

# The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



THE NORTHWESTERN MUTUAL LIFE INSURANCE CO. of Milwaukee will this month announce the appointment of JWT—Chicago. Northwestern Mutual is recognized as one of the largest and oldest life insurance companies in the country, with more than 5½ billion dollars' worth of policies in force. Several weeks of study have already gone into plans for research and copy. Advertising will probably major in magazines and is not scheduled to start before early summer. (Since the client has not yet publicly announced our appointment, you are urged not to discuss it outside of JWT.)

U.S. BREWERS FOUNDATION'S (NY) most recent advertisement, which appeared in 4-color in Jan. issues of national magazines, showed a group enjoying a glass of beer and home movies. This plug for amateur movies (an EASTMAN KODAK promotion) is an excellent example of how valuable cooperation can be achieved between national advertisers. (See illustration, right.)

LIBBY McNEILL & LIBBY (Chi.) is launching, at the end of this month, its first advertising campaign on the new Libby's Frozen Foods. Due to a limited pack, the program will, for the present, be confined to the state of Wisconsin. Twice a month, 1000-line messages in full color will appear in the Sunday rotogravure section of the Milwaukee Journal. Black-and-white adaptations are scheduled for Green Bay and Madison newspapers.

One-half the insertions will be on the "general line," and packages of Libby's Frozen Fruits and Vegetables will provide the main illustration. The remaining advertisements in the series each feature a specific product in use, i.e., a large, attractive illustration of a dish created around one of Libby's Frozen Foods. All advertisements stress the news of Libby in the Frozen Food field. They point up the extra fresh flavor of these foods, the product of Libby's long-time skill, their selection of only the best of the fresh, and speed freezing, in a blast of sub-zero wind, by the special Icygale method.

PENICK & FORD (NY) is conducting an educational program among school children. In developing the program, national and state educators were surveyed to determine whether or not they were interested in certain types of nutritional material for grade school pupils. Personal interviews, as well as direct-mail questionnaires, indicated clearly that children in certain grades were more than willing to experiment with new foods, and were the most receptive to the teaching of nutrition. Emphasis, therefore, is directed to children in these grades.

A colorful 4-page illustrated folder, "Brer Rabbit's Sugar Cane Patch," tells the story of sugar cane and molasses in the U.S. and gives recipes children may use. In addition to mailing a quantity of these folders to grade school pupils, a colorful poster has been distributed for school bulletin boards and lunch rooms. (See illustration.) A few states were used as a test ground for the mailing, and the work is being extended to a wider area.



**BRER RABBIT** says:

Drink your milk in long tall glasses,  
Add a spoonful of molasses.  
Molasses gives you iron, you see,  
And iron gives pep to you and me.

RICHEST FOOD SOURCES OF AVAILABLE IRON

LIVER AND LEAN BEEF	MOLASSES	RAISINS AND APRICOTS
EGGS	CABBAGE AND LETTUCE	WHOLE GRAIN CEREALS AND BREAD

MENTHOLATUM CO.'s (NY) second page in Life will appear in this week's (Jan. 26th) issue. The first page appeared on Nov. 24th, and Starch reports show that it ranked as the top medicinal advertisement in that issue. Despite the rather lengthy copy and technical presentation, its readership was one-third better than the average of all advertisements...This first page was blown up into a 2'x3' window display piece, and offered in a double-page spread in Jan. 19th Drug Topics to all wholesalers. Already 600 of these blow-ups have been shipped on request to chain drug stores throughout the country.



The current advertisement repeats the basic story stressing the seriousness of colds to the nation as a whole, and offering scientific proof of Mentholatum's effectiveness in treating colds. (See illustration) These Life page high-spots are backed up with a continuous newspaper campaign—three insertions a week in over 1500 newspapers, and weekly insertions in This Week and American Weekly.

STORKLINE FURNITURE CO. (Chi.) has received over 23,000 requests for the National Safety Council's leaflet of safety rules for mothers, offered free in last year's half-page advertisements. Life, the Journal, Good Housekeeping, McCall's, Parent's and Better Homes and Gardens were on the list, but Baby Talk and Your New Baby (three insertions each) pulled over half of all the inquiries.

WECO PRODUCTS CO. (Chi.) apparently hit a merchandising jackpot of sizable proportions in a special combination offer appearing in Life color spread, Jan. 26. The offer, a price deal for Dr. West's Miracle-Tuft Tooth Brush and Dr. West's Miracle Tooth Paste, has broken all previous Weco records for trade pick-up, and appears likely to have the same result in consumer reaction.

