

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



JWT-South Africa has recently been appointed to the following: Felt and Textiles of S.A. Ltd.'s FELTEX; Aycliffe Industries Ltd's CARESSE PEARLS and DEXTRAN PLASMA (public relations for the latter); Robertson Trading Co.'s BARRY BRAND DRIED FRUITS; United Tobacco Companies (South) Ltd.'s WESTMINSTER FILTER TIP; and Metal Box Company of S.A. Ltd.

LEVER BROS. (NY) Launches Another Premium Campaign.

Lux Flakes' new premium campaign offers eight tulip bulbs, \$1.25 value for 25¢ and proof of purchase. Half pages in color appear in American Weekly, This Week, First 3 Markets Group, Parade and Sunday magazine sections, Sept. 11-25; plus support on Lever's radio shows.

KRAFT FOODS CO. (Chi.) Nominated By "Modern Packaging" For "Hall Of Fame."

Illustration at right was the cover picture on a recent issue of Modern Packaging magazine. In the same issue an article featuring the Kraft Cheese Spread glasses said, "Because it is generally credited with pioneering the whole vast field, the Kraft Foods Company's glass for cheese spreads—aptly called 'Swankyswig'—becomes a logical candidate for packaging's all-time Hall of Fame. ... It is safe to say that, to date, there has never been a re-use package with such universal appeal and such wide circulation." ... Advertising and promotion came in for their share of mention. Included was a very complete summary of consumer tests conducted by Kraft and JWT on consumer likes and dislikes relative to tumbler shapes, designs, habits in collecting and using.



INSTITUTE OF LIFE INSURANCE (NY) New Campaign Being Widely Publicized.

Meet Louis King—Another
"Do-it-yourself"
American

His on his way up!

It's a fact...

☆ It's the American Spirit!

Life Insurance—Helping American Families to Help Themselves

Newspaper publishers, writers, columnists, as well as insurance men across the country, have had a preview of the Institute's first advertisements in the new campaign which started this month. Feeling that the campaign's basic theme was a vital one, the Institute distributed several thousand reprints to thought leaders. ... As stated in the platform advertisement, which appeared in newspapers in major U.S. cities last week, "America is what it is because it sees more in the 'do-it-yourself' spirit than in a spoon-fed security." The first pattern advertisement in the series, reproduced at left, appears next week. It is built around "a good five-cent phrase for free enterprise" - the "Do-It-Yourself" Spirit. Subsequent advertisements will promote this concept through specific examples of men who since the war have found opportunities to get ahead and then made the most of them. As an antidote to the trend toward statism, the campaign reaffirms the fact that there are still opportunities in America ready for the taking.

Each advertisement includes a fact box, in which the Institute presents a series of answers to current misconceptions about the insurance business. Body text and footline tie Life Insurance closely to the "Do-It-Yourself" Spirit.

J. B. WILLIAMS CO. Incorporates New "Youth" Theme In All Product Advertising.

Black-and-white facing pages in the current issue of Life introduce a new note in J. B. Williams advertising and set the pattern for all J. B. Williams individual product campaigns. This new theme appeals to every man's interest in a youthful, healthful appearance. ... The lead-off advertisement, using an editorial format, bases its headline on the fact, proved by statistics, that man's youth has gotten longer, and more men are taking a young man's care of their appearance. "For when you're looking your best...young, fit, happy, things just go your way." Copy tells about the special beneficial effects of each of the Williams products. Featured prominently are pictures of famous men who are youthful in appearance. ... Page adaptations of this advertisement will appear in two subsequent issues of Life also promoting all Williams advertised products

As man's youth has gotten longer
by decades more and more men
are taking a YOUNG man's
care of their appearance!

Williams



Oneida manufactures and JWT advertises both Heirloom Sterling Silver and 1881 Rogers Silverplate. The former is a quality product and sells at a much higher price than its silverplated second cousin. Naturally there are two separate and distinct markets and as a result two separate and distinct copy approaches are used.



Heirloom Sterling advertisements strive for a "luxury" appearance - quality in still-life, full-color photographs in keeping with the product, simple elegance, and text that is distinctive but restrained. (Illustration above, left.)

(At a recent conference a client sales executive stated that the Heirloom Sterling campaign is considered by many in the trade and at Oneida as the outstanding sterling advertising running today.) ... On the other hand, 1881 Rogers, selling to the mass market, emphasizes its low price and headlines and copy carry a definite "bargain" appeal. (Illustration above, right.)

Departments

RADIO Public May "Eavesdrop" On Swift Sales Meeting Breakfasts.

