

The J.W.T. NEWS

FOR STAFF MEMBERS ONLY



NEW BUSINESS

JWT-NY has been appointed to handle all the advertising of PACIFIC MILLS, Boston, Mass., effective Jan. 1. Pacific Mills, founded nearly 100 years ago, is one of the largest textile manufacturers in the country. Its products include: women's, men's and children's woolens; washable woolens; sheets; towels; and silverware wrappings. 1948 sales aggregated \$112 million. The company is now concluding a \$21 million plant improvement and expansion program. Newest product is a wrinkle-proof bedsheet material.

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JWT will no longer handle the advertising of certain TEX-TRON lines, including all those being produced by the Nashua Division. It will continue to advertise Textron's Woven lingerie and Tricot.

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JWT-Los Angeles has been appointed advertising agency for MIRROR BRIGHT POLISH COMPANY of Pasadena. This company manufactures cleaners and glazes for automobiles, furniture and airplanes. First assignment calls for participation on the Burritt Wheeler radio program for Mirror Glaze Furniture Polish starting, October 4.

OXFORD UNIVERSITY PRESS (NY) Extensive Advertising And Publicity Presents New Book.

This week, Oxford publishes "In Our Image," a religious book distinguished for its striking art work. In addition to 26 Bible stories, it contains 32 four-color reproductions of Old Testament figures. Former Time cover artist Guy Rowe's unorthodox treatment gives these traditional figures a realistic contemporary look. (See detail of Abraham at right.) ... The advertising campaign introducing this publication is of unprecedented size for a book of this type. Sunday newspapers in leading cities, selected magazines and trade publications will carry advertisements ranging from 200 lines to full B&W pages. They are nearly "all-type" advertisements, because it was felt injustice would be done to the colorful paintings if reproduced in B&W. JWT also designed a six-page, 4-color brochure for distribution to booksellers.



JWT Public Relations-Publicity Dept. reports an avalanche of publicity accompanying the publication announcement. Oct. 10 issue of Time will devote 4 pages to a review of "In Our Image," reproducing 8 pictures in full color. The Associated Press will distribute a 2-column cut of a picture once a week for 26 weeks beginning Oct. 1. Sunday supplements of the Daily News and other newspapers will carry from 3 to 7 pictures each, in color. Other dailies will carry feature stories and pictures as will Forbes magazine, Quick and a large list of religious, fraternal and art publications. Additional publicity will be received via radio (Mary Margaret McBride) and possibly on television.

FORD MOTOR CO. (Det.) Records Show Spectacular Production Increase.

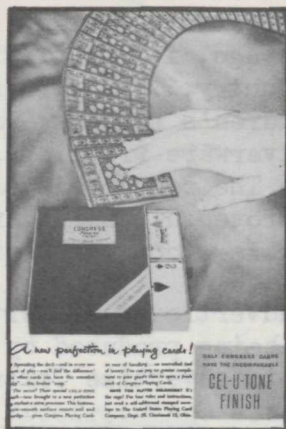
Automotive News reports that August production figures were highest in automobile industry's history, with a total of 654,880 vehicles, which beats the previous high in April, 1929, of 621,910. August '49 was also the highest postwar month for Ford Motor Co. -- 149,209 cars, trucks, Lincolns and Mercurys. ... Ford car showed a spectacular 8-month increase of 90.7% over 1948, with total output of 540,123. Ford's increase is closing the gap on Chevrolet, whose eight-month increase over 1948 was 42.3%.

POND'S (NY) Semi-Annual Double Spread Brings Results.

The Oct. 3 issue of Life carries a 4-color spread for Pond's Angel Face. This is part of a plan initiated in the fall of 1946 to reinforce the annual expenditure for Angel Face make-up with a big splurge twice a year via 4-color spreads in Life. The purpose of the spreads, in addition to selling the consumer, is to build up the product's importance with the trade. Such strong advertising support provides Pond's salesmen with a dramatic door-opener to dealers and makes an excellent trade broadside. ... Four-color Angel Face pages support these spring and fall double spreads. ... Sales figures show definite peaks coincident with the appearance of the spreads in Life as well as excellent sales throughout the rest of the year.



