

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



STANDARD BRANDS INCORPORATED (NY) Renews "One Man's Family."

One Man's Family (NBC - Sunday 3:30-4:00 p.m.) has been signed up again for all of 1949 by Standard Brands and will be used for Tender Leaf Tea. This program has been sponsored by Standard Brands for 14 years.

FORD MOTOR CO. (Det. & NY) Again Does The Unusual In Its Outdoor Posting.

Something new in the way of outdoor advertising strategy appears on the nation's billboards this month. Ford Dealer posters feature a Scotch baby in tartan diapers



and a tam o'shanter. This thrifty lad (or maybe lassie) speaks in a broad Scotch burr. By repositioning the central illustration of the child and changing copy, the emphasis in the Dec. showing is divided between Ford Service and the Ford car. This makes a double identification impact possible for the complete showing. ... Ford Dealer newspaper advertising in Nov. featured this same baby.

PENICK & FORD (NY) Returns To Color Advertising In Magazines.

After 6 years' use of black-and-white space for its national magazine advertising of Vermont Maid Syrup, Penick & Ford is currently taking full-color pages in the Ladies' Home Journal, Life, Woman's Day and West Coast edition of American Weekly. Black-and-white advertisements in $\frac{1}{2}$ columns will continue in fall and spring issues of Better Homes & Gardens, Family Circle, Good Housekeeping, McCall's, True Story, and will supplement the full-color pages in the publications listed above. Black-and-white pages will also appear in Western Family.

BUXTON, INC. (NY) Packaging Featured In Advertising Of National Paper Box Manufacturers.

The box package used by Buxton for its combination billfold and Key-Tainer was featured by the Nat'l Paper Box Mfrs. in their advertisement in Nov. issue of Packaging Parade. Headlined "Remembrance Value," the copy asks, "Has your product's package that distinctive quality which causes the customers to remember and return, demanding it above all others? Also, has it that quickly discernible re-use value, assuring day-in and day-out attention?"

EASTMAN KODAK (NY) Learns From JWT What Makes People Click (The Camera Shutter, That Is).

The Consumer Panel was the JWT yardstick. The presentation was made in Rochester (by invitation) on Dec. 3, before principal Eastman executives. The value of the Panel for EK (a subscriber since March, 1948) was vividly illustrated with 20 striking color charts. ... Hitherto non-existent facts on who buys Kodak film, where, when and why, and Kodak's relation to competition by age, income and geographical location were also presented....all important information which only a market sample like the JWT Panel could reveal.

BALLANTINE ALE AND BEER (NY) Twists Old Campaign Into A New Game.

The advertisements everybody enjoyed (see left) have now been made into a "game" (see right) which Ballantine hopes everybody will play.



The "Some Words Fool You" campaign, which has been running for the past 4 years, enters its 5th year using the new "guessing game" technique. After intriguing the reader into guessing the word that means "both this... and this...", the copy states that there is "no guessing about Ballantine."



RCA VICTOR TELEVISION (NY)



Features Arturo Toscanini Broadcast In Newspaper Advertising. Last Friday, Dec. 3, RCA Victor ran small space advertisements in 12 leading newspapers in the Eastern network area to announce that "RCA Eye Witness Television Presents Arturo Toscanini Conducting The NBC Symphony Orchestra" on Saturday, Dec. 4, from 6:30 to 7:30 p.m., over station WNBTV. RCA Victor's current national magazine advertising is featuring television receivers for the first time in Collier's, SEP, Look, Extension Magazine and Armed Force. (Illustration at left.)

WARD BAKING COMPANY (NY) Initiates Full Color Advertisements In Roto Sections For Paradise Fruit Cake

A special Christmas campaign for Paradise Fruit Cake calls for full color pages for first time in roto sections of newspapers (Chicago Tribune Sunday Graphic, and New York Times Magazine Section). Special television spots will also promote Paradise Fruit Cake for Christmas over two N.Y. stations - WNBTV-TV and WCBS-TV. Black and white advertisements will run in daily newspapers. Special radio spots and outdoor posters will supplement the campaign.

WESTERN UNION (NY) Offers The "Telegrammar" As A Guide To Telegram Uses.