**Miracle Special Value**

TO INTRODUCE NEW MILLIONS TO "THE MIRACLE PAIR FOR DENTAL CARE"

DR. WEST'S MIRACLE-TUFT TOOTHBRUSH 50¢  
DR. WEST'S MIRACLE TOOTH PASTE 50¢  
Regular Value \$1.00

**69¢**

LIMITED TIME ONLY BOTH FOR YOU SAVE 31¢

MIRACLE BRUSH  
MIRACLE PASTE  
MIRACLE VALUE

FORD MOTOR COMPANY (Det.), the first big sponsor to advertise in the air, via the Douglas Leigh dirigibles, has renewed its blimp advertising schedule for a second year. There is a story told about how JWT received a sudden call in Detroit one Thursday in 1947 from Henry Ford II, who wanted the Ford bedecked blimp flown to Detroit and then to circle a Michigan football game at Ann Arbor. Leigh was able to get the dirigible to Detroit on time since a previous summer flight had provided mooring facilities. Then the real object of the flight became apparent. The Associated Press was meeting in Detroit, and General Motors had given a luncheon for AP editors and was taking them to the game on its Train of Tomorrow. As the editors gazed skyward through the train's "astra-dome," they were able to watch a dirigible, which had on one side the slogan "Ford's Out Front," and on the other, "There's a Ford in Your Future." The blimp circled the stadium before the game, at the half, and at the finish—and returned to New York, leaving happy Ford men in its wake.

SIDELIGHTS

Advertising and Selling's Copy Clinic recently cited as a "good, simple, striking gift headline...the one Howard Foley at Thompson wrote for a merchandise page on Williams shaving items. Addressed to women, it read "Better than mistletoe on Christmas morning."

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National Advertising Expenditure

-Monthly Report-

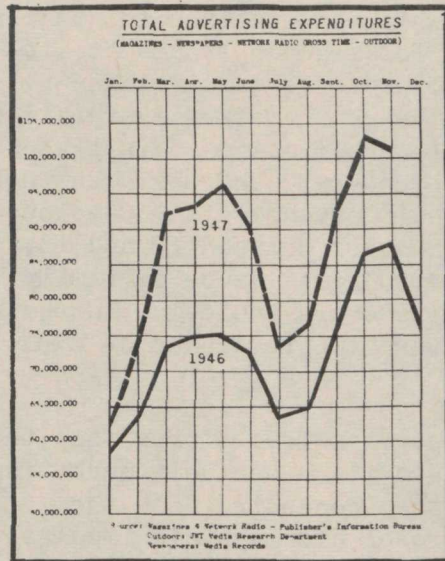


CHART #1

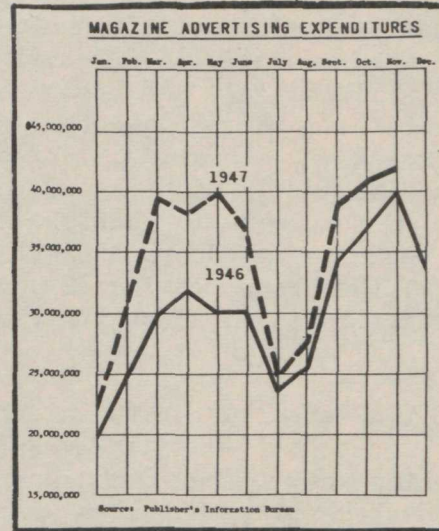


CHART #2

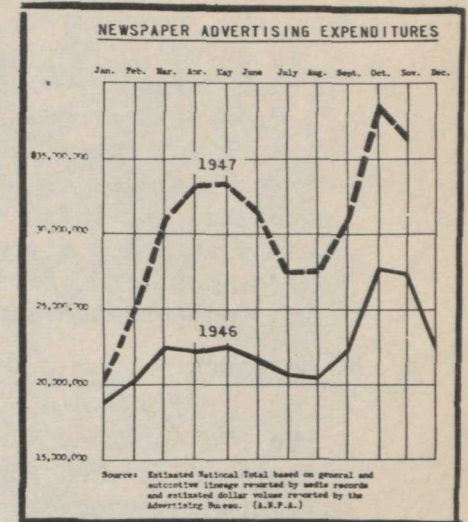


CHART #3

These charts show actual dollar volume of advertising expenditures by months for 1946 and the comparable record through November 1947.