A novel radio broadcast in which the listening public will "eavesdrop" on a company sales meeting is being planned by Swift & Co. for Saturday, Oct. 1, to launch a sales drive for Swift's Brookfield Sausage. Swift plans to use sales and product department executives to outline plans for the sales drive plus the company's "Breakfast Club" regulars, Don McNeill, Fran Allison, Patsy Lee and Sam Cowling to provide the entertainment. Format of the show will be similar to the "Breakfast Club" broadcasts which are heard 5 days a week over ABC. Swift is a regular sponsor of the 8:15 to 8:45 portion of this program.

The special network program will be carried by most of the "Breakfast Club" ABC stations. Broadcast has been scheduled for 7:45 to 8:00 a.m. in each U.S. time zone to coincide with Swift sales meeting breakfasts in various markets. Previously the meat packing company has used closed circuit broadcasts in sales pitches. This is the first time that Swift has used network radio to carry a message directly to sales personnel.

MEDIA "Coronet" Offers Money Back On Ineffective Advertising.

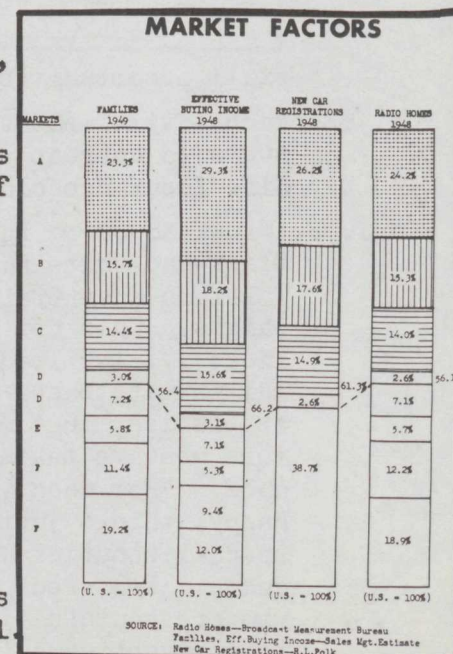
The cost of full-page 4-color advertising in Coronet will be refunded to advertisers who do not obtain more inquiries or direct mail sales per dollar of cost than from similar page advertisements in Life, Look, SatEvePost or Collier's. Advertisements seeking inquiries must include a definite request in the body copy or a coupon and must be keyed for traceable inquiry source. Also advertisements in Coronet and other publications must be run in the same calendar month or close together in a holiday season, and copy and layout must be as nearly identical as possible to assure testing fairness. Readership ratings, it was added, will not be accepted as proof of effectiveness.

TELEVISION Ford Dealers Presents Another TV Show.

"Touchdown," sponsored by Chester and Pittsburgh Ford Dealers, will be presented for 13 weeks, every Friday, starting Sept. 23 (times varying locally from 7:30 to 9:00 p.m.) over TV stations in Phila., Lancaster, Pittsburgh and Johnstown. This $\frac{1}{2}$ hour show, featuring highlights of college football games of preceding Saturday, will be narrated by Bob Hall, and will be backed by small-space advertisements scheduled for sports pages in two cities where Chester Ford Dealers have bought time on TV stations (Phila. & Lancaster), publicity releases, posters, and slides.

MEDIA RESEARCH Market Factors By Types Of Markets.

This chart (another of the 11th floor NY wall charts) illustrates graphically four of the many types of market factors that may be useful in evaluating media schedules or client sales potentialities. By proper weighting of such factors as these (and others which will be illustrated next week), the proportion of advertising falling within these eight types of markets may be compared to sales, both actual and potential.



JWT Campaign of the Week

THE MENTHOLATUM COMPANY

The largest advertising campaign in the history of the Mentholum Company begins on October 1. With distribution of its new product, Mentholum Stick (for chapped lips) complete throughout the West, this new campaign puts into action a plan formulated over two years ago. The objective - to sell both the regular Mentholum and the new Stick in each advertisement. By this method the new product, Mentholum Stick, is directly associated with a well-established product (Mentholum is in over 50% of Western homes) and gets advertising support that, by itself, it could not afford.



A large share of the appropriation will be used in 1/3-page, 4-color comic section advertisements. The copy and the medium were tested last season on the Pacific Coast. Results justified its continued use and expansion this fall and winter.

The layout of the 1/3-page space includes a one-inch strip at the bottom in which the Stick will be promoted. An entirely different art treatment for this one-inch panel gives individuality to the new product and creates the appearance of a separate advertisement, yet preserves the desired association with Mentholum.

Since Mentholum is on sale only in the West and the comics campaign runs throughout the U. S., a problem arose as to what to do about the inch space in eastern markets. The multiple uses of Mentholum solved this, and in Eastern markets the inch panel will sell a secondary use of Mentholum, while the main part of the advertisement sells the major cold use. Car cards, where available, give daily coverage, while farm papers and weekly newspapers round out the media list.