WU has just issued a complete handy reference book called "The Western Union Telegrammar" which JWT planned and prepared. The purpose of the booklet is to give the general public a guide to modern, social and business uses of the telegram. This 4" by 6", forty-page booklet contains information on "How to get the most for your money from a telegram," "Suggested sentiments for all occasions," "Monthly reminder calendars," and "Business uses of the telegram." Printed in yellow, black and white, it conforms with the usual Western Union color scheme. The first order of 1,000,000 copies will be distributed by Western Union.

DEPARTMENTS

MERCHANDISING Standard Brands Cooperates In "Church Help" Program.

In its January issue, the magazine Christian Herald will announce a "church help" program, designed to aid organized church groups in raising funds. Through the plan, participating, non-competitive manufacturers, including Standards Brands, agree to redeem box-tops or other proofs of purchases which are saved by individual church members and forwarded through organized church groups to the magazine, which then bills the manufacturers at a predetermined redemption value (which varies by product from 2% to 4% under the retail price). Church groups receive the discount.

MERCHANDISING Contest Returns Fall Below Expectations.

"Sponsors of nationally advertised consumer contests are becoming concerned over the number of returns they are producing. Some report entries off 20 to 30% from past performances and present expectations. Speculation is that there are altogether too many of the same type running concurrently." (Printers' Ink - 11/5/48)

TELEVISION New Medium Will Ultimately Create Larger Advertising Revenues.

Wayne Coy, FCC Chairman, said recently that while television may take advertising revenue from other media during the growing stage, "in the long run, television will serve to create larger advertising revenues...sound broadcasting in the metropolitan areas will always be necessary to supplement television. In the rural areas it will be expanded." Newspapers, he said, will have to adjust to new competitive conditions, but greatest readjustment must come in the motion picture industry.

OUTDOOR Ford Poster Rates High.

Poster Appraisal Service, which rates outdoor posters according to the strength of impression they make, has reported results of studies made during the past 12 months on 280 separate posters. Of these only 5% were truly outstanding; Ford Motor Company's "Won't be long now!" poster was one. More than 3 out of 4 men and women remembered it.

RESEARCH South African Research Expands.

Since Jan. 1, the Research Department of JWT-South Africa has completed 70,522 interviews, covering 46 national and regional surveys, among the general population, dealers and wholesalers. Products included range from "cigarettes and tyres" to "radio listening habits."



This feature is based on reports from our Research Dept. and on information received from Representatives on various accounts.

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In the third quarter of 1948 American business reached a new peacetime high.

The Index of Industrial Production went up to 195 in October, an all-time peak in peacetime history — the only time this figure has ever been exceeded was during the war.

Employment in October stood at 60,134,000, which is approximately 1 million higher than the year previous.

Cost of living index in October stood at 173.6, which was 6% higher than October of 1947 but represented a drop of 0.5% below the record high reached in August and September of 1948. All items of living costs did not drop but a substantial drop in the retail prices of food offset the increases in other items. Prices of food have fallen for three consecutive months, August, September and October.

Other comparisons showed that while cost of living was up 6% from previous year, disposable personal income after taxes showed an increase of 11% in the 3rd quarter of 1948, personal savings were up 62% and gross national product figures showed an increase of 12%.

Other straws in the business wind: Department store sales for week ended November 20 were under 1947 for the third consecutive week, off 6%. ... Sales for all retail stores for October were 6% over October, 1947. Life insurance purchases in October declined 9% from last year.

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Radio Corporation of America reports gain for first nine months; a net income of \$15,128,783, or 92¢ per common share, compared with \$12,233,758, or 71¢ in comparable 1947 period.

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Scott Paper Company's net is up for first nine months of 1948 — \$2.92 a share against \$2.15 a year ago.

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Textron Inc.'s profits for first 9 months were up from 1947 — \$4,979,000 net profit, or \$4.14 per common share as compared with \$4,048,000 or \$3.51 a share in 1947.

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Eastman Kodak voted to distribute a record wage dividend of \$13,000,000 to its 51,500 employees in the Western Hemisphere — also a cash dividend of 50¢ per common share. In addition to this they give all stockholders 1 share for each 20 shares they now hold.

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Penick & Ford Ltd., Inc. profits off in 3rd quarter. They reported 9 months' net income of \$1,306,089, or \$1.77 per share as contrasted with \$2,301,047, or \$3.12 a share last year.

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Shell Union Oil. A final dividend of \$2 a common share has been declared for payment on Dec. 16, increasing the total to \$3 from \$2.25 paid in 1947.