The Media Research Department's estimate of national advertising expenditures shows continued gains through November 1947, the last month for which data are available. (The slight decline from October to November in total advertising expenditures is due to the usual seasonal drop.)

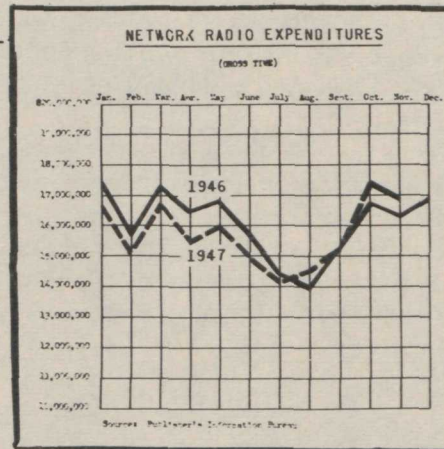


CHART #4

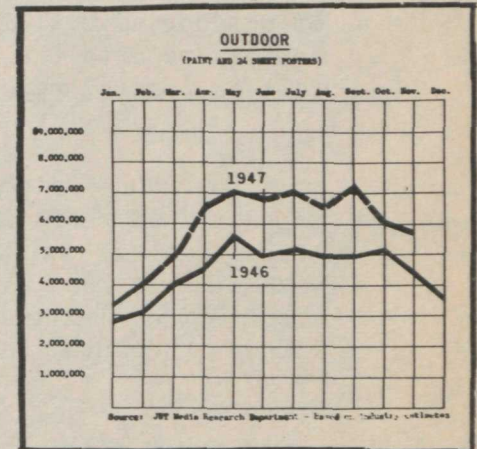


CHART #5

Outdoor advertising has been added and is included in the chart for total expenditures for both 1946 and 1947. The figures include painted boards as well as 24-sheet posters.

Despite the forecasts of economists earlier in the year, national advertising expenditures in 1947 exceeded those of 1946 by a substantial margin. The eleven-month total for 1947 exceeds the twelve-month total for 1946 by \$78,881,019.

Although radio fell behind during the first part of 1947, expenditures from August through November were ahead of 1946. If the December figures show the same rate of gain, the twelve-month total may exceed that of 1946.

**"Surveys"**

Nearly all manufacturers feel that another round of 15% wage increases will mean that they will have to increase the price of their products...they do not feel that increased wages will result in increased productivity. MILL & FACTORY has just completed a survey on the effect of another rise in wages of 15%. Ninety percent of the manufacturers queried said they would have to increase the prices of their products (from 10% to 20% or more.) Ninety-two percent said they found no increased labor productivity resulting from wage increases.

Media Research

By 1950 there will be 27,000,000 young people between the ages of 6 and 24 enrolled in schools throughout the nation, according to U.S. Census Bureau estimates. The Gilbert Youth Research Organization, which specializes in studies of the youth market, has devised special techniques for reaching youth at its own levels. They presented recently to JWT their plans for establishing a Youth Barometer, which will indicate the trends of the youth market in relation to specific products and the market in general. The organization investigates the buying habits and needs of each group: children under 5, and children between the ages of 5 and 12, mostly with regard to their psychological development and its influence on future buying habits; teen-agers between 12 and 18, whose social horizons begin to broaden and exert a strong influence on family purchases; and, finally, the group between 18 and 25 who are achieving increasing independence and start buying products they may use the remainder of their lives.

Research

Seven out of ten women customers in self-service food stores shop to the right. They step over to left-hand shelves to get items on their marketing lists, but, when wondering what to buy for dinner, they concentrate on the right-hand shelves. Consequently, the sales-wise grocer displays his impulse items on right-hand shelving. (W.H.A.M. Grocery Briefs -- 12/47.)

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A new research firm will make continuing reports on the readership of outdoor advertising. The company, Poster Appraisal Service, will sell its monthly reports for \$125 or \$200 per month, depending on whether clients buy full or partial reports. (Tide, 11/28/47)

FOOD ADVERTISING

"One October women's magazine carried 67 recipes in its editorial pages and 24 recipes in advertisements. Most of the recipes were tuned to those that live on the "right side of the tracks." None of the advertisements with recipes mentioned the high prices of foods. Or, to say it differently, about 75% of all the food advertising is directed to about 10% of all the families." (Reported in Printers' Ink, 1/9/48.)

