J. Walter Thompson Company News

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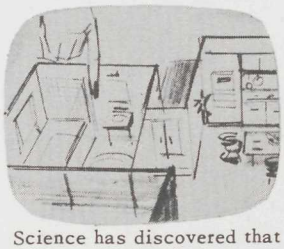
THOMPSON TURNS DOWNWARD TRENDS OF STOCK MARKET INTO RISING RETURNS FOR F. I. duPONT

New York...In spite of the recent downward trend in the stock market – traditionally a poor atmosphere for a brokerage firm to attract new customers – a new Francis I. duPont campaign based on the do's and don'ts of investing is successfully bringing in new business for the client.

The new campaign centers on a free offer of an 8-page report on the "10 Common Mistakes in Investing" as well as the "10 Common Sense Rules for Successful Investing." First tested on radio in February, this "bear" approach achieved the highest response the investment firm has ever received from any radio commercials. The first newspaper insertion in March has broken all duPont records for coupon returns from newspapers.

Here's a great new idea in room deodorizers.



Science has discovered that different kinds of odors call for different treatment.

So Wizard is first...

to bring you two new forumulas! One made especially to kill odors in the bathroom...

...and another that's ideal for kitchen use.

Wizard leaves a clean, light fragrance as it washes odors out of the air.

So don't expect one deodorizer to do the best job in both rooms.

Look for Wizard! Kitchen deodorizer...

and Bathroom deodorizer.

BOYLE-MIDWAY INTRODUCES TWO NEW WIZARD PRODUCTS WITH TV COMMERCIALS ON NINE NETWORK PROGRAMS

New York...Two new room deodorizers, which have been added to Boyle-Midway's Wizard line, are currently being introduced on seven day and two night-time network programs.

The campaign is now being scheduled coast-to-coast in newspapers and New York radio (WQXR) – with half of the advertisements featuring "mistakes" and the other half "successful rules."

While advertising taking the "negative" approach is currently outpulling the "positive" by two to one, there is considerable speculation about whether the statistics will be reversed when the stock market trend turns upward. In the meantime, the client is referring to its new offering – as the "10 Commandments."

A new advertising concept for room deodorizers applied in the TV commercials stems from a scientific discovery that different kinds of odors call for different treatments. Hence, Wizard's new Mountain Mist is being promoted for the bathroom – Wizard's new Fresh Breeze, for the kitchen.

The new Wizard products have already gained wide acceptance with the trade, and have helped to spearhead a tremendous sales increase for the entire line.

ABANO GOES FOUR-COLOR in Prince Matchabelli advertisement above. It is the first to advertise the entire Abano line, and extends the "Perfume Your Psyche" theme of Thompson's first campaign for Abano bath oil (NEWS 9/9/59). The blue, green and yellow colors and tile border make full use of Abano's distinctive new Seahorse packaging. Advertisements run in McCALLS, VOGUE and HARPER'S BAZAAR, beginning in April.

WORTH QUOTING

"Historically the advertiser has both created and satisfied hungers for improvement in living...When the historian a century from now comes to study us, think what the bound magazines and periodicals will mean to him. He will be able to document every aspect of American daily life in the twentieth century."

— *Frank Baxter, Educator*

Anne Hopkins retires after long record of service in NYO Media Research; move is to Florida

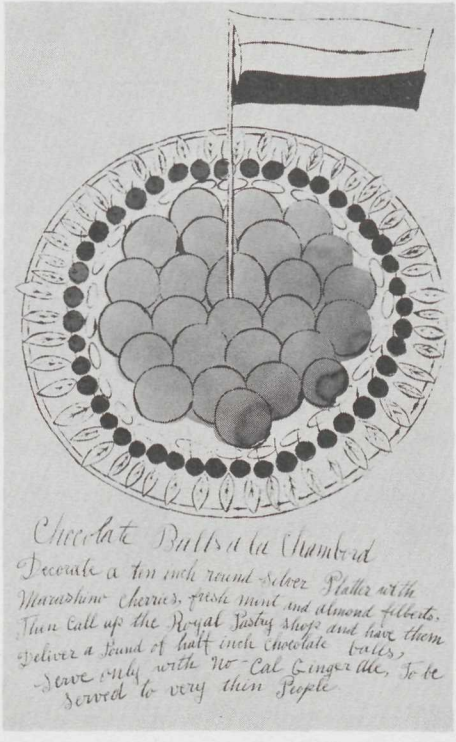
New York...After a long and productive association with J. Walter Thompson, Anne Hopkins retired March 31. A native New Yorker, she joined the Company at age 15 — when the staff of New York Office numbered only a few hundred — as a Secretary in the Statistical Department.

