

CONFIDENTIAL BULLETIN FOR STAFF MEMBERS ONLY

Best wishes for 1951

NEW BUSINESS

ATLANTIS SALES CORP. (NY) New Recipe Copy Approved For Good Luck Line.

ANTHRACITE INSTITUTE (NY) Million-Dollar Campaign Waxes Warm.

The survey, conducted Nov. 28-30, revealed that coal heating (used in approximately $\frac{1}{2}$ the homes) was almost exclusively hand-fired; the phrase "Up and Down Heat" is registering with the public and is being understood. One third of the people interviewed had seen or heard advertisements talking about it, and more than $\frac{3}{4}$ of them were able to explain correctly what it meant. ... The recollection of TV announcements was also high: -- 27% of all respondents and 71% of TV set-owning homes.

Eastman Kodak placed its first advertisement in an 1899 issue of the SatEvePost -- starting an unbroken record of yearly Eastman Kodak advertising in that publication. The record shows that Eastman Kodak has carried in the Post: 1090 advertisements; an average of 21 advertisements per year; a total of 503 full-pages; 247 fourth covers. Said SatEvePost, "The growth and prestige of Eastman and the products which bear its brand names, we think, speak for themselves."

The J. Walter Thompson Company for the second consecutive year is serving as the volunteer agency for the Hoover Report, this year via the Advertising Council. Goal of the drive, which starts late in January, is to bring new members into the National and local committees which are working to urge Congress to pass the reorganizing recommendations of the Hoover Commission. (More than 50% of the recommendations have been adopted thus far.) The campaign calls for 12 newspaper advertisements, car cards and posters, all of which offer a free booklet, "Will We Be Ready?", which explains the creation of the Commission, the conditions it found and the recommendations it made. ...

WANTED

Public-spirited men and women who will act now to finish a job vital to our National Security. No reward except the satisfaction of seeing America strong and fit to face the uncertain future.

Why you are needed. 50% of the Hoover Report recommendations have been enacted into law. Those recommendations have made a big mark in the important job of modernizing our government machinery. They've cut waste in federal operations by billions of dollars.

Now the rest of the Hoover Report recommendations are before Congress. If passed, they will put our government in fighting role to face any eventuality.

What you can do. Join the National Citizens Commission for the Hoover Report. This non-profit, bipartisan organization will supply you with information.

Join your state or local Citizens Committee. Working with it, you can bring the story of the

Donner Report recommendations to your friends and neighbors. Then, you and your neighbors working together can help strengthen our nation to meet the dangers that confront us.

The Hoover Commission
Continued from p. 10
The Commission's report, "The Executive Branch: A Study of the Federal Government's Management," is a landmark study that will have a profound impact on the way the federal government is run. It is a study that will be read by every citizen who cares about the way the federal government is run. It is a study that will be read by every citizen who cares about the way the federal government is run.

The Supreme Commission for the Hispanic Report

The Hispanic, non-profit Citizens Commission was formed with the encouragement of Populists, Teachers and Parent-Principals (known as "before through") as the Commission's membership as

This advertisement published in the writer's interest by

NAME OF SPONSOR

SHELL CHEMICAL CORP. (NY) Develops Revolutionary Resins.

A line of synthetic resins, known as "Epon" resins, which give paints an unprecedented affinity for metal surfaces, has been developed by Shell Chemical Corp. The new resins, designed to enable finishes to adhere more firmly to metals and to resist chemical attack, have been tested in Shell laboratories in cooperation with Devoe & Raynolds Co. Tests showed that when used in paint, the new resins bring chip-proof coatings to automobile bodies, and tooth paste tubes and prevent corrosion and staining of enamel surfaces in kitchen appliances. A single coating of Epon resins can replace as many as three separate finishing steps in the case of automobiles.

Shell Chemical has initiated a heavy trade campaign, which will run through 1951, in surface coatings trade journals as well as general chemical publications. ... The start of the campaign (color spreads in November publications) coincided with a series of special demonstrations of the effectiveness of the new resins at the recent annual Convention of the National Paint, Varnish and Lacquer Association in Chicago.

Departments

TELEVISION The Pulling Power Of A TV Commercial.

Kraft offered a free Cheese Classics booklet in the February 25, 1950, issue of the Sat-EvePost and the March 13 issue of Life. On March 8, 1950, the Cheese Classics booklet was offered on the Kraft Television Theatre at 10¢ a copy. Only one announcement was made -- the second commercial of the show. ... As of April 7, a total of 23,102 returns had been received from the television offer (at 10¢) and 15,967 returns from the magazines (free offer). ... On April 26, another booklet, "And Then The Cheese Tray", was offered for 10¢, again using only one commercial on Kraft Television Theatre. The TV offer produced 7,942 returns. Although no magazine advertising even mentioned this second cheese booklet, 428 readers of the February magazines offer wrote in requesting the second booklet.

ADVERTISING "What Happens When Newspapers Don't Hit Town?"