OTHER OFFICES

The Audit Bureau of Circulation of South Africa has issued its first report. Most major publications have subscribed. Previously no publication has been permitted to reveal circulation figures. From now on, however, by general agreement, reports will be issued at regular intervals.

"THOMPSON TRIBUTES"

The U.S. Treasury Dept. has requested 12 additional copies of Arno Johnson's "Market Potentials for 1948." Vernon L. Clark, Ass't to the Sec'y of the Treasury, personally telephoned the Company last week and said that he thought so highly of his own copy and used it so constantly that he would greatly appreciate additional copies for members of his staff. He stated that it was a refreshing presentation with which he fully agreed. He added that "however, many officials are laboring under the impression that discretionary buying power has largely disappeared."

PAGING ALL MICE!

The Motion Picture Dept. (NY), in the course of making a series of television commercials for one of our clients, needed a dozen half-pound packages of cheese as props. These were ordered.

Through a shipping error, one dozen cases, each containing twelve two-pound packages of cheese, were delivered to Room 843 -- the Movie Department. That's 288 pounds of cheese, which stacks about the same as half a cord of wood.

JWT CAMPAIGN OF THE WEEK

LIBBEY GLASS DIVISION

-- Owens-Illinois Glass Company --



For years silverware has been sold by place settings or in beautiful, felt-lined chests; but glassware was always sold unpackaged. Now Libbey Glass, pioneer in the glassware field, is offering pre-packaged glassware sets for the convenience of consumer and retailer alike.

Until 2 years ago Libbey's principal business was with institutions, -- hotels, restaurants, ships, etc. Now Libbey is going after the home market through other retail outlets.

Introduced in the fall of 1945 and featured in Libbey's magazine advertising, pre-packaged "Hostess Sets" were made up of harmonizing color-decorated sets of Libbey "Safedge" glasses. For example, the "Pickwick" set included 8 cocktail, 8 highball, 8 old fashioned and 4 jigger glasses for \$10. Each type of glass carried a different English Tavern scene, but corresponded in color and design. Two times a year Libbey has these special promotions.

Matched sets merchandised so far are "Tally Ho," "Americana," and "Pickwick."

Pre-packaging is effective from a sales point of view for four reasons: (1) the merchandising advantage -- special design on box ties in with decorative theme of glassware, enhancing its gift potential; (2) time and money saver -- retailer finds stocks easier to keep, breakage losses reduced, wrapping and handling time minimized; (3) closer brand-name identification -- every box bears the Libbey name and trademark; and (4) larger unit purchases.

Libbey's pre-packaged promotions have been featured in 4-color pages in Life, House Beautiful and House and Garden. Local newspaper advertisements, placed by retailers, supplement national magazine advertising.

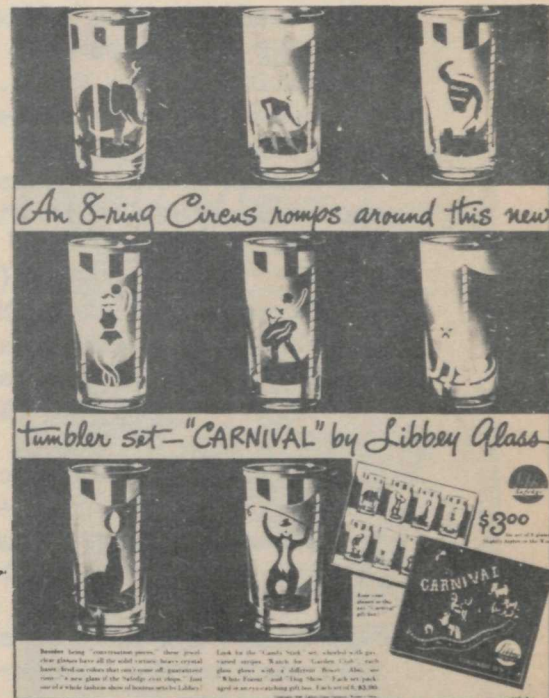
This Spring an advertisement scheduled for the May 3d issue of Life will feature another new Libbey pre-packaged unit: a complete glass place-setting! Each package will include a 6-ounce juice tumbler, 12-ounce beverage tumbler, a Dessert Dish, and Hostess "soup to nuts" Dish. Later in the year Libbey plans to offer for the first time in glassware history, packaged stemware.

Established in 1818, Libbey Glass has been making and selling quality table glass for 130 years. Carl A. Fauster, advertising manager of Libbey, recently commented that "from a promotional standpoint, many of us think Libbey has made more progress in the last two years with hostess set promotions than in any two previous years in the company's history." Starting with smart styling of packaging, Libbey Glass has set a pattern for successful glassware sales.

