

J. Walter Thompson Company News

CONFIDENTIAL BULLETIN—FOR STAFF MEMBERS ONLY

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THE FOUNDATION FOR COMMERCIAL BANKS APPOINTS THOMPSON AS ADVERTISING COUNSEL

New York... The Foundation for Commercial Banks has appointed J. Walter Thompson to service the national co-operative advertising for banking.

Recently established to organize and conduct a national advertising program, the Foundation is a non-profit organization headed by 12 leading bankers as Trustees representing the Federal Reserve Districts, supported by a committee of sponsors of 100 bank leaders in all 48 states, District of Columbia, Alaska, Hawaii, and Puerto Rico.

NEW CAMPAIGN PROMOTES ABSORBINE JR. AS NATION'S IDEAL FORMULA FOR ATHLETE'S FOOT

Get after Athlete's Foot *FAST!*



Raw, red cracks between the toes, maddening itch or peeling are the first signs you've got Athlete's Foot



Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your doctor



Live Athlete's Foot fungi grow in the mold you see in the test tube, left. These fungi can lie dormant for months on the skin—flare up when it becomes moist and warm

Athlete's Foot fungi killed fast! When Absorbine Jr. was added to identical fungi, it killed all the Athlete's Foot fungi in less than 5 minutes! (See tube on the right.)

Absorbine Jr. KILLS 100%
of Athlete's Foot fungi in less than 5 minutes!

Famous laboratory grows millions of Athlete's Foot fungi in test tubes, and reports every single one killed by Absorbine Jr.

That tingling sensation tells you that Absorbine Jr. is busy killing all the fungi it reaches. Because it is a liquid, Absorbine Jr. gets into tiny cracks better than powder or salve.

Carefully controlled clinical tests on patients have proved how wonderfully effective Absorbine Jr. is. Doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Get Absorbine Jr. wherever drugs are sold. Also comes in familiar family and hospital-size bottles.

Absorbine Jr.
America's No. 1 Formula for Athlete's Foot

**New applicator ends risk
of spreading Athlete's Foot**



Now—treat Athlete's Foot without touching it! Simply turn Absorbine Jr. bottle upside down, dab infected area with sponge tip. Applicator does the rest—no drip... no mess... no need to touch infected area with your hands

New York... W.F. Young, Inc., has expanded advertising efforts for Absorbine Jr. during the summer months, using magazines, TV and car cards to tell its message.

Now available in a personal size bottle with dab-on applicator, Absorbine, Jr. will be featured in both four-color and B&W advertisements in LIFE, LOOK, SATEVEPOST, GOOD HOUSEKEEPING supplements and other magazines.

Highlighting the summer TV schedule was the co-sponsorship of the last hour of the National Open Golf Tournament over 141 NBC-TV stations on June 14. Spot television is being used in 19 selected markets.

Car cards, used for the first time, appear in every other New York subway car and stress the danger of Athlete's Foot and the effectiveness of Absorbine Jr. for prompt relief.

Prior to the campaign opening, every drug outlet in the country was sampled with a free unit of Absorbine Jr. -- to introduce and announce the new dab-on applicator.

NEW DIRECTOR OF THE COMPANY

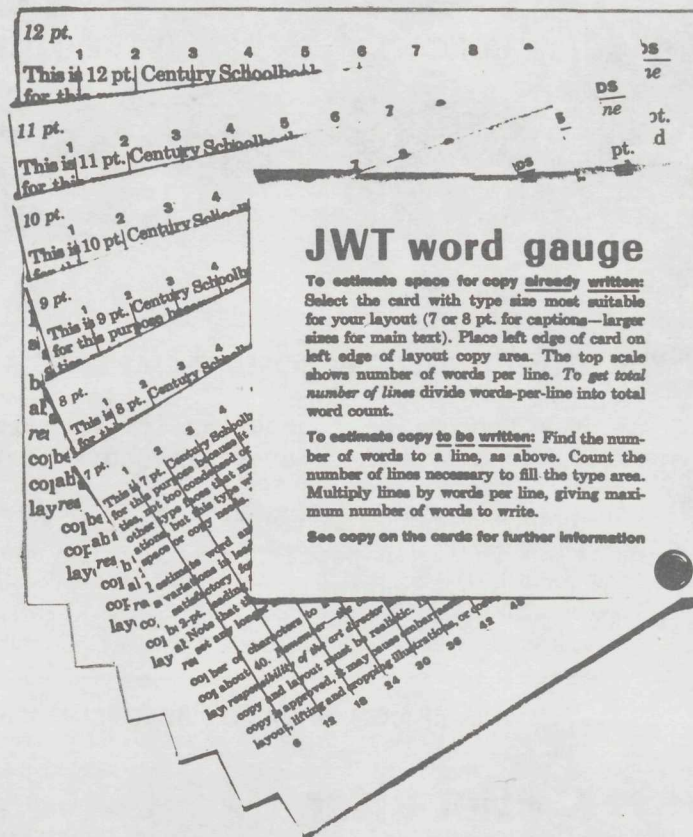
New York... Dan Seymour has been elected a Director of the Company.