U.S. PLAYING CARD CO. (NY) "Stopper" Layouts Get New "Holding" Power.



Four-color pages on Congress Cards have won attention with dramatic, almost life-size pictures of cards in play. (See illustration at left for typical 1948 advertisement.) This treatment gets a new twist in the 1949 Fall advertising. (See illustration at right.) The big, in-action picture becomes #3 in a narrative sequence, along with two smaller pictures which take the reader into an endorser's home. Endorsers like Schiaparelli and Dache were chosen for their style authority and interest to women. The smaller pictures and captions show how these women entertain, provide "How-they-do-it" details to hold the reader's attention and insure a more lasting impression. Special



attention has been given to the color "carry-through" in the 3-picture sequence. Jade green is the color theme in the Dache advertisement shown here: starting with the velvet card table cover, echoed in the décor and servings, and again in background of the main picture. These pages appear in SEP, Collier's, New Yorker and LHJ.

Departments

MERCHANDISING Trade-Marked Goods Outsell Others.

The value of a trade mark and of progressive advertising and promotion is illustrated by some figures recently revealed by the Libbey Division of Owens-Illinois Glass Company. These figures showed that the average rate of turnover of merchandise in the china and glass departments of department stores was 3.6 times per year. However, the turnover of Libbey Hostess Sets in one store's department studied as a case history was 23 times per year. Further, the 3.6 turnover was the average for the best groups of stores (over 20 million dollars), whereas the average for all groups was only 2.5.

RADIO Facts Prove That Radio Is Still A Dominant Advertising Force.

Recent report from JWT-NY Radio Dept. emphasizes that although one often hears that radio as an advertising medium is declining, facts prove that the opposite is true.

"There are approximately 40 million radio homes in the U.S. with sets in working order -- i.e., 97% of total families. More than 40% of them have more than one radio in the home. More than 50% of all radio homes have incomes over \$3,000 per year. ... In addition, there are radios in automobiles and public places -- a total of about 77 million radios in working order. Radio's recent growth is even more amazing.

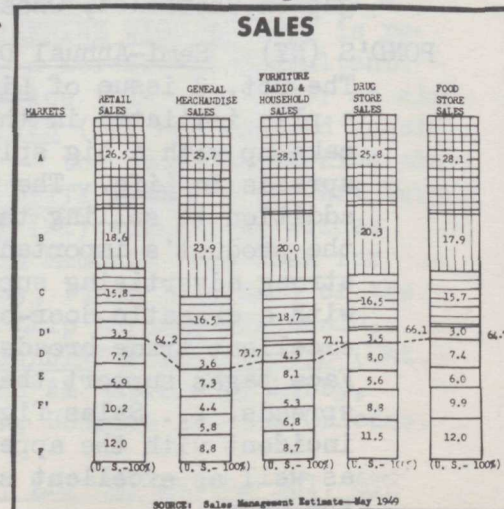
U.S. Radio Homes (1949) 39,275,000

U.S. Radio Homes (1946) 33,998,000 Gain since 1946 = 5,277,000 homes

"The increase of more than 5 million radio homes in 3 years is the single most important fact in advertising media today. This growth is greater than the growth of the preceding three years, and represents the total national increase even in areas where already there were television stations in operation. Not only is radio's circulation breaking amazing past records, but radio set sales are running ahead of television, 4 to 1. ... The median daily listening, according to BMB, is about 6 hours daily. Nielsen shows significant increase in radio listening last season over previous season. According to a Fortune survey, 54% of all women, and 51% of the men named radio listening as their favorite way of spending spare time."

MEDIA RESEARCH Sales By Market Classifications.

This chart (another of the 11th floor NY wall charts) illustrates the distribution of sales of various types of products by market classifications, and is often used with the Market Factors chart (shown last week) to determine what proportion of the potential sales of the client's product may be expected to fall within each type of market. A study of advertising by the same classifications will quickly show how closely advertising follows the market.

