

JOHN E. ALLEN, INC.

JEA 1P19 - PUBLISHING

<07/96>

[u-bit #19200317]

13:00:13 *Fortune At Work* <operations of the Fortune Magazine> views of people sitting on benches near fountains at Rockefeller Plaza with editor Gilbert Burke walking by and into "Time & Life Building" (?) in PA: Q-4-C [color] [sound-with narration]

13:00:49 views of Burke walking through hallways of office into weekly editorial meeting in lush conference room with Hadley Donovan (managing editor), John Davenport (asst. managing editor) smoking pipe, Duncan Norton Taylor (managing editor), Mary Johnston (chief researcher), Jay Gold (editor), Herbert Solo (editor), Gilbert Burke (editor), Freeman Lincoln (story development editor)

13:02:14 views of editors discussing story on oil man John Meekham? from Texas and other stories

13:04:05 views of Burke on telephone with head of Reynolds Mutuals interviewing him for story about Reynolds having bought stake in British company

13:04:20 exterior of headquarters of Reynolds Mutuals with Richard Reynolds talking with another man

13:05:33 views of Market Research Department with Dr. Edgar Gunther (head of Dept.) and others discussing needs and tastes of readers including PAN across texts of research studies and need for new research study to measure impact of advertisements in magazine

13:06:47 skyline of Chicago with ship along river in f/g

13:06:54 views of offices of Social Research Inc. in Chicago with men discussing setting up interviews for study to measure effect of advertisements depending on character of magazine in which they appear

13:08:01 man speaking about results of study with interview of reader being played back on audio tape recorder: "What Do I Want Most In A Management Magazine? Well Let's See. Well Gosh I Suppose That What I Want Most Is Good Research And I Want A Magazine To Give Me The Facts And Then Good Sound Interpretation"

13:08:48 views of editor and woman researcher in office discussing story on National Homes

13:09:55 HA New York City rooftops and church

13:10:12 CU tape recorder with interview being played

13:10:29 editor William H. White on telephone conducting interview

13:11:11 water fountain in Washington, D.C. with Capitol dome in b/g

13:11:15 water falling in canal with trees in Washington, D. C.

13:11:19 AEC chairman John McCohan and Charles J.V. Murphy of Fortune magazine, CS military hats on counter, Air Force General Rosie O'Donnell in garden at Murphy's home

13:11:41 sign: "Aloha" on building, General Herbert Hopwood (Commander in Chief of Pacific Fleet) and his wife welcoming Murphy at airport in Hawaii

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- 13:12:13 street scene at Broad St. and Wall St. in New York City with exterior of J. P. Morgan Building
- 13:12:31 views of office interior in J. P. Morgan Building with Henry C. Alexander (Chairman of Morgan Guarantee Trust Co.) being interviewed by Richard Austin Smith (Fortune editor) and Ruth Miller (researcher) while sitting under portrait of J. P. Morgan the Elder, Alexander discussing when during a project his bank gets involved including meter on Ampex tape recorder reacting to sound of his voice
- 13:14:18 views on seventy one foot sailing yacht in Long Island Sound of Walter Wheeler Jr. (President of Whitney Bowes) being interviewed by editor and researcher of Fortune magazine
- 13:15:48 views of luncheon meeting with president of American Motors George Romney? with editor and researcher from Fortune Magazine - ordering drinks, talking about pricing of cars, increase in sales and competitors
- 13:17:41 Max Geschwindt (asst. art director) and Frances Bellow (editor; winner of Lasker Award for scientific writing) at drawing board discussing new theory of color with layout, illustrations and photos from magazine
- 13:19:16 editor and production manager discussing layout problem: "...It Might Get the Artist a Little Upset But We Don't Care Very Much"
- 13:20:04 views of editor at typewriter and other editors at table in hotel room preparing economic forecasts and discussing article
- 13:21:21 views of editors discussing first draft of story on national homes with chief editor criticizing structure and lead paragraph
- 13:22:52 Advertising Promotion Manager explaining outcome of study on impact of advertisements using advertisements from magazines and graphs
- 13:28:48 HA street scene in New York City, PAN of skyscrapers at Rockefeller Center, "The End"
- 13:29:38 (1959) [Produced by United States Production Inc.] [Time Incorporated]