

# The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



*Mrs Hunt*

Vol. 2 No. 35

September 1, 1947

KIMBLE GLASS DIVISION of the Owens-Illinois Glass Company (Toledo) has appointed JWT (N.Y.) to handle its advertising. This division will manufacture and distribute laboratory and other precision glass equipment formerly made by the Kimble Glass Co. which was recently purchased by O.I.G. It will also distribute a line of glass products for babies (nursing bottles, funnels, jars, etc.) made by the Glasco Products Co. which was also recently purchased by O.I.G. For several years JWT has handled the advertising of O.I.G.'s glass container division (Duraglas) and the Libbey division (tableware).

THE HOLLYWOOD REPORTER has retained JWT (L.A.) to handle the placement of a trade paper campaign based on a recent questionnaire circulated throughout the motion picture industry by that publication.

KRAFT FOODS COMPANY (Chi.) radio show, the Kraft Music Hall, beginning October 2nd, will feature Al Jolson, Oscar Levant, Lou Bring, orchestra leader, and Milena Miller, vocalist, plus a special guest at each performance. The program is scheduled for Thursdays at 9:00 P.M., Eastern Standard Time, over NBC network.

RCA VICTOR (N.Y.) is dramatically proving that the "Golden Throat" reproduces sound without the distortion usually heard in other radios. The two-piano team of Carlile and Wayne perform in the demonstration, Miss Carlile at a piano on the stage before the audience and Miss Wayne at an identical piano in another part of the building. The sound from Miss Wayne's piano is fed to a transmitter which broadcasts the sound to an RCA Victor "Crestwood" model Victrola radio-phonograph. The two pianists play alternately... smoothly switching the performance back and forth so that the audience hears continuous music and only one piano at a time. But only part of the sound comes from the piano on the stage and the rest is broadcast through the "Golden Throat" tone system of the "Crestwood." Not one of thousands of piano technicians, musicians, radio dealers, music critics, and private radio owners has been able to detect a difference between the sound from the piano on the stage and that broadcast through the "Golden Throat" sound system. This demonstration has been given in Chicago at the National Association of Music Merchants Convention and at the RCA EXHIBITION HALL and will soon begin a tour of the principal cities -- the performances sponsored by department and radio stores in each city.

EASTMAN KODAK's (N.Y.) current radio commercials "wear well," according to a report submitted to JWT by an eminent psychologist who was asked to analyze the effects of Eastman's commercials on the listening public. He said, "The Eastman Kodak spots are unique as such in their conversational and news-announcing tone. This fact, in my opinion, secures for them the high attention value of conversation and news announcements. In addition, I believe they produce a positive, effective tone in the auditor which also will not decrease with repetition. The listener is not jolted, assaulted or bulldozed. He is treated with respect and consideration. To this he will react favorably." . . . . EASTMAN KODAK (N.Y.) has been named along with Technicolor Inc. and Technicolor Motion Picture Corporation as a defendant in a civil action which is being filed in the U.S. District Court at Los Angeles, according to an announcement made last week by the U.S. Dept. of Justice.

BRILLO MANUFACTURING COMPANY (N.Y.) will launch this Fall the largest newspaper campaign in its history for Brillo Soap Pads and Brillo Cleanser. Starting the first week in September, 80- and 94-line advertisements will appear every week in over 100 leading newspapers in the U.S. and Canada for the remainder of 1947 and during 1948. (See illustration at right.) This is in addition to the Brillo Company's extensive magazine advertising, consisting of single-column advertisements every month in 11 top women's magazines in the U.S. and Canada, which has run throughout 1947 and will continue in 1948.



ELGIN NATIONAL WATCH COMPANY's (Chi.) headline, "Pin Point of Rust Wrecks Power-house," made the "Stoppers" column in Tide, August 15. The headline was in one of a series of reader type ads on Elgin's new DuraPower Mainspring, which is appearing every week throughout the summer and early fall, supplementing Elgin's full page magazine ads. Elgin is also using Nancy Sasser's "Buy-Lines" column to tell the newsworthy story of its latest watchmaking development.

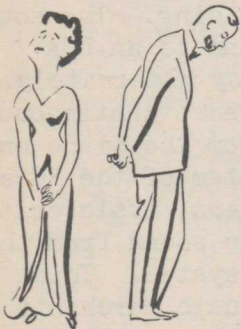
STANDARD BRANDS' (N.Y.) Edgar Bergen and Charlie McCarthy show will be back on the air at 8:00 P.M. Sundays commencing September 7th, on behalf of Chase & Sanborn coffee. Through a few changes planned for the program, Eddie Mayehoff, radio and television comic, is to become a permanent member of the Bergen entourage and will act as "vocal coach" for a weekly "community sing." A second regular feature, called "an end-table discussion," will have the redoubtable McCarthy serving as moderator.