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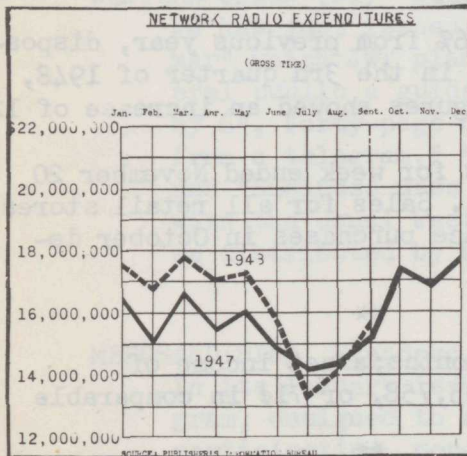
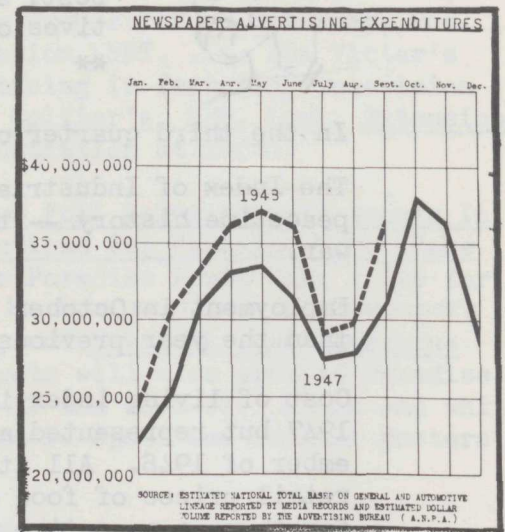
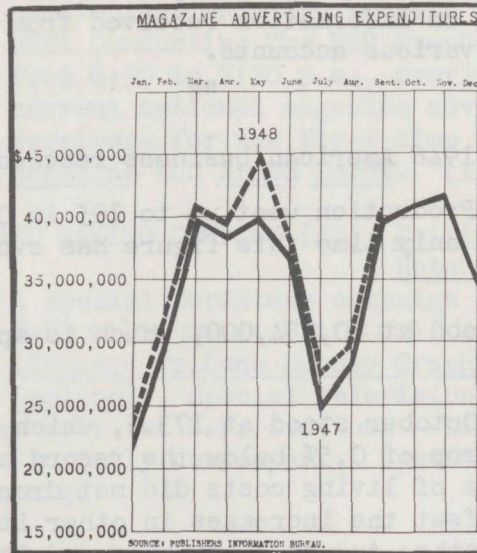
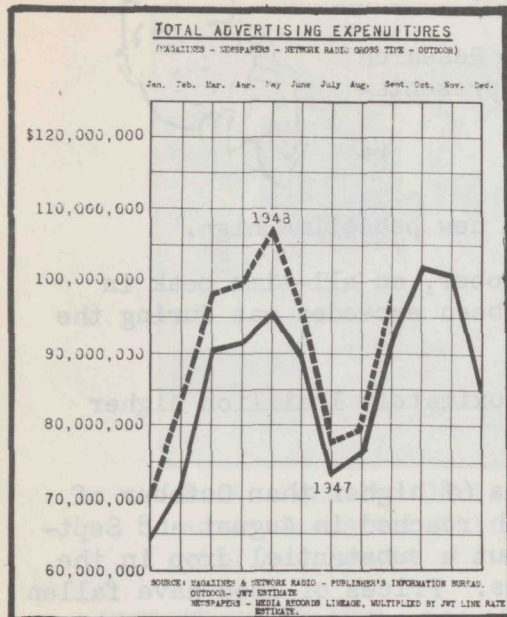
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ARTICLE ON ADVERTISING AGENCY FUNCTION RELEASED BY 4A'S

Chapter 2 of "The Advertiser's Handbook," which will be published in the spring of 1949 by the 4A's, has just been released. Titled, "Organization and Function of the Advertising Agency," the 12,000-word article, written principally from the advertiser's viewpoint, may be useful with clients. It affords a complete picture of the agency operation and may provide reference for talks about the advertising agency business. Copies are available in the JWT-Library (NY).