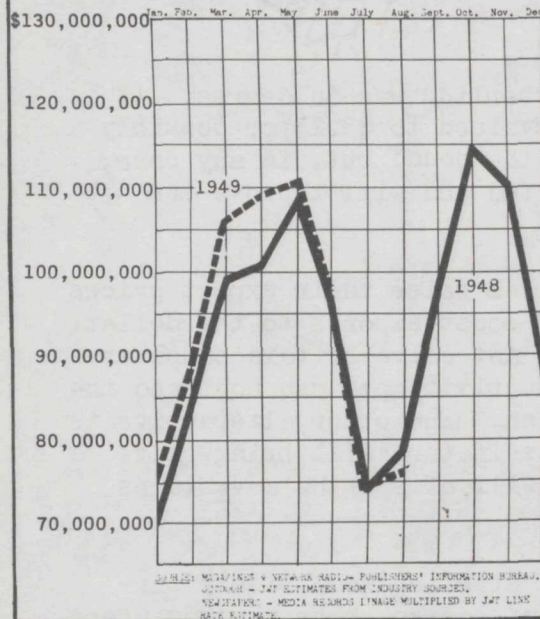


National Advertising Expenditures

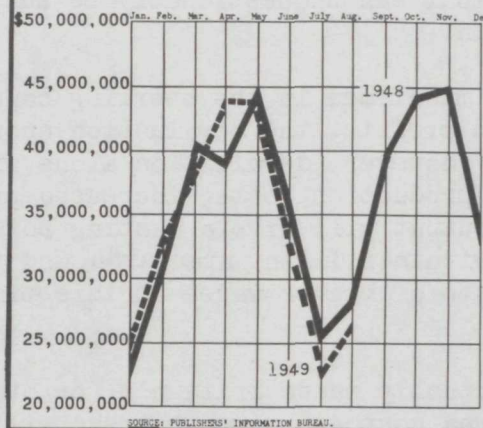
Monthly Report - August

TOTAL ADVERTISING EXPENDITURES

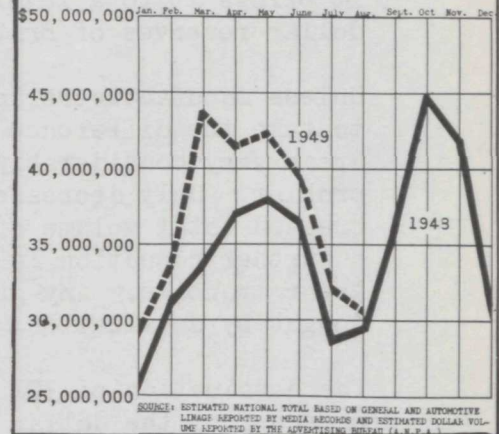
(MAGAZINES - NEWSPAPERS - NETWORK RADIO GROSS TIME - OUTDOOR)



MAGAZINE ADVERTISING EXPENDITURES

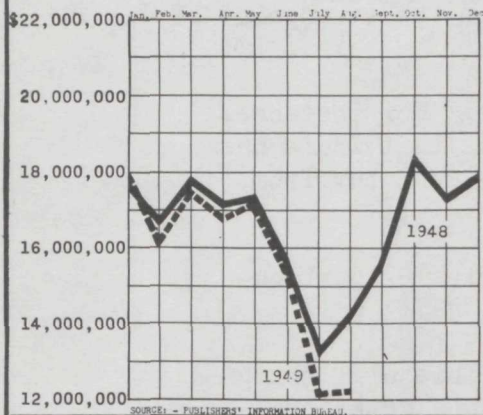


NEWSPAPER ADVERTISING EXPENDITURES



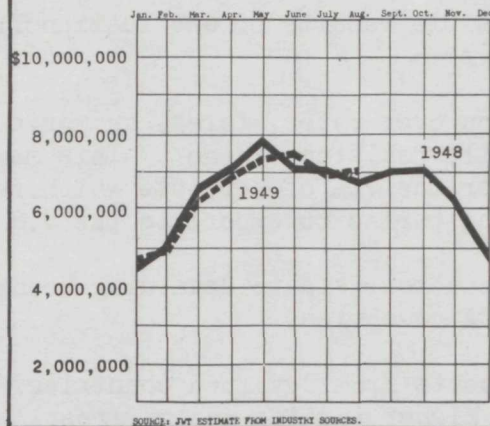
NETWORK RADIO EXPENDITURES

(GROSS TIME)



OUTDOOR

(PAINT AND 24 SHEET POSTING)



In August, total national advertising expenditures in the four major consumer media dropped, for the first time this year, below the total for the comparable month of 1948.