FORD MOTOR COMPANY (Det.) early last week announced price increases for most passenger car models and all trucks in the Ford line, effective immediately. The increases range from \$20 on the delivery-truck chassis to \$97 on several larger truck models and to \$90 on the passenger car super-de luxe six. The average increase for the line was 4.2 per cent, the announcement stated. Later in the week announcement was made of price increases on its Mercury and Lincoln lines as well as its Ford "luxury" models.

ADVERTISING COUNCIL CAMPAIGN re ECONOMIC LITERACY (N.Y.) for which JWT is one of the four volunteer agencies, is now getting under way. Within the past several weeks, JWT submitted to the committee six separate campaigns. Mr. William McKeehan and Walter O'Meara report that they were enthusiastically received by the committee.

#### DEPARTMENTS

##### Consumer Research



Mr. and Mrs. "Average American" are the ad-man's daily concern. The American Institute of Public Opinion has gathered together hundreds of facts about Americans through years of questioning, for example:

The average American male is 5'9" tall, weighs 158 pounds and prefers brunettes. The average American woman is 5'4", weighs 132, can't stand an unshaven face, and thinks husbands drink too much.

One out of 3 Americans complain that their feet hurt -- mostly from corns, fallen arches and bunions. One in 5 have trouble with their hearing. One-third of the adults are either dieting or avoiding certain foods. Most people -- 6 out of 10 -- say their health is good. Two-thirds of all adults wear glasses. Two-thirds of the total population has a cold or grippe during the winter, and even in July, 1 out of 20 has a cold. The incidence of colds is 60% greater in the lower income groups. Chief diet deficiency in the American people is citrus fruits and raw greens.

The typical wife believes that neither husband nor wife alone should control the family purse strings; she prefers a partnership arrangement in managing household finances, and feels that most family arguments are about money, jealousy, and children, in that order. The typical American goes to bed at ten o'clock on week nights and eleven o'clock on Saturday nights; gets up at 6:30 on week days and 8:00 on Sundays; wants the house heated at 70° in the daytime and 60° at night. The typical family has a pet of some kind -- dogs are preferred to cats by 7 out of every 10 adults.

The typical city family says it is spending 50% more money for food than it did 4 years ago. One-tenth of the population is left-handed. Baseball and basketball are the American man's two favorite sports to watch. Approximately 6 out of 10 adults drink liquor, wine or beer, and about the same number oppose a return to nationwide prohibition. For recreation the typical woman likes to read, listen to the radio, and play cards occasionally; she likes to travel but is not yet convinced that a plane is as safe as a train. Sunday afternoon pleasure riding is a favorite pastime of more than half of the nation's families who have an automobile. Favorite tunes are "Stardust," "Let Me Call You Sweetheart," and "Peg O' My Heart." Nearly half the people have some pet superstition to which they cling. Half would like to enroll in adult education classes. (Further details can be obtained from Miss Hurley.)

MEDIA RESEARCH

The charts shown below are part of the series on markets and media coverage prepared by the New York Media Department.