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Recent New York Office Assignments

WM. McKAMY has been assigned to handle the new Oneida account; MAURY HANSON is now working with HENRY STEVENS on Western Union; WM. McKEFHAN will be JWT's Representative on Anthracite Institute.



HOW WELL DO YOU KNOW YOUR JWT'ERS?

Thumb-Nail Sketch

"CY" KLAUCK



Walk backstage at the circus in New York, and you may see a husky, moustached artist sketching and taking notes. That'll be Cy Klauck.

Move out to Central Park on some hot summer afternoon -- when JWT is mowing down the softball opposition -- and you'll see Cy again. But this time he'll be engaged in the amiable art of snaring long flies...or rapping out a few himself.

Go up to Boston to the annual St. Botolph's art show, and you'll see a few Klauck originals displayed. Last year one of Cy's circus paintings had the blue ribbon of First Prize tacked on it...and deservedly so.

Or you might watch Cy win his club tennis championship, or play a sharp game of golf....or discuss the history and breeding of horses....or chat competently on almost any subject. Or you might just enjoy being in his company, because he's that kind of guy. Versatile, yes -- but if you use the phrase "Jack-of-all-trades"....don't finish the quotation. You'd be wrong.

Graduated from Chicago's Art Institute in (censored) Cy Klauck -- first name "Edward" -- moved to New York to continue his studies, and has since followed a highly successful career as both an advertising and non-advertising artist. Fashion work, cartoons or rigidly realistic technical drawings flow with equal ease from his drawing board. When you get a Cy Klauck "comprehensive" you have something that adds sparkle to good ideas, boosts weak ones, makes brilliant concepts stand up and sing.

Which is probably why the annual Philadelphia Academy exhibition -- most rigidly judged show in the East -- has one of Cy's paintings on the wall right now.

PEOPLE

BOB PHILIPS (Mgr., S. A. Johannesburg) has been elected to the Exec. Board of the Adv. Agents' Assoc. of S. Africa. JOHN BECCARI & WM. THOMAS (NY) have been promoted to the Radio Media group and STANLEY RICE (NY) to Copy. BOB THURMOND (LA) last week addressed the Calif. Newspaper Publishers Assoc.'s annual convention in San Diego. JWT's (LA) "Care Committee" increased its membership 100% when ten more members of the staff donated \$1 a month for the next few months to send a "CARE" package overseas. DENISE WARE organized the drive for the second monthly package. MARGOT MALLARY (LA) has just completed a fashion show and promotion in Miami, Fla. for Mabs, Inc. swim suits and girdles. WM. RESOR & STAN MARSH (NY) will be in Chi. and St. Louis Jan. 26-31 for Atlantis Sales. FENTON POWERS (NY) speaks Wed. on Photographic Illustration at the Art Directors' Club of N.Y. HELEN RIDLEY (NY) will speak Thurs. in Wash. before the Assoc. of Women broadcasters. LINNEA NELSON, BETSEY HUNTLEY, MARCELLA HOLMES & ALICE DOWD will also attend. WM. MCKEEHAN goes to Chi. Feb. 1 for Johns-Manville. JIM YOUNG (NY) left last Fri. for Santa Fe, N.M. HENRY STEVENS, WM. WRIGHT, & WM. O'CONNELL (NY) go to Det. Jan. 27-28 for US Brewing Foundation & Shell. AL DURANTE (NY) will accompany Kenny Delmar to Wash. Jan 29 where "Senator Claghorn" will be the star entertainer for the Amer. Newspaper Women's Club annual reception for Pres. Truman, members of the cabinet and other prominent guests. STEWART HUNTER (Chi.-Pub.) will be in the NY Office Jan. 26-27. GLADYS BLAIR (Chi.-Pub. Rel.) is doing the women's spot on CBS' Country Journal, a 60-70 station, half-hour farm service show originating in Wash., DC. VERGIL REED (NY) spoke last week to the Industrial Marketers of NJ on "Industrial Marketing." SHIRLEY WOODSELL (NY) goes to Boston Jan. 27 for Gillette Int. THOMPSON TERRORS (NY's basketball team) put on a closing drive to nose out Ruthrauff and Ryan by 41-38.

SEND AN ITEM FOR THE JWT NEWS TO JEAN C. HURLEY ON OR BEFORE JAN. 29, 1948