

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY

E. R. SQUIBB & SONS (Canada) Appoints JWT.

J. Walter Thompson Co., Ltd., Montreal has been appointed by E. R. Squibb & Sons of Canada to direct all Canadian advertising effective July 1, 1949.

EASTMAN KODAK (NY) Announces New Process For Color-Retouching Photographs.

Last week, Eastman Kodak announced the new Kodak flexichrome process, which uses color dyes to convert a special photographic print from any black-and-white negative to a full-color picture. Dyes are applied with water-color brushes, but are true dyes rather than water-color paints. The process is expected to be of real value to portrait and commercial photographers.

BUXTON INC. (NY) A Convention Goes TO The Participants.

Now that the buyers are "off their knees," Buxton is carrying out its annual sales convention in the field. Instead of taking Buxton men off their territories from various parts of the country, the sales and merchandising personnel of Buxton, and the advertising agency, are taking the convention to the field men. Personalized two-day local conventions will be held in Chi., Cleveland, Det., and Springfield with a special flying trip to follow, covering the Pacific Coast. Meetings will cover the advertising, merchandising, publicity and promotion programs...will include individual discussion of each man's problems and how he can best cash in on the national program in his own territory.

WINE ADVISORY BOARD (SF) Putting Words In A Salesman's Mouth.

New trade advertising in July of the WAB switches emphasis from promoting visual reminders (wine displays in retail stores, etc.) to personal reminders — getting sales personnel to suggest wine to every customer. Campaign is based on fact that wine is primarily an impulse purchase item, particularly with infrequent users, who represent the big potential market. Cartoon treatment, whimsically depicting the good things that can happen when sales people suggest wine, is implemented by the theme line, "Never underestimate the selling power of a wine suggestion" (and without apologies to LHJ).

INSTITUTE OF LIFE INSURANCE (NY) "Faith Is A Family Affair" Becomes An International Affair!

The Institute's now-famous "Faith is a Family Affair" advertisement is currently repeating its heartwarming success in Canada. First run here in the States in 1948, the advertisement drew such widespread approval from church and lay groups, private persons and the press that it was re-run in March of this year.

Last month the phenomenon happened all over again in Canada when the Institute's counterpart there also ran the "Faith" advertisement. A storm of newspaper editorials and letters were, even as in the U. S., lavish in their praise for a truly inspiring message.

Says Advertising Age about "Faith is a Family Affair" — "With the current response, it is likely that it will be an annual feature of the Institute's \$1,490,000 advertising campaign."

STANDARD BRANDS INC. (NY) Newspaper Full-Page Advertisements Support Coffee Sampling Test.

To deepen the impact of sampling in selected U. S. cities, Instant Chase & Sanborn is running several full-page newspaper advertisements executed in "editorial news" style. Each advertisement primarily registers the points of the "Instant's" goodness, clearness, freshness and economy over old-fashioned ways of making coffee. Incidental news spots feature various occasional uses, convenience, recipes, use in iced coffee, and special "large-size" economy jar.

NOW...THOUSANDS PREFER THIS NEW "INSTANT" AS THEIR BREAKFAST COFFEE

First used for "occasional" use only, say many thousands prefer it to coffee made the old-fashioned way.

Instant Chase & Sanborn makes clear, delicious, quick coffee, every time.

Thousands prefer it to coffee made the old-fashioned way.

Because of new breakfast breakfast, Instant Chase & Sanborn is the new leader in coffee.

Housewives greet new "Instant" as real boon in cooking.

A Delicious Cup of Coffee made easily as 1-2-1!

One 2-1

Two 2-1

That's all you do!

Departments

MERCHANDISING Newly-Reorganized Board Offers Consultation Help.

JWT-NY Merchandising Board meets every other Wednesday for luncheon in Howard Henderson's office. Members are Howard Henderson, William Resor, Samuel Meek, Kelsey Denton, John Hosch, Standish Marsh. Merchandising problems covering the drug, cosmetic and grocery fields are reviewed. Any JWT'er with a problem on which he would like the group opinion, is invited to present it to Standish Marsh, the Chairman.