Markets & Media Coverage Series

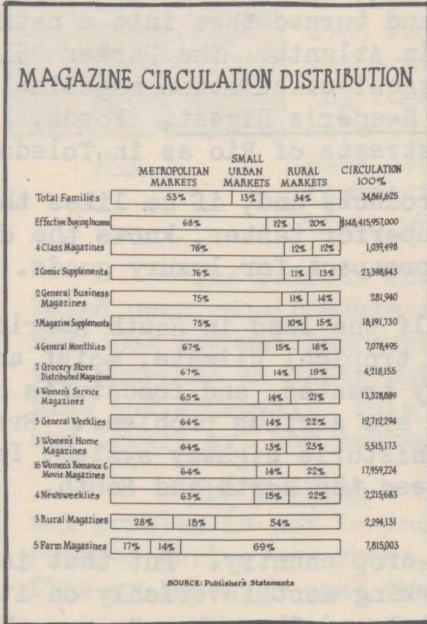


Chart 4

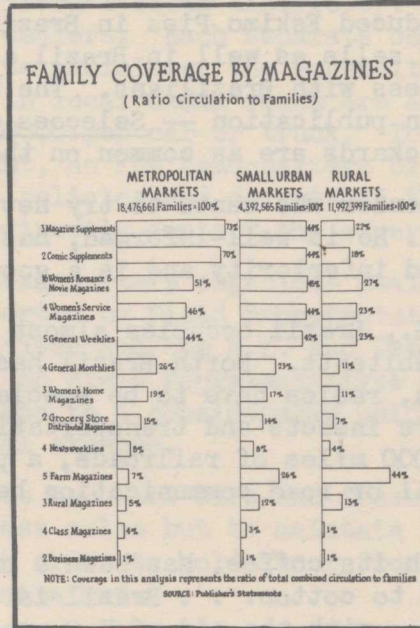


Chart 5

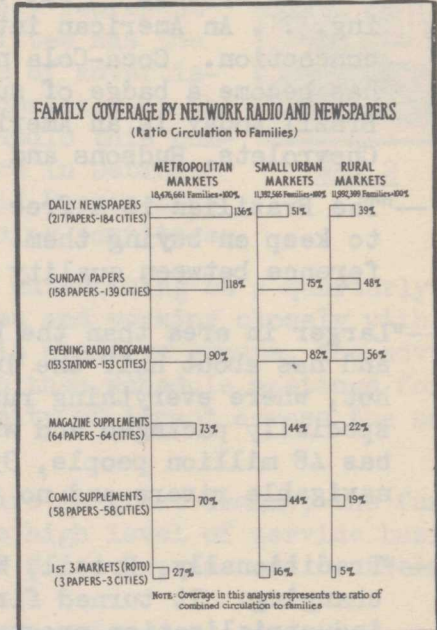


Chart 6

The charts on circulation distribution and coverage show how circulations are distributed by markets in relation to actual sales volume or potential. It is important to know whether the total circulations will provide adequate coverage as well as place it where wanted. For example, the magazine charts show that the four class magazines hold top position from the standpoint of concentration within the metropolitan markets. When the volume of circulation in relation to total families is examined, it is found that the four class magazines move down to the bottom of the list so far as the metropolitan markets are concerned. This does not necessarily mean that the class magazines should not be used. It does mean that they should be supplemented with other media in order to achieve anything like full coverage in the top markets.

Copy Research

A new copy research program, titled, "Impact" has been announced by Dr. George Gallup, who has started a new firm to carry on copy research especially for magazine advertising. In essence Gallup proposes to do with magazine ads what he has done for the movies via Audience Research, Inc. -- that is, determine the advertisement's effectiveness before it has run. Specifically, Gallup believes he can tell his clients in advance: (1) how many people will see an ad, (2) how many people will read it and what parts they will read, and (3) how well the ad will succeed in delivering sales points or ideas. Because previous pre-testing methods have failed to evaluate ads under normal conditions, Gallup has contrived a special magazine titled "Impact" which he believes will provide a normal setting, allowing ads to compete not only with editorial content but other advertisements. Once the correct sample is established, prospects will be persuaded to read "Impact." Some time later an investigator will return and get the respondents to identify the ads they remember, play back the copy themes and selling messages. (A more detailed article on this topic appeared in Tide, August 22, 1947.)

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"THOMPSONIANA"

The Chicago office received the following letter recently from Ben Wells, V.P. of the 7-Up Company: "Has your billing department taken to editorializing in its statements? Please note the heading on Invoice 8/XN 135: THE COMIC WEEKLY, PUNK."

INTERNATIONAL DEPARTMENT

"Advertising in Brazil" -- Excerpts from an article which appeared in Tide, August 22, written by staff members of JWT in Rio de Janeiro and São Paulo -- fifth in a series of articles on WORLD ADVERTISING: --

--"Potentially, the Brazilians are ideal customers -- they like new ideas, new products and new appeals -- but they share the universal need for a higher standard of living. . . . An American introduced Eskimo Pies in Brazil and turned them into a national concoction. Coca-Cola now sells as well in Brazil as in Atlanta. The Parker "51" has become a badge of success with Brazilians. The biggest-circulation magazine in Brazil today is an American publication -- Selecoes do Reader's Digest. Fords, Chevrolets, Hudsons and Packards are as common on the streets of Rio as in Toledo.

---"The Brazilian is a free spender who wants to try new products and, if he likes them, to keep on buying them. . . . He is well-informed, has superior tastes, knows the difference between quality and inferiority and is a good prospect for luxury goods.

--"Larger in area than the U.S., Brazil occupies almost half the land in South America and has about half the inhabitants. North Brazil has a tropical climate, moist and hot, where everything rusts, radios have to be specially treated, and foodstuffs specially packaged and where insects and transportation are serious problems. Brazil has 48 million people, 35,000 miles of railroads, a prehistoric highway system, few navigable rivers and no rail or road communication between the North and South.