Just as the comics space is divided between Mentholum and the Stick, so is the space in these supporting media. A 28-inch car card will be used and 7 inches of this will be on the Stick. The sectional farm papers and weekly newspapers will have 20-line "trailer" advertisements on the Stick. ... Sales studies on the Stick to date indicate fine consumer acceptance. Among actual purchasers of the Stick surveyed, over two-thirds preferred Mentholum Stick to the product previously used while only 2% preferred another brand.

Topics for Conversation

BOB HOPE RATED FUNNIEST COMEDIAN BY ADULTS. Recent Gallup survey reveals Hope is by far the top laugh-maker, outdistancing his closest rivals by almost a 2½ to 1 vote. Next in order of popularity are: Milton Berle, Jack Benny, Red Skelton, Fibber McGee and Molly, Abbott & Costello, Fred Allen, Amos 'n' Andy and others. ... THE USE OF BUSINESS-SPONSORED TEACHING AIDS is favored by 72% OF THE NATION'S SCHOOL ADMINISTRATORS and 80% of the teachers, according to a recent survey. Nearly all public schools use business-sponsored materials in one way or another, the report shows. JWT's Public Relations Dept. offers a school service. ... KRAFT MUSIC HALL CLOSED ITS DOORS LAST THURSDAY NIGHT after 16 years as one of the nation's favorite radio shows. ... ONEIDA LTD. RESUMED NORMAL WORKING SCHEDULE SEPTEMBER 6 after 7 weeks of short-time operations that approximated 33½ hours weekly. "Some improvement in general psychology and future business expectations" was given as the reason. ... THREE COLLEGES, William and Mary, NYU's School of Commerce and Simmons College HAVE ASKED JWT FOR PERMISSION TO USE IN THEIR MARKETING CLASSES copies of Don Francisco's Houston "Distribution" speech. ... MRS. FRANCES CLOYD, WHO WAS CHOSEN MRS. AMERICA IN ASBURY PARK, N.J. WAS ONE OF THE MODELS ON THE FORD TV FILM COMMERCIALS AND MOVIE TRAILERS that were produced last year in Colorado Springs. ... A MEMO TO JWT-NY-REPRESENTATIVES accompanied by samples of Libbey Glass premiums resulted in the sale of 600 dozen Jiffy Measuring Glasses to Devoe & Reynolds. ... CHIEF FINDINGS OF RECENT PAN AM SURVEY on passenger eating and drinking habits were that "breakfast in bed and free champagne are extremely popular." Surprise?

How well do you know your JWT'ers?

Thumb-Nail Sketch

ERIC KNOTT

(London)



The original idea was that Eric Knott should become a professional soldier. He went to Oxford University prior to World War I to learn how. He did learn how, and went to France in time to join in the Battle on Mons. This he survived to serve as an Infantry Captain on the Rhine, in the Army of Occupation, and later in Ireland, where one of his assignments was to arrest Mr. de Valera, who was then on the run.

But Eric got other ideas and left the Army in 1924 to join the staff of Selfridge's, one of England's largest department stores. Starting in the bargain basement he was progressing nicely towards a place in Ladies' Lingerie when

Mr. H. Gordon Selfridge picked him for a post in the office where he studied personnel management and distribution costs.

However, ever since he had been an assistant editor of Oxford's student paper, and had opposed Mr. David Lloyd George (then Great Britain's Chancellor of the Exchequer) in debate at the Oxford Union, Eric had felt a literary urge. So he got transferred to the Advertising Department where he contributed to Selfridge's famous daily column in the London Times, signed "Callisthenes."

In 1929 Eric joined JWT-London. After a trainee's spell in Research (knocking on doors), Traffic and Copy, he became a Representative. ... During World War II he worked on a number of British Government campaigns for recruiting, stopping waste, and stopping Hitler.

In 1933 he was made a JWT Director, and today among other assignments he looks after the Unilever account of Persil, the Chesebrough ("Vaseline") products, Basildon Bond ("Britain's most distinguished notepaper") and the fashion store of Peter Robinson. He visited American and Canadian offices in 1936 and 1947.

"Quotes"

Secretary of Commerce Sawyer will establish a permanent advisory committee from the advertising community because, he says, "Advertising plays such a fundamental role in advancing our economy and keeping it healthy. ... There are few other forces in the nation's business life that are as essential to the maintenance of prosperity."