HUMAN RELATIONS Warm Your Heart By This.

This is one of the anonymous-est stories ever. We're not going to mention any names, won't even mention the account involved, although it really doesn't matter. Nor will we mention the language of that certain letter. No sir, nobody's going to know whom we're talking about.

Couple years ago, one of JWT's NY accounts used real names and addresses in a series of monthly advertisements. Like many advertisements where real people are mentioned, letters came in from all over — letters that just wanted to chat, letters proposing marriage, letters selling something, letters...well, you know.

About a year after the campaign ended, a solitary letter floated in from overseas to a young JWT'er whose name had appeared in one of the advertisements (some pass-on circulation, eh!). To translate the foreign tongue of the letter, the young lady prevailed on a fellow JWT'er who knew the language.

The letter proved to be a plea for help from a widowed mother of two children. Anyhow, the young lady took back the letter to think over. About a week later, she received a receipt from CARE for an overseas package that had just been sent, in her name, to the widow.

The way it turns out: the translator had quietly sent the package, and, furthermore, refused to take all or any part of the payment for it that the young lady then tried to press on him.

Now, 6 months later, the young lady has just received another letter from the same source. Maybe it's a thank you...maybe it's another plea...maybe it's bona fide and maybe it's not. Anyhow, she'd like to get it translated but hesitates to ask the original translator. Way she figures it, his pocket can't possibly be as big as his heart.

MEDIA New High In Advertising Expenditures.

Total advertising expenditures in 1948 reached a new high of \$4,830,700,000, 13.4% over 1947, according to annual Printers' Ink estimates just released. Figures show local advertising has increased more rapidly than national in all media save outdoor. And the greatest increase over the previous year was scored by direct mail, 19%. Newspapers were a close second with an increase of 18.6%. Radio was up 7.5% and magazines, 4%.

Topics For Conversation



Advertising Council's campaign on the American Economic System now carried on 25,000,000 matchbooks, featuring slogan, "The better we produce, the better we live" (see illustration, left). Inside cover offers "Miracle of America" booklet. Various advertisers sponsor. New WJZ-TV daytime video program invades point of sale, seen not only in TV homes but in cooperating super markets in greater NY area. A shopping service for housewives, it ap-

pears on four large screens in each store. Textron announces entirely new "family" line of colored nylon sports shirts, pajamas, woven shirts, knitted shorts and athletic shirts for summer. Promised: a fall line with prices scaled down from last year. Many in advertising feel at least 75% of advertisements in big magazines come from clients located in NY, Chi., or Det. Actually, recent private study reveals truer figure is 39%. There's a growing marriage market. Bureau of Census says about 66% of the 1948 civilian population 14 years old and over were married, as compared with 60% in 1940, only 53% in 1890. JWT client, Lever Bros., is sponsoring first soap operas to reach Union of South Africa. U.S. Dept. of Commerce offers publications of advertising interest, "Developing and Selling New Products," 25¢, and "How Manufacturers Reduce Their Distribution Costs," 35¢. Art Gallery Display Boards on the 10th floor (NY) this week will exhibit art by Bill Neely.

JWT Campaign Of The Week

SAN FRANCISCO CHRONICLE (SF)

During June, The Chronicle (new JWT-SF account as of April 1, 1949) launches two completely different campaigns, in two widely-spread media fields, to promote simultaneously:

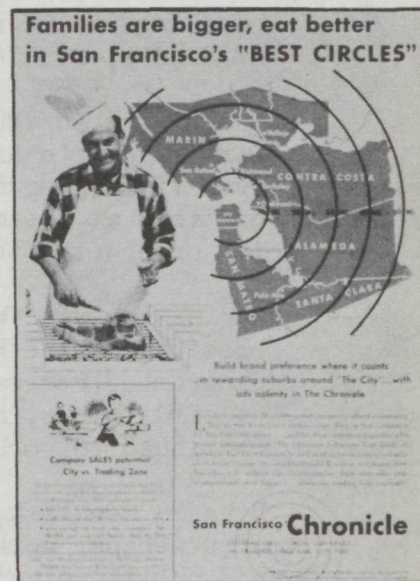
(A) National advertising lineage.