---"Traditionally, Brazil, with its coffee, has been a one-crop country. But that is changing. It turned first to cotton. . . . Brazil is working most feverishly on its industrialization program -- with the aid of U.S. capital and "know-how." . . . Today, it costs 50% more to live in Rio than in New York. Speculation in real estate is at its craziest. New apartment houses are sold two or three times, at unbelievable profits, before their foundations are completed. Automobiles that would sell for \$1,000 in the U. S. bring \$4- 5,000 in Rio; catsup, 75 cents to \$1, canned foods are so expensive that they are available only to the wealthy.

---"Most economists believe that Brazil is not in for a major depression. . . . Brazil's two greatest markets, which account for 55-60% of the total retail sales, are the Federal District (mainly Rio) and the state of São Paulo. . . . The Brazilian diet is lacking in vitamins and minerals, which the people well realize and which has resulted in a heavy sale of drugs, medicines, tonics, and nutritive drinks and foods. Despite the poor diet, the Brazilians traditionally have left food-buying and meal-planning to their servants.

---"The growing popularity of U.S. movies and magazines in Brazil is having a profound effect on the people. It is easier to get a London than a New York short-wave station. . . . Radio is important because it can be used to reach the large illiterate population. Rio has 13 stations and São Paulo 11. There are no networks. . . . It is fatal to assume, as some U. S. advertisers have done, that Portuguese and Spanish can be used interchangeably. There is no love lost between the Brazilian and the Argentinian.

---"An advertising agency in Brazil is more of an operating partner of the advertiser than in most other countries. Few local advertisers have advertising departments of their own. With many clients, the entire merchandising activity -- from planning to executing -- is centered in the agency.

---"For years Brazil has been poorly equipped with magazines. That should change as new equipment becomes available and as U.S. magazines extend their influence. . . . The same technical criticisms that can be made of the magazines can be repeated with emphasis for the Brazilian newspapers. . . . Many of the small interior towns are equipped with alto-falantes (loud speakers) in the public squares, which broadcast recorded programs and the population gathers for the South American habit of "footing." Advertisers may buy commercials on these programs, just as they do for radio shows.

---"The principal thing to remember, however, is that the Brazilian will respond as an American or anyone else does, if he is exposed to sound, skillful advertising."

JWT CAMPAIGN OF THE WEEK  
-- Ford Dealer Advertising (FDA) --



No. 1

The Ford Dealer Advertising (FDA) Account is unique. Entirely separate from Ford Motor Company, the "clients" are the 33 advertising committees (one in each of Ford's sales districts). They represent 6300 Ford dealers. Each separate committee has the authority to administer the expenditure of advertising funds in local media which are accumulated at the rate of \$10.00 per car or truck. To handle this complex account, an FDA headquarters office in Detroit formulates policies and directs 15 Field Representatives who directly contact the advertising committees.



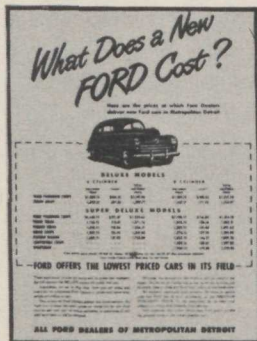
No. 2

The Detroit FDA headquarters organizes dealer advertising on a quarterly basis. Based upon requirements reported by Field Representatives and working closely with the national account representatives and the N.Y. and Detroit creative groups, the advertising material is distributed to Field Representatives who then schedule meetings for selection and approval. This leads to a considerable uniformity of impact across the nation and lowers art and mechanical expense.

The Problem - Since new Ford cars and trucks are in great demand, the fundamental problem is not to increase sales but to maintain the high level of service business reached during war years, in order to hold absorption of fixed expense and operating profits at the high peak then attained.

Service Advertising - Of all the types of automotive advertising, service is the one which presents the greatest problem in gaining readership because service, in itself, is essentially uninteresting. The problem, therefore, is to develop themes which will capture attention and yet present the essential selling points on Ford service. (See illustrations above.)

Virtually every service advertisement contains these two selling elements: (1) The four advantages of Ford service...Ford Trained Mechanics, Factory Approved Methods, Special Ford Equipment, Genuine Ford Parts; (2) The "Sampler" device..."There's No Place Like Home for Ford Service."



No. 3

Ford Car Advertising - Even though dealers are in a strong sellers' market, local product advertising is being continued to further build public acceptance for Ford cars and dealers. The dealer product ads continue the "Ford's Out Front" theme and include all the recent basic ingredients of Ford national advertising.