Network radio billing was 14.5% below the August, 1948 figure, and magazines lost 5.3%. Newspapers and outdoor increased by 2.4% and 4.3% respectively, but this still left total expenditures 3.4% below those of the same month a year ago.

Cumulative expenditures for the first eight months of this year

were greater, by 3.3%, than last year's expenditures during like period. While magazines were off 1%, network radio 3.5%, and outdoor 1.4%, newspapers more than made up the difference, recording a gain of 12.1% over their revenue during the Jan. through Aug. period of 1948.

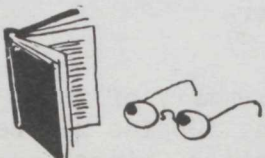
A comparison of August, 1949, with previous month, July, 1949, shows an over-all rise of 1.7%, slightly less of a gain than was registered during the comparable period last year. The over-all picture is, however, composed of a number of conflicting elements. Magazines rose 12.7%, a more than seasonal gain. Outdoor also rose slightly by 0.8%, contrary to 1948's seasonal loss. Network radio held about level, failing to show its past sharp seasonal rise. Newspapers, dropping 5.7%, continued for the third successive month to show a loss, and, although this curve leveled off somewhat, it does not compare to the slight gain registered during the same month in 1948.

Expenditures for gross time in the 4 television networks totalled \$643,242 in August, an increase of 4.7% over July. Cumulative expenditures for the first 8 months of 1949 were \$5,483,535.

Looks at Books

JWT-NY Research Library has just acquired a new book, "Willa Cather On Writing," a collection of critical studies on writing as an art.

Funk & Wagnall's has announced a new book "Small Space Advertising - What To Do And How To Do It" by staff of Printers' Ink and leading contributors. It offers practical techniques and specific suggestions on how to sell through small-space advertising.





How's Business?

HOW STERLING DEVALUATION AFFECTS JWT'S CLIENTS

(Comments by Dr. Vergil Reed)



The only surprising fact about devaluation of the pound sterling was in degree. It had long been expected that the pound would have to be devalued to \$3.25 or possibly \$3.20. The drastic cut to \$2.80 may actually undervalue the pound, but, in any case, it brings it to a level that can unquestionably be supported and will improve the dollar reserves of Britain.

Unless manufacturers and middlemen in the sterling countries raise their export prices to take the difference in profits, the devaluation should boost exports to the dollar areas very considerably. However, devaluation alone will not solve Britain's dollar problem. Only decreased production costs, increased productivity per man hour and increased total volume of output will give a lasting solution. The other alternative is a further reduction in Britain's living standards, and this in turn will bring grave labor troubles. Any grants of higher wages at this time will offset the advantages sought by devaluation.

The devaluation of 30% actually makes Britain's (or other sterling countries') purchases from the dollar area cost 44% more, but she will, of course, have the advantage of much better prices on raw materials from other sterling countries which have also devalued.

Some of the expected and possible results of devaluation from the standpoint of J.W.T. and our clients are as follows:

1. Temporary confusion over rates, fares, and prices. For instance, India devalued while Pakistan did not. This means that India has to pay 44% more for the 70% of her jute which she must buy from Pakistan for making burlap to export to the U.S.
2. Increase in American tourists to devaluing countries -- particularly to the 16 ECA countries.
3. Increased U.S. imports from devalued countries. This will bring loud outcries for higher tariffs and may result in a deterioration of our bi-partisan foreign policy, but as a creditor nation we must increase imports if we expect to secure our interest on foreign investments and be paid for our exports.
4. Increased exports from the devalued countries to the dollar areas -- unless inflation, wage demands and higher profit-taking largely offset the advantages gained by devaluation.
5. Decreased U.S. exports to devalued countries -- but probable encouragement of overseas investments and American branch plants abroad if reasonable proportion of profits is convertible to dollars.
6. Increased gold output in mining countries to sell to the U.S. at \$35.00 per fine ounce -- will exert some inflationary pressure here.
7. Reduced billings in dollars, at least temporarily, for our international offices in devalued countries.