Lessons in advertising: Pointers for better headlines

The problem of writing headlines is twofold: 1) to write headlines which have flash value (do some selling though reader reads no more) and 2) to incorporate "hooks" in headlines which lead the reader into the copy. The following list contains some pointers in creating better headlines.

1. Introduce news element if possible. (The words introducing, announcing, new are good standbys).
2. Make a promise. Appeal to reader's self interest—YOU. However always keep it believable (no wild claims).
3. Appeal to emotions -- "sell the sizzle, not the steak" (fear, hunger, sex, rage, sight, touch, vanity, smell, hearing, taste).
4. Avoid dead words. Use picture words that convey an image.
5. Use short words, that are imaginative, colloquial, warm.
6. Headline a single, specific thought -- and "flag" the readers you wish to reach.
7. Use quick attention devices (now here; Flash: Sale; Coming).
8. Use unexpected words for punch.
9. Headline the difference between your product and competition.
10. Try to have a verb headline.
11. Don't waste words saying in headline facts which are clearly told by picture.
12. A storybook headline is sometimes a very intriguing device.
13. Ask a question -- teaser headlines are often effective.
14. Keep it short (less than 10 words); clear.



JWT word gauge

To estimate space for copy already written: Select the card with type size most suitable for your layout (7 or 8 pt. for captions—larger sizes for main text). Place left edge of card on left edge of layout copy area. The top scale shows number of words per line. To get total number of lines divide words-per-line into total word count.

To estimate copy to be written: Find the number of words to a line, as above. Count the number of lines necessary to fill the type area. Multiply lines by words per line, giving maximum number of words to write.

See copy on the cards for further information

New JWT Word Gauge designed to aid writers in estimating space and copy requirements

A new aid for writers is the JWT Word Gauge which has been designed to indicate the amount of space copy will take or, conversely, roughly show how many words are needed to fill a given space. This handy tool also can be useful to others who must gauge space or copy requirements.

Set in the popular Century Schoolbook, each card shows various leading styles and suggestions on the limitations of lines. The last sentence reads: "If the incorrect amount of copy is approved, it may cause embarrassment, compromises in layout, lifting and cropping illustrations, or costly re-engraving."

A limited number of these gauges have been printed and are now being tested in NYO. If you would like a copy for testing purposes, please contact the originator, Frank Powers, Type Department, NYO.

Works of Alex Ross, illustrator, on exhibit in NYO Art Department this week



The recipient of several awards for his advertising and editorial assignments, Alex Ross has done numerous magazine covers for GOOD HOUSEKEEPING, SATEVEPOST, COLLIERS and other magazines. A recent assignment took Mr. Ross to Alaska for the U.S. Air Force, where he painted his impressions of this important frontier. In 1953 he received an Honorary Master of Arts degree from Boston College.

FRANCIS I. duPONT TELLS WOULD-BE INVESTORS "HOW TO BUILD A SECOND INCOME"

New York... On May 18 Francis I. duPont & Co. began a new campaign series -- "How to Build a Second Income" -- aimed at the great undeveloped market for securities. This campaign marks another long step in developing sales techniques to reach the people who would like to become shareholders, but do not know how to begin.

The three major features in the new campaign are: weekly advertisements in 75 newspapers coast-to-coast; a booklet entitled "Building a Second Income," and recorded talks by Francis I. duPont senior partners used at sales meetings in all 65 offices as the leadoff to the new advertising.

The newspaper advertisements (and all radio commercials in certain areas) are under such headings as "Who doesn't need more money?" and "What will your retirement program be?" A cartoon series (right) will begin at the end of the month. Each advertisement carries a coupon offering the new booklet (cover below), which took nearly a year to prepare and answers most would-be investors' questions. Along with the booklet is a list of 24 common stocks from which all "Second Income" programs may be developed.