When the press called attention recently to the prices asked for new models by independent used car dealers, many Ford dealers built real character when they advertised local delivered prices. (See Illustration 3.)



No. 4

Ford Truck Advertising - Since some competitors have been building more trucks than Ford, the problem has been to keep orders firm on the books. One effective approach has been to develop truck advertisements which further the current truck selling theme. Also, a service series has been developed with headlines featuring fast service and copy slanted toward keeping present trucks in good repair to avoid breakdowns, delays, and to make them last longer. Recently, when the new life expectancy theme was introduced in national advertising, many dealer committees scheduled an adaptation of the opening magazine advertisement. (See Illustration 4.)

Use of Local Media - In order to obtain the most effective local market coverage, full use has been made of newspapers and outdoor and, where funds permit, supplementary coverage through spot radio, minute movies and classified telephone directories.

HOW WELL DO YOU KNOW YOUR JWT'ERS?

Thumb-Nail Sketch No. 35

EDWARD J. BURKE

(San Francisco)



Mr. Oliver Optic himself couldn't ask for better material for one of his ever-upward-and-onward books for boys than the facts of Ed. Burke's 25 years with JWT. Earnestness of purpose and indefatigability at work and study are in the formula. Becoming an art director; marrying his boss's secretary; then moving, with his budding family, to Palo Alto, California: — these are the results of "the essentials to success" as set forth in yesteryear's best-sellers. And like their heroes, Ed — soft-spoken, earnest, amiable — would much rather that a biographer seek elsewhere for material.

Beginning at the age of 15: office boy, traffic, junior service man; then art — first as assistant, then an art director. Ed is one of the few now in JWT who served at the Cincinnati Office, the company's cradle. Thence to the Chicago Office, in 1934, as an art director. There, among other happenings, he was nearly "fired" — or so they say — for having the temerity to marry Jim Woolf's secretary.

His early mentors were kind and true. He recalls from the Cincinnati days, "When I was a lad, Jim Young said to me, 'In the agency business it's well to be A specialist; so try hard to see What's best for you as a specialty.'"

So Ed found art. The balance had been tipped in art's favor when he was at Cincinnati's Woodward High School. He was Art Editor. University of Cincinnati, night course, followed; and then five years at the University's Academy of Art night school. Ed avers that after he began with JWT he made more wages at night tracing architect's drawings than he made all day.

Ed's respect for Stanley Resor was cemented early at Cincinnati when, after a taxi breakdown, they both walked half a mile in heavy weather — 17 degrees below — to call on a client. On a later occasion, that respect came to light when Ed. succeeded in holding for 20 minutes an express-train's departure for New York — just because he firmly believed that Stanley Resor rated it. The train's crew found a faulty wheel on the train just after the train's conductor found a ten-spot — Ed's ten — in his palm. The innocent Mr. Resor stepped aboard so delighted with the lad's railroading prestige that he voluntarily promised Ed a trip to New York and back, all expenses paid and everything.

However, Ed's destiny was westward. After six years at the Chicago office, he went to the Far West, San Francisco. There his time and talent have been devoted to the advertising of wine, beer, cheese, milk, beans, apples, sugar and other foods; as well as to such highly technical accounts as aircraft and airplane appurtenances. And he lives in Palo Alto.

PEOPLE

FRED FOY (Det.) will be in New York on September 7. MAURICE HANSON (N.Y.) goes to Reading, Pa. on Sept. 4 to address the Reading Assoc. of Life Underwriters. GEORGE DIBERT (N.Y.) will be in Indianapolis Sept. 7-13 attending the RCA Victor Home Instrument Distributors' Sales Meetings. DON WIDLUND (N.Y.) will also attend the meetings after Sept. 13. MESSRS. STANLEY RESOR and HENRY STEVENS (N.Y.) are due to be in the S. F. Office Sept. 8, 9 and 10 for Shell meetings. EVAN PETERS (S.F.), Public Relations-Publicity Representative for the West Coast, will be in the N. Y. Office all this week. THE WILLIAM A. PERRYS (N.Y.) welcomed their second son, Peter Webb Perry, last week. DON FRANCISCO's (N.Y.) recent article in Dun's Review, "Does Distribution Cost Too Much or Too Little?" was reprinted by the Aviation Distributors & Manufacturers Assoc., and sent to 85 members. NORMAN STROUSE (Det.) was in N. Y. last week.

SEND TO JEAN C. HURLEY BY THURSDAY NOON, SEPT 4, ONE SHORT ITEM FOR THE NEXT JWT NEWS!