(B) Its own circulation coverage of the San Francisco market.

Campaign A (full pages, 2-color, in media trade publications) bids for top consideration of The Chronicle by agency space-buyers and national advertisers when placing schedules. Campaign B (via local radio, billboards, car cards) will operate to increase Chronicle circulation -- thus providing even stronger underpinnings for the advertising solicitation

Campaign A -- MEDIA ADVERTISING: San Francisco is a complex market in which to buy space. The Chronicle is lowest of four local papers in city zone circulation but is predominantly in the better districts. The Chronicle is strong, too, in trading-zone circulation (as is the other morning newspaper, The Examiner.) In trading zone plus city circulation, the two morning dailies lead the two evening newspapers by about 25,000 circulation (buying either the two morning or the two evening papers minimizes duplication). The Chronicle leads competing newspapers in department store and women's specialty shop lineage and certain other "prestige" classifications...lags in food and drug lineage.

Basis of new advertising pattern is the importance of trading zone compared with city plus Chronicle circulation strength in the trading zone and preferred city districts. This idea is symbolized in layouts by a concentric-circle trading-zone map...dramatized by a new term coined to describe The Chronicle's special-type circulation: San Francisco's "BEST CIRCLES." This "best circles" term applies with equal aptness to the higher-income trading-zone suburbs and to better-buying city neighborhoods. (See illustration, above).



Campaign B -- CIRCULATION PROMOTION: This Campaign seeks to "sample" The Chronicle to present non-readers. Objective: to add home-delivery subscribers primarily in San Francisco, secondarily in the trading zone. Early-morning radio programs and spots are being used five days weekly on three radio stations, along with full monthly showings of car cards and billboard posters



The advertising theme -- "Brighten your morning with The Chronicle" -- is aimed at people not already attracted by The Chronicle's full presentation of national and international news...and its constructive, serious-minded approach to problems of the day. Reasoning: the measure of a realizable circulation gain will be the extent to which The Chronicle can most easily enlarge its audience beyond those who now read it for fact -- to include more people who will read it for fun.

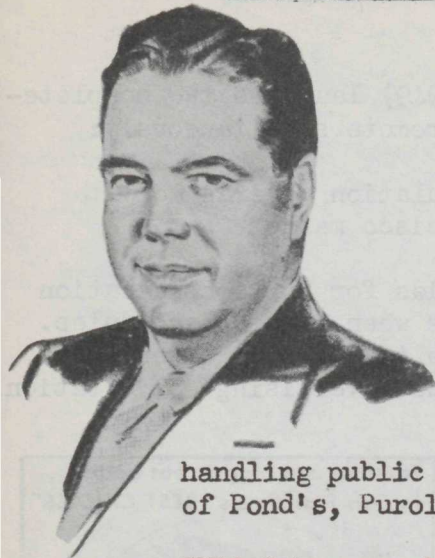
While leading on entertaining qualities of the newspaper (features, columns, cartoons, sports, etc.) the advertising theme promises mental stimulation as well as fun to Chronicle readers. Radio personalities work directly from each morning's issue of The Chronicle, quoting and commenting on varied selections that give the bright "flavor" and engaging personality of The Chronicle as a breakfast-table companion.

Buying Power High As Ever, Says FRB, Too

Confirming what JWT's Arno Johnson and Vergil Reed have been saying all along, a Federal Reserve Board survey this week revealed that buying power is as high as ever, goes on to suggest: "The present situation would appear to highlight the need for more aggressive merchandising programs on the part of many manufacturers, distributors and retailers to tap latent consumer demand."

