Bergen's tenth anniversary party, sponsored by Standard Brands, was held last night in the Palm Room of the Beverly Hills Hotel. Approximately 400 guests, including nearly every top name in Hollywood, were invited. Appearing on last night's Bergen show were the stars heard in his original broadcast ten years ago — Dorothy Lamour, Don Ameche, Nelson Eddy, and Rudy Vallee.

#### Television

Television station KTLA, Los Angeles, initiates commercial television from Los Angeles January 20 with a variety program headed by Bob Hope. Sponsor is Tupman Motors of Southern California Ford Dealers Association, Lincoln-Mercury Dealer. In addition to Hope, other stars include William Bendix, Groucho Marx, Carmen Miranda, and a galaxy of other radio and screen luminaries. The show will be opened with an address by producer Cecil. B. DeMille. Commercials throughout will feature the Lincoln automobile and the television screen will pick up the automobile on the stage. Robert Gillham (JWT-N.Y.) will attend.

#### YOU SHOULD KNOW

Where in JWT can you get monthly reports of what has appeared in recent magazines on any given subject of a business nature? Clues: (1) A JWT mimeographed publication; (2) Approximately 25 contributors. (For answer, see page 4.)

#### JWT CAMPAIGN OF THE WEEK

-- J. B. Williams Company --Lectric Shave

Currently J. B. Williams Company, which has been a client of JWT since 1935, is running four major campaigns: (1) "Luxury" Shaving Cream, (2) "Glider" Brushless Shaving Cream, (3) "Aqua Velva" -- after-shave lotion, and (4) "Lectric Shave." The latter is the newest member of the J. B. Williams Company family of shaving preparations.

The product was ready to come out on the market after a successful test in Philadelphia in 1941, but outbreak of the War held up national distribution and advertising until February of 1946.

# AMAZING NEW PREPARATION

gives faster, closer electric shaves



MAKES ELECTRIC SHAVING EASIER

To attract the comparatively small percentage of men who are potential customers for Lectric Shave (approximately 19.1% are electric shaver users), leading makers of electric shavers are featured prominently in the headlines. This is done with the blessing of the shaver manufacturers who are fully aware of the desirability of this type product and the superiority of Lectric Shave in the field. In fact, shaver manufacturers are so enthusiastic in their approval of Lectric Shave that one manufacturer, Remington, is retailing it in more than eighty Remington Service Stations in major cities all over the country.



A full-page advertisement was run in Life in December and is reproduced above. The backbone of the campaign is column and half-column advertisements which run every other week in Life and SEP. (Typical advertisements of this series are shown here.) In addition, "hitchhiker" commercials are used on the William L. Shirer radio program weekly.

The copy is a straight selling presentation of the impressive Lectric Shave story -- the story of a pre-shave liquid that actually makes electric shaving faster, closer, and easier on the face. Typical excerpts from copy themes are: "Lubricates and smoothes down skin to save precious minutes of shaving time," -- "Conditions face and beard -- helps to get closer, longer-lasting shave."

Each advertisement carries a free sample offer. inquiry-getter to date is the full-page in Life which has brought in 7,493 requests within one week since it appeared December 30.

P.S. Any JWT'er can obtain a "generous, free, trial-sized bottle of Lectric Shave" by writing JWT NEWS -- Dept. NLI.

#### PEOPLE

RUSS PAULSON's (Atlanta, Ga.) Ford Dealer committee meetings schedule is as follows: Jan. 10 -- Richmond, Va.; Jan. 15 -- Charlotte, N. C.; Jan. 22 --Atlanta, Ga.; Jan. 24 -- Jacksonville. Fla. ED POPE (N.Y.) formerly with the G. M. Basford Advertising Agency, has joined the Trade Department to work on the Johns-Manville account. ROBERT E. DENNISON, JR., formerly with the International Broadcasting Division of the State Department, has joined JWT (N.Y.) to serve as SHIRLEY WOODELL's assistant. NORMAN BLACKBURN (Hollywood) spoke last week before a San Joaquin Valley youth-rally sponsored by the Fresno Junior Chamber of Commerce, on youth and radio. He also presented an award to the outstanding youth of the valley. MESSRS. KUNEAU, KAHLER, LEWIS and HOUSTON (Det.) arrive in N.Y. this week. It's a boy for the ED WILSONs (N.Y.) born January 16.



## HOW WELL DO YOU KNOW YOUR JWT'ERS?

# Thumb-Nail Sketch No. 3 GILBERT KINNEY

Gil Kinney is a Senior Vice-President of JWT, and Director-Trustee of the JWT Trust Fund. For those who have joined up lately, his office is at the far left corner of the 11th floor, overlooking Grand Central Station.

When you meet him you notice his pleasantly contagious air of calm serenity. When you know him you are astonished at the depth of his humanitarian instincts. To go any further into this would embarrass Mr. Kinney, so let's look at the record.

He is a Director of Penick & Ford -- and of the Association for the Aid of Crippled Children. He is a Director of the Scott Paper Company -- and of the Gramercy Boys' Club . . . a Director of the National Outdoor Advertising Bureau -- and of the English Speaking Union. He was a Chairman of the Board of the American Association of Advertising Agencies and on the Connecticut State Highway Safety Commission. This could go on and on.

Mr. Kinney became the Thompson Company's first so-called apprentice in 1905 -- at \$5.00 a week. He quickly advanced to a rather unusual job -- that of general assistant to Thompson's then thirty representatives. (At that time, there was only one artist and one copywriter at JWT.)

Gil Kinney's association with Stanley Resor has been a continuous one. When he left Thompson's a couple of years later, he and Stanley Resor, along with two other Yale graduates, set up bachelor housekeeping. The same year that Stanley Resor married Mrs. Resor, breaking up the foursome, Gil Kinney, after several years in publication advertising, returned to JWT as Vice-President and Representative.

Gil Kinney says he likes advertising because he feels the people in it are ambitious, imaginative and on the alert for opportunities to grow.

#### THE EXECUTIVE BOOK CLUB, INC.

This newcomer into the book-of-the-month field, was established recently to meet the needs of business people who want to see more basic books on economic and management problems and the relationship of business to government and society as a whole. The responsibility for careful selection of the books and establishment of editorial policies will rest upon an Editorial Board chosen from among outstanding business leaders, economists and educators. Chairman of the group is Mr. Lewis H. Brown, Johns-Manville. Other members include Stanley Resor, Alfred P. Sloan, Jr., Fowler McCormick, Dr. Henry Link and others.

Cost of the book each month to JWT'ers will be \$3.00, less an individual discount of between 10% and 15%, depending upon how many in this organization subscribe. To date 66 JWT'ers have subscribed. Anyone interested should call or write Miss Jaqua. Incidentally, "Economics in One Lesson," the free enrollment book, was reviewed in last week's JWT NEWS.

#### ANSWER TO "YOU SHOULD KNOW" QUESTION

The MAGAZINE DIGEST, compiled by the Public Relations-Publicity Department (N.Y.) summarizes monthly business articles appearing in leading magazines. Department members rotate magazines for digesting. Copies are available in the Department.

WILL YOU MAKE A POINT OF SENDING IN TO JEAN HURLEY BY THURSDAY, JAN. 23, AT LEAST ONE ITEM FOR THE JWT NEWS!