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National Advertising Expenditures
Monthly Report - September



A study of national advertising expenditures for the first nine months of 1948 shows that approximately 8.8% (or \$65 million) more has been spent than in the same period of last year. Newspapers have made the most substantial gain (12.5%) over 1947, although magazines still hold the top place dollar-wise, with a nine-months' revenue of over \$307 million.

Despite the fact that network radio's revenue fell below the 1947 level in July and August, its total nine-months' revenue is 4.6% over the 1947 figure.

Complete outdoor data was unavailable at press time, but an estimate is included in the total advertising expenditure chart.

Comparison of September 1948 with September 1947, shows an over-all revenue gain for the four media of about 6.5%, with newspapers up 16.5%. Magazines gained only 1.8% this month, the principal gains in this medium being registered in May and July.

As expected, September showed marked revenue increases over the previous month. Magazines' 37.5% gain was the most outstanding, and newspapers and radio showed rises of 23% and 9.9% respectively.

Preliminary figures for October from published sources indicate continuation of upward trend with advertising indices hitting a new high.

THOMPSON TRIBUTES

Reviewing the recent Television show of the Northern Trust Company, (Chi.)(see JWT News, November 1, page 2), Billboard had this to say:

"Altho many video experts have been saying that simultaneous telecasting of a program being aired on AM violates all rules of good television showmanship, this program proved the combination has much merit. This show, briefly, was good; much better than expected. Special pains were taken to make it good, to give the television more showmanship than that ordinarily inherent in an AM-classical musical show featuring an orchestra, vocal ensemble and soloists. One part of the show which needs little improvement, is the commercial. Commercial on the telecast used transcribed voice of John Weigel, AM announcer, to set the scene. Then followed a live dramatic bit featuring a mother and daughter talking about the value of a trust fund. Subject matter of the video commercial was the same as that used on the live AM sales pitch. The television version however, had much greater sales force and again proved the plus value tele has when compared with radio as a sales tool."



The basic job of all Buxton advertising is to maintain and increase Buxton's position of leadership in the personal leather goods field. Buxton pioneered with its patented Key-Tainer, is the exclusive manufacturer of "stitchless" billfolds for men, and led the field in introducing feminine versions of wallets.

Advertising-wise, Buxton clearly dominates its field. Advertising appropriations have, for many years, been the largest in the personal leather goods business, sometimes as much as

100% more than those of its nearest competitors. In 1947 Buxton spent as much on advertising as the next three largest competitors. This year Buxton is again setting the pace.

Product-wise — there are 3 principal parts to Buxton advertising. Buxton built its business on the Key-Tainer. Its exclusive features are extensively patented. Its special advantages, which make it far more expensive to produce than the ordinary type of case, have always been featured in Buxton advertising, which also points to the wide range of models, sizes, and colors which Buxton Key-Tainers offer. Since the war, when Key-Tainer production came to almost a standstill, all Buxton advertising has placed emphasis on the Key-Tainer. In 1947 a special Key-Tainer campaign was run in addition to Buxton's regular advertising (see illustration above, left).

Another famous cornerstone of the Buxton business is its patented men's "stitchless" billfold. Actually made without a single stitch, this unique leather billfold is assembled from a single piece of leather just as a collapsible cake box is assembled in a bakery which, incidentally, was where Warner Buxton got the idea. These billfolds, guaranteed to last as long as the leather itself, are much more expensive to make than the ordinary sewn article because they require larger pieces of leather, high quality, and uniformity of finish. This puts Buxton's "stitchless" billfold in the Tiffany class, and Buxton advertising has always reflected this.

The third principal Buxton product — the Lady Buxton line, introduced when few thought lady's wallets would be successful, has proved extremely popular and set a new trend in the personal leather goods field. These Lady Buxtons have many exclusive features such as the removable magic purse. They come in a wide range of styles, colors, and leather. Today, Lady Buxton sales account for close to half of Buxton volume.

Unlike normal advertising programs, Buxton concentrates from 1/2 to 2/3 of its advertising into the peak gift seasons, Christmas and the May-June period, because they have found that well over 75% of all wallets and billfolds are purchased for gifts. The coming Christmas season calls for six 4-color pages in Life and the SEP (see illustration above, right), plus back cover bleed pages in Mademoiselle and Seventeen. This campaign is aimed not only at Christmas sales, but at laying a foundation for a year-round demand for Buxton products.