The above headline of an advertisement prepared by the ANPA's Bureau of Advertising leads into the dramatic story of what happened recently during the Pittsburgh, Pa., 45-day newspaper strike. The full-page advertisement for use by member papers tells how business took a beating (down 8.6% from "normal" 1948 figure). Football and theater attendance fell off -- "men sought jobs and jobs sought men with little luck," says the copy. "Pittsburgh's experience proves once again that a city without its newspapers is a city in the dark. With its newspapers, our city or any other possesses an informative force and a business-building power for which no substitute exists."

A Valuable Advertising Lesson

A story about Jim Young, entitled "A Fortune for your Thoughts," appeared in the December issue of THE AMERICAN MAGAZINE. Among many anecdotes the author relates is this one:

"One of his (Jim Young's) retirement activities is the production and marketing of apples on his Rancho Canada, 40 miles west of Santa Fe, N. Mex. A large part of the crop is sold by mail ... and if the customer doesn't like them he can get his money back and keep the apples.

"Just before the harvest in 1949 ... a series of severe hailstorms beat down upon the trees and stamped ugly little brown spots upon the pure golden skin of most of the apples. Thousands of dollars' worth of orders already had been received. Most of the customers were regulars, and the chances were that if these apples were shipped to them, when they opened the boxes and saw the spots they'd declare indignantly, 'Old Jim Young has sent me bad apples! I'll make him give me my money back, and I'll never order his apples again!'

"But Jim shipped the apples. And as the customer opened the box, on top of the paper covering, before he saw the hail spots, he was greeted by a card which read:

"NOTE THE HAIL MARKS which appear as minor skin blemishes on some of these apples. These are proof of their growth at a high mountain altitude, where the sudden chills from mountain hailstorms which these apples receive while growing, help firm their flesh and develop the fruit sugars which give them their fine flavor.'

"The big idea was to boast about the defect, not to apologize for it. Jim Young, understanding the public mind, converted a blemish into a beauty spot -- the hail marks, guarantees of perfection. Not one customer asked for his money back. Dozens wrote telling him they were the best apples they ever ate, and the following year -- last October -- when the orders began coming in again, many a customer asked for hail-marked apples."

JWT Campaign of the Week

LEVER BROTHERS COMPANY

Lux Flakes
(New York)

BACKGROUND

1. During 1950, Lever Brothers, for the first time, placed the force of movie-star endorsement behind Lux Flakes in both publication advertising and on the radio. (Lux Toilet Soap has featured movie-star endorsement for over 20 years.)

2. The success of this campaign has been reflected in the product's improved sales position.

3. Surveys show that nearly all women have, at some time or another, tried Lux Flakes and have known the product favorably.

THE PROBLEM

Since the number of consistent users of Lux Flakes is actually smaller than those who have tried the product and known it favorably, the problem is to get these former or occasional users to try the product again.

It was recognized that the most effective way of doing this would be via news of product improvement. Levers' research laboratories found that they could make a major product improvement, one of the greatest in years, by adding "Color Freshener" which "is a real beauty bath for fabrics. It gives new life to all colors."

MEDIA

Beginning in February, 1951, publications, the improved product story will be told in leading women's magazines and This Week magazine section -- mostly color pages.

THEME AND COPY STORY

The screen-star endorsement -- so successful in 1950 -- will be continued. The advertising will show a glamorous picture of a screen star, then describe the intimate garments of her personal wardrobe and tell how they were cared for with Lux Flakes.

In the new layouts full use will be made of the news of this product improvement. This is done with the following elements: (1) a news announcement (2) an enthusiastic endorsement of the improvement in the star's own words (3) a particularly effective use of color in the layout to emphasize the idea of the color freshener (4) news interest about the star's wardrobe (5) a special layout treatment of the body text to increase the readership of the copy story.

RADIO AND TELEVISION

The new product improvement story will also be told on Lux Radio Theater, and 2 new TV commercials are being prepared for use on Lux Video Theater. Considerable ingenuity was required to tell the story of "Color Freshener" on TV -- without benefit of color.

Topics for Conversation

LONDON OFFICE STARTS PUBLICATION OF CONFIDENTIAL NEWS-SHEET FOR STAFF. Temporarily named J.W.T./B.M.R.B. NEWS, the first issue (Dec. 1950) offers £ 2.2.0 for a suitable title. A monthly, the NEWS is 15 pages; Reader's Digest dimensions; illustrated; carries "personals"; humor, gossip, account news. PUBLIC BLAMES GOV'T FOR INFLATION - NOT BUSINESS PROFITS NOR LABOR COSTS, according to a Psychological Corp. survey. Another survey reflects public's belief

that large companies should be encouraged or let alone. JWT-ARGENTINE ART DIRECTORS STEAL THE SHOW - win majority of first prizes at Buenos Aires Annual Art Directors Show. ADVERTISING CLAIMS AND THE READER'S DIGEST is subject of editorial comment and article in December 15 issue of Tide Magazine. It discusses R.D.'s consumer product pieces and tendency of advertisers to use them as testimonials. SWIFT COPY QUOTED -- "More prance in your dance! More wham in your slam!" was quoted in Tide's "Words At Work" column.