The Department grew and became Media Research, and Miss Hopkins advanced to become a full-fledged estimator. In this position she has acquired a reputation for perfection and accuracy. From the 14th to the 7th floor, comments come: "We know the things coming from her are right" ..."She simplifies our Work" (Billing Department) ..."invaluable...we will miss her."

Miss Hopkins holds one of the longest service records with Thompson, and has received acclaim from fellow members and clients alike. Now, tying up a job truly well done, she will be sorely missed by the many who rely on her work. We wish her godspeed and good fortune on her move to sunnier climes.

Illustrated collection of imaginary recipes in NYO

New York...The work of noted magazine illustrator Andy Warhol is the current display in NYO's Corridor Gallery. His exhibition is called Wild Raspberries, and is a collection of pictures and imaginary recipes written in fanciful script (see below.) It first appeared in *Harper's Bazaar,* and then at the Bodley Gallery. The work has been printed in book form, limited edition price: $15.00.



Two Thompson radio commercials among most effective for '59

New York...J. Walter Thompson has been honored by the Radio Advertising Bureau for producing two of the eight most effective Radio Commercials for 1959.

The awards, in the form of golden records of each commercial, were for "Wide Wonderful World," the radio spot which introduced the '59 Ford cars (NY), and the "Move Up to Quality" recorded jingle for Schlitz (Chicago). Presentation was made at a luncheon meeting of agencies and advertisers held March 31 in New York's Waldorf-Astoria.

Wallace Elton (NY), pictured above with one of the records, accepted the awards on behalf of the Company. The luncheon was a feature event of the 1960 session of the National Radio Advertising Clinic.

NATIONS PROCLAIM 1960 WORLD REFUGEE YEAR

Thompson is volunteer agency for U. S. fund drive

New York... This is World Refugee Year, as proclaimed by the United Nations, the United States and more than 65 participating nations throughout the world. The aim of this great drive is to find permanent solutions for the world's 2½ million refugees in Europe and Asia who exist without homes or homeland.

In May, 1959, President Eisenhower designated July 1, 1959 through June 30, 1960 as World Refugee Year, and the United States Committee for Refugees was created. Its job is to co-ordinate American efforts, direct the fund-raising campaign for rehabilitation of these homeless, and channel contributions through volunteer societies working directly with refugees.

J. Walter Thompson, as volunteer agency for the Committee through the Advertising Council, has prepared intensive radio and television material in kit form for national distribution and use, contracted for mailings, and designed letterheads and labels incorporating the U.S. Committee symbol of the tree seeking roots.

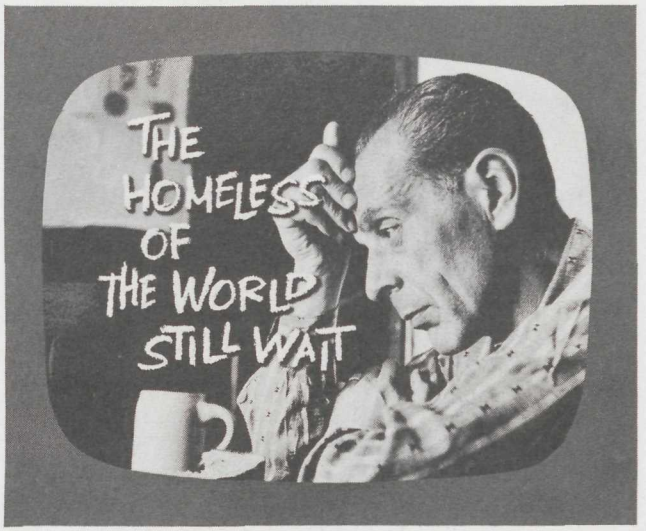
TV, radio kits

The TV kit contains three film spots – one-minute, 20-second, and 8-second. The one-minute spot, narrated by Celeste Holm, shows actual scenes of refugee camps taken from "The Camp," a film produced by the United Nations. Also included are four 2" x 2" slides with one-minute and 20-second scripts to accompany them.

For the radio kit, Thompson prepared a disc of eight one-minute spots, narrated by such stars as Celeste Holm, Gregory Peck, Greer Garson and James Cagney. Included are 10 scripts for "live" radio spots of various lengths.

Cost at minimum

The kits were mailed in mid-March to 3,200 radio and 300 TV stations. Because of the well-made use of previously prepared art and film footage, and the volunteer efforts of commercial talent, the entire television and radio promotion and mailing was accomplished for less than $7,000. Keeping the cost this low assures that all funds will go to refugee aid.



This telop is from Thompson-prepared TV spots, and shows Boris Sokol, once a skilled electrician, now a refugee. The picture is used on U.S. Committee subway cards.

This little girl is Maria – a refugee for seven long years. A major purpose of World Refugee Year is to make it possible for her family and all refugee families to leave their camps.

TV spots close with the Committee address and symbol, and a plea for the dollars and dimes needed to accomplish the tremendous task of relocating the homeless.