SCHWINN BICYCLES FOR CONTEST PRIZES

Arnold, Schwinn & Co., America's number one bicycle manufacturer, has a special department devoted to handling orders for bicycles to be used as contest awards. Bikes as awards in both children's and adults' contests, have proved particularly popular, both with recipients and sponsors. Schwinn bicycles, in most model styles, are readily available, individually or in quantity. Inquiries may be addressed to Vic Dreiske, Chicago Office.

HOW WELL DO YOU KNOW YOUR JWT'ERS?

Thumb-Nail Sketch
GELSTON HARDY



One of Gel Hardy's recent Pan American advertisements was written in collaboration with George Bernard Shaw. But Gel's literary idol is still Joseph Conrad, whom he can quote by the yard. His favorite Conrad quotation is "Without work man is nothing." Gel lives by that motto. He worked every summer vacation while he was going to Andover and Princeton (one job was rivet-heater in a shipyard during World War I). And he worked his way through college.

He learned merchandising in the hard school of Macy's, next became advertising manager of Franklin Simon's men's shop. His first agency job was with a company known today as Alley & Richards.

All this time Gel was fighting down an urge to travel, inherited from a Clipper-owning great-grandfather. In 1931 he gave in -- took his wife and three dogs to fabulous Majorca, where they rented a Mediterranean villa for \$7 a month. Gel kept his type-writer hot with articles and stories. Two years later, he returned to Manhattan with \$104, his wife, two dogs and a son.

His next five years were with McCann-Erickson, three of them as copy chief of the Detroit office. One of his campaigns won him a 1936 Advertising Award.

In 1939 Gel joined JWT, where he has worked on International Silver, Johns-Manville, Good Housekeeping, Lever Bros. (Canada), RCA Victor and other accounts. He was assigned to Pan American when it came to JWT in 1941, now spends much of his time writing about the lands you can reach so easily by Flying Clippers. He talks as knowingly about Chichicastenango and Karachi as about his beautiful 100-acre farm in Massachusetts.... where you will find him -- hard at work, of course -- on practically any week end.

Perhaps it was only natural that a man of such world-wide interests should conceive this year's slogan for the United Nations: "We'll work it out together (or fight it out alone!)"

JWT "ADECDOTE"

It's All Done With Mirrors - Mr. Thompson, Meet Mr. Thompson.

The president of a glass company came in to see John Kuneau (NY) the other day, indicating his interest in having JWT for his agency. Said he would give JWT his account if JWT could do as good a job as "some agency" has been doing for Kimble Glass. Mr. Kuneau told him that the "some agency" was the J. Walter Thompson Company.

PEOPLE

GILBERT KINNEY (NY) has been elected President of the Association for the Aid of Crippled Children. ARNO JOHNSON (NY) has been asked for the third time to address members of the U.S. Savings Bond Drive on "Consumer Purchasing Power," this time in SF on Dec. 10. WILSON LLOYD (NY) has been elected a Director of the Manhattan Eye, Ear and Throat Hospital. MICHAEL STIVER, Manager of JWT-Buenos Aires, in the NY office last week, is spending this week in Chi. from where he will return to BA. Ford Dealer Representatives, in NY today and tomorrow, will go on to Detroit, Wednesday accompanied by NY members of Ford group, Messrs. RYAN, O'GRADY, AVERY, GRIFFIN, ALBRIGHT, TAYLOR, ELTON & FLOWER. CY HARTMAN (NY) goes to Toledo, Dec. 7 for Libbey Glass. WM. McKAMY & JOHN KUNEAU (NY) will be in Chi. next Mon. and Tues. for Purolator Products. VICTOR HUSSELBLAD, Kodak representative in Sweden, is currently visiting the NY office. JWT's BILL GRIFFIN, JR. in an address at recent 4A's meeting said: "We will have to sweat in television commercials as we do in radio to overcome indifference, disbelief and resentment. About 50 million radio listeners have learned to turn on and off an automatic ear which enables them not to hear a commercial which is going full blast. The same people will soon develop automatic smoked glasses for looking at television commercials without seeing them. In both radio and television, the talent for not seeing or hearing is like the ability of a man to look squarely at his wife for five minutes and not hear a word she is saying." The Thompson TERRORS (NY) beat Fairchild Publications 47-45.

SEND AN ITEM FOR THE JWT NEWS TO JEAN C. HURLEY, EDITOR, BY DECEMBER 9, 1948