NEW!
LUX WITH COLOR-FRESHENER

"I've always insisted on LUX... new LUX is more wonderful than ever!"
- DIANA LYNN

"I must surely believe, my dear, my Diana Lynn, 'Lux' with Color-Freshener really, at its proper quality with new 'LUX' and 'Luxy'."

Here's how YOU can keep whites whiter, prints sharper, colors brighter
When you do laundry, remember... new Lux Flakes with Color-Freshener actually brightens all whites, softens up all prints, restores all colors!

It's sensational! It's a wonderful new kind of beauty bath for your garments! Remember! New Lux Flakes with Color-Freshener actually brightens all whites, softens up all prints, restores all colors!

Just try this marvelous new Lux for your domestic laundry. Notice how quickly new Lux Flakes brighten and brighten. White things are glowing white, colors look excitingly fresh and gay!

Keep colors fresher, clearer... and make washings last longer as long as washings washed the wrong way, stain your clothes. Sooner, show favorite washable color.

DIANA LYNN
Star of "BEDTIME FOR BONZO"
A Universal International Picture

LUX
with color-freshener

How well do you know your JWT'ers?

Thumb-Nail Sketch
ROBERT M. MILLIKEN
(Los Angeles)



An account executive position has been attained by copywriters, merchandising and research experts - even office boys - but seldom a student of art. Bob Milliken, post-war Thompson production chief, is one of the few exceptions.

Bob, who topped his college career at Wabash College and University of Akron with a Bachelor of Fine Arts degree from Chicago's Art Institute, also studied painting at the University of Mexico. He then accepted a directorship at the Sioux City Art Center, Iowa. About here Bob became fascinated with advertising and his next step was the Pure Oil Company, Chicago, as art director and production head.

The lure of California hit Bob, but he had no sooner arrived in the Golden West, than World War II broke out. Unable to enter the Marines because of an old football injury, Bob turned his energies to drafting; went to work for Lockheed Aircraft until 1945 and the end of the war. J. Walter Thompson-Los Angeles was his next step up the advertising ladder. He was made production chief, a department he still oversees, while serving, also, as representative for AiResearch, Leo J. Meyberg (RCA), NBC and Bishop-Conklin Paint Co.

Usually bluff and cheerful, Bob has been known to blow his top just because he's missed a two-foot putt. Such a boner sends him into colorful aspersions against his Irish forebears and "whatever gods may be". Yet it was while teaching the game to lovely Denise Ware of J. Walter Thompson that Bob found his true love. They were married last year. ... Though his golf shots may occasionally go astray, Bob's excellency in the culinary arts cannot be questioned. An artist in cookery as well as in paint, he can "process" a barbecued chicken like the best "chef du cuisine" -- making him a good man to have around.

"Quotes"

In a recent talk in Chicago, Norman Strouse (Detroit) said: "What is creative understanding, and how does it operate? There are, of course, as many definitions of this as there are people willing to risk a definition.

"In the first place, it is certainly an attitude. This attitude is one of great curiosity and a habit of never being willing to accept anything on the basis of first appearance or tradition. It is neither coincidence nor affectation that advertising men pursue a wide range of hobbies or special interests. The advertising mind would wither were it to be confined to the routine or strict methodicity which is found in accounting, law or banking. ... The advertising mind, to be truly successful, must face any new problem with a complete understanding of the mechanics of the problem, to be sure, but with an entirely uninhibited attitude toward it.

"Creative understanding or the habit of thinking creatively is not just a fortunate gift which descends from Heaven on a select few. It can be cultivated as methodically as any other good business talent."

People

WALLACE ELTON (NY) will deliver first lecture in new series sponsored by Art Directors Club, N.Y. -- 6 lectures in all, on Wed. nights, starting Jan. 10 in JWT Assembly Hall. STUART SIEBERT (Chi.) in Canada, Dec. 28. JOHN REBER (NY) out of hospital and doing fine -- spent Christmas with his family on his farm in Berks County, Pa. J. WALTER THOMPSON-NY received a citation from Greater New York Fund for meritorious service in 1950 campaign. WM. PERRY (NY) leaves Jan. 3 for Pittsburgh and

Toledo for Libbey. LLOYD GIBBONS (NY) to Chicago Jan. 7-10 for Pacific Mills. MESSRS. KREER & RETCHIN (Chi.) are papas of new baby boy and girl, respectively. J. WALTER THOMPSON-NY celebrated Christmas with a buffet lunch; 38 decorated trees on the 3 floors of the Graybar Bldg.; carols beautifully sung by a 35-voiced choir, led by Bill Miller with Adele Verdon as soprano soloist. (This has led to popular demand for a year-round choir. Anyone interested please attend meeting in 11th floor Audition Room, Thursday, 12:30.)