HARRIET REX -- New York

Copy Group Head

Hum a fragment of an old tune – and Harriet Rex will identify it, and provide the lyric besides. Bring her a problem involving a new copy approach, and she will bring to it a combination of creative thought and New England practicality and persistence. Start a discussion concerning consumer attitudes toward a product – and she will speak from a homemaker's point of view, or a mother's point of view, with insight and objectivity.

Any portrait (word, or otherwise) of Harriet Rex would need to be done in 3-D. Traces of New England, where she was born, still remain in her speech, and in her determination to see any job through to completion. The creative talent and love of showmanship that spurred her into writing and producing marionette shows at age 11 comes through today in her copy, and in her imaginative approach to any new problem.As a wife and mother, she shares and understands the satisfactions and problems that fill the lives of so many busy homemakers.

The combination of talents and interests evidenced in earlier years was given direction when Rick enrolled in the Missouri School of Journalism, where she majored in advertising. She is one of the small minority now in advertising who actually intended to enter the field. At Missouri, while learning the tools and principles of her profession, she wrote for the University humor magazine, developed a knack for light verse, and started her mental collection of old songs.

Her powers of persuasion were put to the test on her first job after college. For a year and one half, she wrote direct mail and radio for Swift and Company, urging farmers to sell their livestock, cream and eggs to Swift. Her ability to absorb new material and to communicate successfully was given some healthy exercise at the same time. It was part of her job to write educational material for distribution in rural areas. She crammed from every available farm journal, and soon was putting out authoritative treatises on how to keep hogs from getting the mange, what to feed livestock, and advanced theories of animal husbandry.

After this rigorous shake-down period Rick felt prepared to knock at the advertising agency door. A few months with a small Chicago agency led to a bigger decision – to make the big jump to New York. There was the inevitable pavement pounding, but she landed firmly at J. Walter Thompson as a cub copy writer.

Never fearful of any task, Rick put her abilities to work with characteristic zeal and thoroughness, and progress was inevitable. When television appeared on the scene, she applied herself as rigorously to learning about it as she had to deciphering those farm journals back in Chicago.

Today, as a Copy Group Head, Rick is responsible for copy on several Thompson accounts. To each one she gives her own particular combination of solid, purposeful thinking and creative imagination. A thorough knowledge of the product, and an honest presentation, she feels are necessary to the success of any advertising campaign. To writers in her copy group she brings a gratifying respect for good writing, imagination and ingenuity, and a proportionate, and equally gratifying, dislike for the mundane.

PEOPLE

ANDREW NELSEN (NY) won the Art Directors Club Medal for "best of show" for his oil, "Man on Blue Horse." He also was recipient of the award two years ago. *ED GRAHAM* (NY) received a certificate of distinctive merit for his "Bodensee"...*HERBERT BULL* (Chicago) is the new president of the Art Directors Club of Chicago...Notice: *JOE KELLEHER* has been transferred from Caracas, Venezuela, to the Miami Office. *LOU PERDOMO* has rejoined the Company as a representative in Caracas...Engaged: *PEGGIE HARRIS* (NY) to Eugene P. Bachmann 3rd... *RUTH LEVINSON* (NY) to Peter Levison.

OUR MOST PRECIOUS NATURAL RESOURCE

Former President Herbert Hoover, renowned humanitarian and expert in world resources, has long been convinced that this country's youth is its "most precious natural resource".

That boys do in fact constitute our chief natural resource, so far as the long-range survival of our civilization is concerned, goes without question. Protection of this raw material has engaged Mr. Hoover's talents for many decades. As chairman of the Boys' Clubs of America, which is celebrating its 54th annual National Boys' Club Week April 4th to 10th, he has worked enthusiastically for more than 20 years to improve the opportunities for boys to grow into useful, creative citizens.

The proper utilization of boy power, as Mr. Hoover emphasizes, has now become as pressing as that of manpower during the war. As our population grows, so does the need for Boys' Clubs "where the energy and creativity of pavement boys is not wasted in destructive, antisocial acts but is channeled into constructive activities valuable both to the individual's development and to his community and nation."

Although trained as an engineer, Mr. Hoover is concerned with the purely human, moral, and spiritual sides of man when he emphasizes the contributions being made by the Boys' Clubs of America. Organizations such as BCA, which encourage a healthy view of life, a spirit of fair play, a joy in craftsmanship and sport, are quite as important to our survival as the search for methods of education that will make our young men more perfect intellectually.

Under Mr. Hoover's direction, BCA has grown in size and stature, and now numbers some 550 Boys' Clubs serving close to 600,000 youngsters of all races and creeds. It is in the interest of every citizen--businessman, worker, professional and housewife--to see that the growth of Boys' Clubs of America keeps pace with the increase in population.