People

HENRY C. FLOWER, JR. (NY) has been appointed Vice-Chairman of the Joint ANA-AAAA Committee on Improvement of Public Understanding of our Economic System, and FAUS SOLON (V.P. of Owens-Illinois) has been appointed Chairman. SAMUEL MEEK (NY) in Montreal, Sept. 29-Oct. 1 on International business. MAX SCHMITT (NY) in Det., Sept. 28 & 29 for Devoe & Raynolds. ARTHUR JUBIEN (Montreal) expected in NY Office, Oct. 6 & 7. DON WIDLUND (NY) in Det., today and tomorrow for Ford. AL DURANTE (NY) leaves Oct. 1 for a 1-month tour of the U.S. for Lux Radio Theatre. Canadian JWT'ers in NY Office last week include: MARK NAPIER for Shell & Carter, VIC BROOKER for Shell, ROBERT CAMPBELL & ALMA VENABLES on Pond's. JOSEPH C. BUCKLEY (NY) in Chi. at Theatre Equipment Mfrs. Convention for RCA, Sept. 23-28. DR. VERGIL REED (NY) will speak at the First Annual Convention of the Annual Export Advertising Assoc., Oct. 6 in NYC on "International Marketing Research;" JAMES H. PAGE (NY) is a Panel member in this discussion group. MARCIA LEE has joined the Public Relations staff of JWT-SF. Miss Lee hails from NYC where she was an account executive on Can Mfrs. Institute and Brazil Nut Assoc. and previously with McCall's magazine and Reader's Digest. A recent issue of Pathfinder tells about a unique packaged meat business operated by GEORGE BROWN (NY) and Mike Goldgar (formerly JWT-NY). HARRY MITCHELL, BO KREER & BOB HARKNESS (Chi.) will be in St. Louis all week to participate in The Seven-Up Co.'s annual Sales Counselors' Conference. Friends of ANNA (MELLYNY) DELZ (NY) will be cheered to know that she hopes to be back on her feet after three months of complete rest. Sept. 12 began the season for 6 teams of JWT-NY GIRL BOWLERS. Mr. & Mrs. WALTER GROSS (Det.) welcomed a baby boy on Sept. 8th.

THE JWT NEWS IS YOUR NEWS. SEND AN ITEM TO JEAN HURLEY, EDITOR, BEFORE SEPT. 29TH

JWT's Public Relations - Publicity Service

Last week Wallachs, a well-known NYC men's store, took paid space to praise JWT's recent advertisement about public relations saying it "hit the nail on the headline." This was the latest in a growing list of favorable reactions that includes editorial mention in nearly every prominent advertising trade journal and in Public Relations News, the mouthpiece of the public relations business. The headline made Tide's "Stoppers" column. One industrial organization requested 250 reprints of the advertisement and a Chicago advertiser asked for 400 proofs. A number of specific inquiries have also been received. Typical of the comments was that in Advertising Agency -- "JWT had an excellent house advertisement last month....it contained the best argument for public relations advertising that we have read." For JWT'ers who need a "refresher" on the services of JWT's Public Relations-Publicity Departments, a summary is given below.



PUBLICITY -- Whether it be the introduction of a new product; added support for an old; opening a new plant; an anniversary; or development of good will and public favor for a company, its officials or its industry - JWT Public Relations-Publicity Department has coast-to-coast facilities to tailor-make a program to fit the situation and to channel publicity to newspapers, magazines, radio, television, and special interest publications. Specialists on food, fashion, cosmetics, home decoration, and other products are available. Special publicity services which the Department has available include: (1) monthly script service to 880 women's interest radio commentators, (2) an editorial service to 2,100 house organs, fraternal publications and shopping newspapers having a monthly circulation of 18,000,000.

EDUCATIONAL SERVICE -- Twenty-seven million young people and 900,000 teachers in the public schools of the nation offer a great public relations opportunity. Five years ago, the Public Relations Department developed procedures for approaching educators and their students. The primary requirement here is that the client sponsoring an educational program provide materials which will fit into and supplement the regular educational materials available in the schools. Credit can be had for the client and opportunities are available to promote his products. Educational work can be distributed to teen-age girls through home economics classes; to boys and girls in science classes; to grade school youngsters or other groups.

WOMAN'S CLUB SERVICE -- Most American women belong to one or more clubs. These clubs have become spheres of influence not only on great social movements but on industries and products. The Department prepares materials for club program chairmen, which can be distributed through these groups.

PLANT COMMUNITY & EMPLOYEE RELATIONS -- The Department maintains a continuing study of employee house organs and other techniques used in developing plant community and employee relations and is glad to advise on specific client situations.

ANNUAL REPORTS -- JWT Wall Street office staff is expert on annual reports and other approaches to stockholders and the financial community, including company publicity.

WASHINGTON -- Through its staff in the JWT Washington office, the Department can (1) obtain information quickly from government offices; (2) place publicity stories in Washington papers and with the various news services and correspondents headquartered there; (3) advise on Washington public relations procedures.

HOLLYWOOD -- A publicity staff in the Hollywood office is trained to place products with motion picture studios; obtain publicity for products on certain radio programs and generally to advise on Hollywood approaches.

FARM AREAS -- Special assistance on work with farm groups, university extension schools and similar groups can be obtained from the Chicago public relations staff.

OFFICES -- JWT maintains Public Relations-Publicity Departments in New York, Chicago, Washington, San Francisco, Los Angeles and Hollywood.