Note: Pete Fielden, JWT Manager in Bombay, has written a fast, detailed summary of the currency devaluation developments as they will affect JWT clients in India. Copies may be obtained from Mr. Shirley Woodell (NY). This report was written shortly after Cripps' announcement; and 4 days after it was mailed from Bombay, mimeographed copies were on the desks of JWT-NY International clients.

-5-

JWT Campaign of the Week

WECO PRODUCTS COMPANY
(Chicago)

Two years ago, the first Dr. West's "NEW FACTS" advertisement appeared in Life magazine. It was a brand-new type of campaign -- one designed to fill these two vital needs in the marketing of the Dr. West's brush:

1. To give consumers sound, valid reasons for the purchase of a Miracle-Tuft toothbrush -- reasons based on the merit of the brush itself -- and,
2. To enlist the enthusiastic support of wholesale and retail druggists alike.

At the outset, the art problem was to develop a dramatic, different visual treatment that would give real stature to the Dr. West's brush as a precision cleansing instrument. Tremendous strides had been made in the field of interpretive photography, and one of the most outstanding men in this work was Martin Bauman, of the Bauman-Greene studios in New York. Mr. Bauman was engaged to make the photographic compositions used in the series.

Today, the campaign continues to follow the original, highly successful pattern. Each full-color illustration dramatizes one important feature of the brush. The headline points it up, and the copy elaborates on it.

Dr. West's advertisements have always enjoyed large readership by women. Now, for the first time in Dr. West's history, these advertisements have attracted the attention of nearly an equal number of men without losing the audience of women readers. In addition, they consistently draw unreserved compliments from the trade and are used regularly by wholesalers and retailers to supplement their selling efforts.

Dr. West's advertising is up. Aggressive merchandising follow-through on the part of the Weco organization and its distributors keeps the Miracle-Tuft "up front" in retail drug stores. Recent refinements in the design of their brushes, plus the addition of a new "Powder Brush," give Dr. West's the advantage of a complete line of toothbrushes of highest quality. As a result, Dr. West's now enjoys a position of uncontested sales leadership in the highly competitive toothbrush field.



Topics for Conversation

"THE WEST COAST'S MARKETING OPPORTUNITIES ... BACK YARD ... FRONT YARD ... MORE DISTANT PASTURES," by Vergil Reed, has been printed in booklet form and is now available. It may be useful to Representatives whose clients are particularly interested in West Coast markets. It also contains much up-to-date information on national markets in general. ... RECENT "SPRITE" ADVERTISEMENT PRAISED BY "ADVERTISING & SELLING." Calling it the best hot-weather advertisement for a deodorant, A&S said that the use of green and black in a duotone photograph of a woman using this new-type product was the simple device which turned the trick, giving it a cool, refreshing effect. ... N. W. AYER & SONS has announced that it will in the future charge its clients a straight 15% of card rates for space and time and 15% on commissionable production and costs, instead of 16 2/3% on the net cost of space and time and on preparation. Ayer was the only major agency that did not use the conventional 15% charge. ... PRODUCTIVITY PAYS ... AND NOW is the title of an excellent booklet produced by the British in an effort to sell their Productivity Campaign. Productivity, the need for it, the accomplishments of it, the meaning of it, and how it works are cleverly explained in the illustrated booklet. Vergil Reed has a copy. ... 4A'S EASTERN CONFERENCE TO BE HELD IN NEW YORK, OCT. 4-5 at the Hotel Roosevelt. A number of JWT'ers are expected to attend its various sessions. Highlight of the conference will be a study of problems facing the industry, with special emphasis on radio and television. ... FTC'S ANNUAL REPORT revealed that 965,051 advertisements, or 1,744,962 pages of advertisements, were reviewed by the Commission. Of this number, 20,263 were laid aside for further study, representing 2.10% of the total advertisements or 1.16% of total pages of advertising material reviewed.

