

FOR STAFF MEMBERS ONLY

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REYNOLDS METALS COMPANY (N.Y.) starts two new campaigns in February. One campaign in Business Week 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 OIG's pattern, urging consumers directly to get the "idle" bottles back into circulation . . . OIG'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.)

**Free Sample**—To receive a free sample of the new Gillette Fusion razor, visit [www.gillette.com](http://www.gillette.com) or call 1-800-4-A-GILLETTE. While supplies last. Offer good in the U.S. only. ©2005 Gillette Company. All rights reserved. Gillette, the Gillette logo, and Fusion are trademarks of the Gillette Company. All other trademarks are the property of their respective owners.

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!