*The
care and
feeding
of a second
income*



Francis I. duPont & Co.

Members New York Stock Exchange and principal security
and commodity exchanges 65 offices coast to coast
One Wall Street, New York 5, N. Y.
Telephone: DIgby 4-2000



Please send me your new booklet,
"Building a Second Income."

Name _____

Address _____

Building a Second Income

Investors often ask: "How long will it take me to build a meaningful second income?"

There is no exact answer, of course, to that question. This booklet, however, tells how you might plan an investment program fitted to your individual needs, how you might start and how, with sound judgement and careful attention, your goal might be reached sooner than you think.

Francis I. duPont & Co.

The recorded talks explained and summarized the campaign to all representatives, emphasizing face-to-face contact with potential investors as the most important factor:

"Advertising will produce the leads. The booklet will develop interest and establish confidence. The examples in the booklet and the list of stocks will provide tools and the pattern -- and -- finally -- but most important -- You yourself will close the business!"

For years, Francis I. duPont has been one of the largest investment and brokerage businesses in the United States.

On July 1 newspaper advertisements announced the acquisition of six additional offices in Virginia and West Virginia, bringing the total domestic offices to 71.

Specialist in unappreciated advertising writers



JOSEPH LEOPOLD --New York

"Moves slowly to get things done quickly"

In common sense, in kindness, in simplicity, in sense of humor, Joe Leopold is just a little Lincolnesque. Even his furrowed features seem to belong more to Mount Rushmore than to John Barrymore.

Joe's selflessness may have little to do with his gift for copy. But it has a great deal to do with his ability to help people be their best, both as writers and as human beings. Dozens of today's top writers report "Joe gave me (or helped me find) my first big job, when it surprised even me." Others tell how he restored their flagging self-confidence.

Anyone specializing in unappreciated advertising writers is apt to attract a large clientele. But Joe is choosy. He insists that copy people be "hungry to write." Ability, he thinks, is only half the story. There must be a desire, almost a compulsion, to write.

As to Joe's own writing, he explodes the myth that he first wrote "Duz Does

Everything." Instead, he found it buried in a paragraph of body copy, championed its use as a principal theme, and saw with satisfaction what Duz did do in sales.

His advertisement "When it's One for the Road, be sure it's Coffee" is still running, as is his Gerber theme, "Babies are our business, our only business."

After graduation from Johns Hopkins, he worked in Hutzler's Department Store, then for the Katz Advertising Agency, both in Baltimore. He then came to Compton for 15 years, the last six as Copy Chief. He was Creative Head, Vice President and a Director of the Federal Agency for four years, and for the ensuing six was Vice President, Copy Chief and member of the plans board at SSC&B.

His deliberate manner is deceptive. He moves slowly to get things done quickly. He thinks logically 1.2.3 -- and believes that no one can "know the answer" until he fully understands the problem. At Thompson, Joe is a copy supervisor.

Away from work, he reads interminably, socializes gracefully, and plays a strenuous weekend game of tennis. His wife, Alice, is also a graduate of a Baltimore college (Goucher) and of Hutzler's Department Store. Formerly Secretary of State of Connecticut, she is now Assistant to the Secretary of Labor in Washington, commutes weekends to their home in Connecticut. Their married son, Robert, is a Lieutenant (j.g.) in the U.S. Navy. John, the younger son, will be a senior at Dartmouth this fall.

When Joe became available last summer, a number of knowing agencies started in pursuit. "I can't understand it," said the head of one agency. "Why are you going to Thompson when we offer you all this?" Joe shook his head. "I guess the trouble with me is, I want to play for the Yankees."

PEOPLE

ROBERT F. MERRICK (São Paulo) arrives in New York July 12. ARNO H. JOHNSON (NY) will address the American Agricultural Editors' Association at the Statler Hotel, New York on July 14. ELI GORDON (NY) was recently appointed to the Advisory Commission of the Graphic Arts and Advertising Technology De-

partment of the New York City Community College of Applied Arts and Sciences. Engaged: VICKY RICHARDS (Hollywood) to Frank J. Braunschlich. Married: ANNETTE DUNN (Chi.) to SCOTT RICHARDS (Chi.). Proud papas: TED SCHULTE (Chi.), a daughter, Jane Holliday, born June 14. DONALD SULLIVAN (NY), a son, Timothy John, born June 27.