How Well Do You Know Your JWT'ers?

Thumb-Nail Sketch H. WILSON LLOYD



Wilson Lloyd gets about the business of public relations with the same verve he applies to getting about a tennis court. Working (or playing) with him may not be exactly restful, his associates say, but it's zestful. It could even be described as fun.

A certain unwarranted merriment attaches to the fact that the Lloyd interests include the promotion of playing cards on the one hand, and, on the other, of Oxford Bibles. Since the word for "Wils" is "debonair" he takes the inevitable gags in stride and bats back a few. As a matter of fact diversity of interest is a clue to his ability to be sound though versatile. He has no time to be anything but efficient. Aside from handling public relations-publicity for Bibles and cards, he supervises public relations of Pond's, Purolator and such drives as the United Hospital Fund.

"Wils" has an abundant interest in people which finds expression in extra-curricular work for Traveler's Aid, Lawrence Hospital, Manhattan Eye, Ear and Throat Hospital, the Bronxville Community Welfare Fund, the Red Cross, and, finally, the Rutgers Alumni Association, at the mention of which he is likely to break into either song or tears depending on how the team is doing.

During the war "Wils" organized a tireless little team of volunteers which, with the blessing of the Red Cross, invaded military hospitals in the interests of a much-needed program of recreational therapy. The team taught the wounded how to do a multiplicity of card tricks, none of which required the use of sleight-of-hand. Since the war he has continued to work solo.

Born in New York, "Wils" is a graduate of Rutgers, from whence he proceeded to four years of newspaper work on the Jersey Observer and the Bronxville Press. He entered promotion and public relations work at Lord & Taylor, where he remained from 1929 to 1937. The next six years were divided equally between H & S Pogue Company in Cincinnati and Earl Newsom Associates in New York. He joined JWT in 1943.

As a member of the landed gentry in Bronxville after years and years of apartment dwelling, he has discovered that houses have windows which require the putting up and taking down of screens and storm windows. "Wils" is currently preoccupied with nature lore as expressed by bugs in the rose bushes. On these he has tried the Lloyd traits of humor, charm, perception and energy but will get around eventually to DDT. His two children, David and Sally, and the very attractive Mrs. Lloyd, are watching the onslaught with interest.

People

STANLEY RESOR (NY) will present the "Leadership in Marketing" awards of the AMA, NY Chapter at a luncheon to be held June 22 at the Hotel Commodore. "RED" MOTT (SF) arrived in NY yesterday, to remain through the 25th. LOYD COLEMAN (Mgr. of JWT-Australia subsidiary) returns to Australia, Wed., by way of London and the Continent. H. MINOT PITMAN, JR. (NY) will be in Canton, Ohio, today for ILL. WM BRIGGS (NY) will be in Rochester for Kodak today & tomorrow. HENRY FLOWER, WM. GRIFFIN, WIN TAYLOR, ED GRAHAM & WALLY ELTON (NY) will be in Det., Fri. for Ford. GEORGE JOHNSON (LA) has been elected President of the Publicity Club of LA. BILL ADAMS (LA) has been elected Secy.-Treas. of the Copy Club of LA. CY KLAUCK (NY) walked off with a golf trophy, June 12 in a Member-Guest Tournament at the St. Andrews Club at Hastings-on-the-Hudson. DONALD ARMOUR (Cape Town, S. Africa) & BOB PHILIPS (Johannesburg) will attend opening of new South African Kellogg's factory at Springs in the Transvaal on June 27. EARL EBI (H'wood) will arrive in NY, June 29 - will direct two Kraft Television Shows on July 13 & 27. SALLY DIXON (NY) wedding marched down the aisle with Robert Doremus Hartshorne, Jr. on June 10. DOROTHY ABRAHAMS & BILL WREN (NY) will be married June 25 in Saugerties, NY. Mr. & Mrs. JACK KEEHAN (Det.) welcomed a baby boy, June 7. The TERRORS (NY) softball team last week beat Esty, 14-7 and Wasey by forfeit, 9-0. Tonight they play R&R.