How well do you know your JWT'sers?

Thumb-Nail Sketch

HOWARD FOLEY



Chalk up, for this able writer, 15 years in the New York Office. But time, as any nuclear physicist will tell you, is relative. More pertinent is the remark of a Cuban friend of Howard's, who cut through language limitations to describe him as "Old head, young face."

Howard was still several years too young to cast his first Republican ballot when he joined JWT 15 years ago -- via a better-than-excellent record at St. Lawrence University and a "Phi Bete" key that fitted the doors of Miss Reese's messenger department. One year, and he moved to

Proofreading, established himself as an authority on the relative position of commas, quotes, and bang marks -- then shifted to Traffic. A year or so of study under Eli Gordon and he moved to New Business; then -- in 1943 -- came the worked-for objective: an appointment to the Editorial Staff.

Patient in sifting ideas and information until the proper thought jells, Howard has seen service on a variety of JWT accounts. You know his concise handling of White Owl copy, his editing of General Cigar Co's "Long Ash," which has earned for this publication an authoritative place in its field. RCA, Rystan, Ford radio, Pharma-Craft, and J. B. Williams have all shared his touch. Mentholatum's present comic strip advertising demonstrates a Foley motto: "Say more, faster, and with less waste space."

After hours, Howard's interests are as diversified as his JWT experience and accounts. Clubs? Phi Beta Kappa, Alpha Tau Omega, The Young Men's Republican Club, and, naturally, "After Shave." During his stint on J. B. Williams, Howard served as a director of this most distinguished men's club and admitted such celebrities as Ezio Pinza, Lawrence Tibbett, John Erskine, Lucius Beebe. There is also said to be a blackball list, but, if so, Howard keeps it in the dark.

Howard Foley's vacations are devoted to travel, mostly -- to date -- in the Caribbean. Looking behind the monuments at the people, he comes home with a good idea of what's ticking in the places he visits. In two trips to Haiti he has yet to take the long mule-back journey to Christophe's Citadel -- but he knows a great deal about Haitian homes and the people who live in them. To which we might add that he has an endearing habit of bringing interesting examples of native handicraft back to his friends, a trait we hope he will continue.

A vital statistic for the benefit of the ladies -- Howard is a bachelor.

People

WILLIAM BRIGGS (NY) in Cincinnati, Thursday for Kodak. BILL ADAMS (LA) is giving a course in copywriting at Los Angeles City College. DON FRANCISCO, THAYER JACCACI & CAL KUHLE (NY) were in Rochester last Friday for Kodak. KATHERINE WIGGINS (NY) is retiring after six years with JWT. Mrs. RUTH SHAW will succeed her as Art Consultant. MARJORIE WEISENBERGER (NY-Art Dept.) arrives back in the office this week after an air-sea trip to Tokyo, where she visited her brother. RENE WEAVER (SF) was honored guest at the San Francisco Press Club dinner, Friday, Sept. 23rd -- the occasion marking the opening of Rene's showing of landscapes and water colors. BETTY BAGNUOLO (NY-Art Dept.) will be married Oct. 8th to Donald J. Boyle. HELENE HURLEY (NY) engaged to Wildes Walker Veazie, Jr. PAUL CHANDLER (Chi.-Public Relations) in Memphis this week for Kraft Foods. FRED GRAY (Chi.-Public Relations) and Jim Eddy, Field Secretary of the National Kids Day Foundation, Inc., are making an extended trip through Wisconsin, Minnesota and the South for the NKDF. BURKE HERRICK, TED JARDINE & ALEX ROGERS (Chi.) in NY for TV (Libby, McNeill & Libby). CY KEENAN (Chi.) and Al Maleske of Libby, McNeill & Libby to Washington last week, then on to Memphis, Houston and New Orleans.

THE JWT NEWS IS YOUR NEWS. SEND AN ITEM TO JEAN HURLEY, EDITOR, BEFORE OCT. 6TH