

Mr. Jones

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the tie-in of 10c off on an unpackaged commodity like butter or eggs, with each purchase of an advertised slow-turnover packaged product.

A few years ago Duane Jones went to Ireland and brought back with him ten tons of stone—appropriately Blarney Stone. He had the New York jewelry company with which they do business make up charm bracelets containing a Blarney Stone chip, a four-leaf clover and a "lucky medallion."

In ten days over 300,000 customers (the usual half new ones, half old) sent in their Bab-O labels, plus 25c.

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DUANE JONES is constantly on the *qui vive* for the latest trends, which he follows up with his premiums. When Madame Chiang Kai-shek's popularity was at a peak during her latest visit to this country, the agency secured permission from the Chinese Embassy to dedicate a chrysanthemum to her, and to the fight in China. So a Madame Chiang Kai-shek Chrysanthemum Plant was offered to everyone who would send in a Bab-O label, and, of course, a quarter.

'Riding the Trend'

The same idea of "riding the trend" was employed just after Normandy D-Day, for the Eisenhower Victory Sword Pin. Response to this was so overwhelming that the offer was pulled after 6 days for lack of pins.

Before the war Duane Jones cornered the market on cheap Japanese cultured pearls, for a premium campaign offering the pearls set in a sterling silver bowknot pin. The deal was arranged in a phone call to a dealer in Japan. Pins were sold out in ten days—and so were the pearls. Try to buy some today!

All Jones' premiums are "self-liquidating," the 25c taking care of all costs. "We don't believe in giving away the horse to sell the saddle," says Mr. Smith.

Manhattan Soap Co. (Sweet-Heart Soap) sends out millions of

premiums a year without losing a penny on the premium itself. It is the largest Jones account.

SweetHeart Programs

Programs that Duane Jones now has on the networks for Sweet-Heart Soap include: *Katie's Daughter*, NBC serial, and *Evelyn Winters* and *Rose of My Dreams*, both on CBS.

The Mennen Co. (brushless shave cream, skin bracer, lather shave cream, talcum) spends about 50% of its advertising in radio. It sponsors a five-minute platter show on 90 local outlets. Since Duane Jones took over the account three years ago, Mennen has risen from seventh to third place in consumer sales among shave creams. It's first, by a wide margin in the after-shave field.

Grove Labs (cold tablets, Pazo ointment, Bromo Quinine) uses 95% radio in advertising cold tablets and Bromo Quinine. Grove uses all spot and local spot programs. Bromo Quinine has just come back after its "war service."

Sweets Co. of America (Tootsie Rolls and other candy products) uses spots and participations.

Southern Cotton Oil Co. (cooking oil) sponsors the 15-minute recorded Italian language serial, *The Horseman of Justice*, on several foreign language stations. The show is a package deal. Commercials are written in English, translated into Italian, then translated back into English for Duane Jones' approval.

Spot Replacements

Several spot shows and news commentators are sponsored by Duane Jones' clients. Among them are: John Gambling on WOR New York and New England newscasts, for Megowen-Educator Food Co. (Crax, Thinsies); Henry Gladstone on WOR for Hudson Pulp & Paper Co. (facial tissues, paper napkins, towels); and several spot newscasts for C. F. Mueller Co.

There is a campaign now in operation throughout the country for a relatively new Larus & Brother Tobacco Co. product, Alligator Cigarettes. Local stations are being used, with heavy newspaper tie-in.

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THE agency handles its accounts on a sort of cooperative basis. A plans board, consisting of Mr. Jones, Mr. Smith, C. Fred Bell, Robert Hayes, and Joseph Scheidler, reviews the plans for each account as they are formulated.

Handling of Accounts

After a Duane Jones executive calls on a client and discusses the account, then the Jones executive makes out a call report which gives details of the meeting. He sends a copy of the call report to the client and to all who are involved in the work—radio department, copy, space, premiums, merchandising, production, art, research, publicity.

Top kick in the Radio Dept. is



"Aunt Polly" (Charmé Allen) and "David Harum" (Cameron Prud'homme) discussing their roles in the Bab-O drama now in its ninth year on the air.

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Regina Schuebel — affectionately known as "Reggie" throughout the industry. A former radio director of Biow Co., her advertising creed parallels that of Duane Jones: Find the right formula for a program, based on the audience you want to hit, then use it indefinitely, with but minor changes to keep it timely. The prime reason for a sponsor's use of air time is to sell his products, she reasons, so sponsor identification and sales power must never be sacrificed for entertainment value.

From Mr. Jones' office, on down to the woman who cleans the floors, the atmosphere that prevails in the agency is friendly, pleasant, well-organized. Above all, everybody has a hand in each account, "everybody gets into the act." Even the premium customers. Oh, especially the premium customers.

Thus, in six years a great business from a little flower seed has grown.

Three Move to WGN-TV In Chicago Realignment

THREE members of WGN Chicago's public relations staff have been assigned to WGN-TV, the *Tribune's* television station, which has been airing test patterns since Feb. 1. Robert Hibbard, in charge of special features, has been named assistant manager of WGN-TV operations.

Marilyn Lassen, staff writer, has been placed in charge of WGN-TV publicity under WGN's public relations department. Esther Bronson, receptionist, will serve the television station in the same capacity.

Mr. Hibbard has been at WGN since 1936, with the exception of a wartime period when he was an Army captain. He will be replaced by Winston D. Jolly, who was attached to the Armed Forces Radio Service in New Guinea and the Philippines during the war. Other two vacancies in the WGN public relations staff will be filled by Edythe Pearsall, former radio director of the Veterans Administration in the Midwest, and Gloria Werkmeister, who has been a secretary in WGN's production department.

MARLOWE, HOWARD NOW WITH WPIX (TV)

HARVEY MARLOWE, independent video producer, and Thomas E. Howard, formerly chief engineer of KSD, KSD-FM and KSD-TV St. Louis, have joined the staff of WPIX New York, television station of the *New York News*, as program manager and chief engineer, respectively. Mr. Marlowe was executive program producer for ABC's television department before forming his own company, Marlowe Television Assoc. Mr. Howard, with more than 25 years service in communications, at WPIX is renewing his association with Robert L. Coe, general manager, who was technical supervisor of the *St. Louis Post-Dispatch* radio stations before joining WPIX.

In announcing the new WPIX executives, Mr. Coe also revealed plans for the construction of two-story video studios atop the nine-story structure on the east side of the News Bldg. in midtown New York. One will measure 50 by 72 feet, the other 25 by 50 feet. Control rooms, a film studio, dressing rooms for video actors, as well as observation rooms and audience galleries, will also be included on the new floor. WPIX offices are on the tenth floor of the News Bldg.

The antenna will be mounted upon a 280-foot tower atop the 36-story News Bldg. Alexander Crockett & Assoc. is architect and engineer on the project.

THE LONG ISLAND STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

WBTM DANVILLE, VIRGINIA

The Voice of the Rich
Piedmont Region*

Now 5000 Watts
1000 Night

PHONE SANDY GUYER
DANVILLE 2350

* Hooper Station Listening Index, Fall, 1947 shows WBTM the outstanding favorite, as it has been for 17 years.

American Broadcasting Company
GEORGE P. HOLLINGBERRY CO.
National Representatives