SEND AN ITEM FOR THE JWT NEWS TO JEAN C. HURLEY'S OFFICE BEFORE JUNE 23, 1949

"THE DISCIPLINE OF SMALL SPACE IS HUMBLING"

By Harold Stansbury, JWT-London

London Office proves through experience that: "a small advertisement must not be a large one in miniature."

(Newspapers, not magazines, are the national media in Great Britain. Their daily circulation runs into millions. The following article tells what happened in wartime when British daily newspapers were reduced to 4 pages and the maximum size of an advertisement was 82 lines. ... Here was a challenge. Crippled by small spaces and low frequency the advertiser, who had been accustomed to large space and high frequency, had to reconsider his techniques. The story of how this challenge was met is told here by a member of the London organization.) Editor

THE ADVERTISER'S DILEMMA

Confronted with such a challenge, the advertising man's first impulse was to throw up his hands and cry, "It's no use! I can't do anything in these small spaces except a display job." Many advertisers have maintained this attitude right up to the present day. A large number of 4" x 2-column advertisements in today's papers are little more than miniature posters.

We in JWT-London rejected this counsel of despair. It occurred to us that goods and services had been sold in small spaces before. The classified columns had always been full of minute advertisements, far smaller than 4" x 2 columns. Some of our own clients, on our recommendation, had been using 2" and 3" single-column advertisements. We knew from our experience and our JWT upbringing that the space you buy is simply blank space, quite valueless until you fill it, and that what you put there is quite as important as the area in which you put it.

So we decided to regard small spaces just as you would large ones. If display treatment was suitable for the campaign in question, we used display treatment. If the copy "story" needed a lot of words to tell it, we weren't afraid to fill the space with words. After all, 4" x 2 columns will hold only 380 words or so in 7-point type (without a headline or a logotype) and it would be a poor sort of advertising writer who couldn't make a great many people read as little as that.



Star of "The Small Voice" (Constellation Films)

Valerie Hobson's

new massage routine

LOVELY VALERIE HOBSON has adopted a marvellous new beauty routine — the Lux Toilet Soap Massage technique. Famous film stars of Hollywood and Britain are all using it.

Whip up a generous lather with Lux Toilet Soap and smooth it all over face and neck. Then work the creamy lather into the skin gently but surely with an *upward*, circular movement. Rinse well, first in warm water, then cold. Pat dry with a towel.

Do this every day, and in a fortnight you'll notice a marked improvement in your skin. It's clearer, smoother, altogether lovelier! Get a tablet of Lux Toilet Soap and start this wonderful beauty treatment now. 5d. a tablet.

LUX TOILET SOAP

Used by 9 out of 10 film stars

L. 1468-925-55

A LEVER PRODUCT



GOOD DISCIPLINE

Many techniques were denied us, of course. You can't put a dramatic cartoon strip into 4" x 2 columns, for example, or illustrate and describe in detail all the steps in a home perm process (home permanent wave: Ed.). But it is astounding how many large-space techniques can be effectively used in small spaces when you really try. And the exercise of trying is very good for copywriters and layout men. The discipline of small space is humbling; it teaches economy of statement and "tightness" of composition — like writing a sonnet or designing a postage stamp.

On the whole, the wordier campaigns worked out best. There were probably several reasons for this. For one thing, most advertisers were depending on display advertisements; a real piece of meat among them looked inviting by contrast. For another thing you can't

be very free with white space in 4" x 2 columns and have much there besides. Even campaigns for which a display technique is suitable call for a certain number of words; in 4" x 2 columns the words simply get left out after you have indulged yourself with a prominent illustration on a generous ground of blank paper. Perhaps most important of all, display advertisements suffer more by drastic reduction than advertisements of editorial style. The patent-medicine manufacturers, with their reliance on small-space "readers" have known this fact for generations.

But "reduction" is the wrong word. Probably the greatest lesson we learned from having to regard a small space as the main size in a campaign and not just as a cheap frequency-improved reminder, or rate holder, was this: that a small advertisement must not be a large one in miniature. It is fatal to reduce proportionately all the elements in a large advertisement to get them into a small space, cut the copy to fit, and call it a day. That is what many advertisers did with their poster-style advertisements. It is what we did, at first, with editorial-style advertisements.

KEEP HEADLINES BIG

Then we had another look at the newspapers themselves. The editors were suffering from space shortage, too; news-stories and features had become briefer along with the advertisements. But the headlines, we observed, had not shrunk in size to the same degree. The headline of a news-story, filling 4" x 2 columns, was just as large as the headline of one filling 9" x 2 columns.

So, generally speaking, we kept our headline sizes up and composed each advertisement accordingly. Illustrations lost a great deal by reduction, of course, but the whole advertisement usually suffered less when the headline had pride of place. And a bold headline had the further advantage of separating the advertisement from the one immediately above it. Advertisers were defeating their own ends by relying on white space to make their advertisements stand out. Instead, they merged into one another. Ours were unmistakably separated from the rest.

SPACE IS SPACE

Each campaign, in small spaces or large, is of course a separate problem. The only general conclusion possible is that space is space, however you slice it, and the advertiser should use it to advertise — not to provide something to wrap up the dust from the Hoover in.

Should a wife be told?

WHAT should a man do? Say nothing to his wife—and feel uncomfortable afterwards ... or insist she buy "Rigmel"—Shrunk shirts in future?

Men who have once learnt about "Rigmel"—Shrunk shirts know better than to take chances about such important matters. There are few things they dislike more than an ordinary shirt that, as soon as it has been laundered a few times, holds them in a "strangulation grip" around the windpipe!

With "Rigmel"—Shrunk cotton garments, there's no need for this waste of precious money! A "Rigmel"—Shrunk shirt not only looks good, it feels good. The

material is laundry-tested against shrinkage. So, however many times it has been washed, it can be relied upon to fit and go on fitting.

EASY TO RECOGNIZE

The famous "Rigmel" label is easily recognized. It is your safeguard that the cloth has been tested to the British Standard wash-test 1118-1943—the basic control for all "Rigmel"—Shrunk material. So, next time, whether your wife is doing the buying, or yourself; whether it's a shirt, overall, or pyjamas, don't risk future discomfort. Play safe—look for the "Rigmel" label!



**A shirt that bears this label
will not shrink out of fit**

BORN AS HOME WAS BLASTED

MICHAEL was born at Woking on October 31, 1940, as bombs fell in the grounds of the maternity home. But Michael came through in perfect health. He has never had a day's illness! ... Michael has always loved Rowntree's Cocoa. He drinks it with his meals, and a wise choice it is. So many meal-time drinks contain no nourishment at all. But Rowntree's Cocoa contains protein (body-building food); fat; carbohydrate, which gives energy (in the way sugar does); and iron for the blood. Besides, Rowntree's Cocoa aids digestion. For economy's sake, get the 1-lb. family tin, price 1/6. (Half-lb. tin 9½d.; qtr.-lb. carton, 5d.)



Michael,
"war veteran"



His favourite drink is
ROWNTREE'S COCOA

Every young copywriter who has not had experience in England, where he would have to make small spaces work like big ones, ought to be made to buy a little space with his own money, insert in it an advertisement of his own making, and experience the results. The most poetical and sensitive one, if he wants to let his own flat, will write copy for the classified column containing such moving expressions as "h. and c., all mod. con." And who will say that that is not effective and economical use of advertising space?

"Three JWT-London advertisements in actual size are reproduced on these pages: Ed.)