

*Return  
to Jagna*

*The*  
J. WALTER THOMPSON  
***NEWS  
BULLETIN***

---



---

SEPTEMBER 1926

---

*Copyright in the U. S. A. 1926*  
*J. Walter Thompson Company*  
*Copyright in Great Britain*

*Table of Contents*

WHAT IS FAIR?

The story of the development of the questionnaires upon which the advertising for the Royal Baking Powder Company is based, by Gilbert Kinney, Vice-President, J. Walter Thompson Company . . . . . 2

DR. KLEIN OPTIMISTIC AS TO EXPORT OUTLOOK

Believes export of American finished manufactures will continue to increase with further recovery of European competitors . . . . . 4

MARIEMONT

A description of a complete town planned for a community of nearly 10,000 people and already one-third built—illustrated with fifteen photographs . . . . . 6



# What Is Fair?

BY GILBERT KINNEY

*Vice-President, J. Walter Thompson Company*

THE Federal Trade Commission recently dismissed the complaint against the Royal Baking Powder Company, as regards the use of the words—"No Alum—No Bitter Taste," but desired to hear further testimony on the competitive advertising of this company. Printers' Ink in reporting the decision in a recent issue, quoted the statement of counsel for the complainant calling in question the adequacy of Royal questionnaire investigations as a basis for the present series of Royal advertisements.

The series to which objection is taken by competitors is the one in which occur the headlines—"82% of these Hospital Dieticians—83% of these New York State doctors—81% of representative New England doctors—86% of these Home Economics Teachers, prefer Cream of Tartar Baking Powder."

The full facts may be interesting.

In all 47,190 letters were sent out and 8,112 answers received. Seven groups were canvassed and the lowest percentage of Cream of Tartar preference in any group was 81%. The highest was 89%. All doctors in New England were circularized. The percentage of preference among those who answered was 81%. All New York State doctors were then circularized and the preference among those who answered was 83%.

In this circularizing, the questionnaires were sent out over a woman's name and the answers were mailed to her. There was no association in any way with Royal or any other baking powder company. The questionnaire was a simple request to the individual to express preference among the three types of baking powder—Cream of Tartar, Phosphate, and Alum. There was nothing in the letter or the questionnaire which could possibly influence or suggest the answer.

There was no attempted selection within the groups. The whole group was circularized, but of course, only a certain



percentage answered. As a matter of fact, it is never possible to get all of any group on record. Even in our National Presidential Elections, half the people do not vote, so what chance is there of getting all of the doctors to go voluntarily on record for preference in baking powders!

Yet we are all familiar with the well established fact that groups run fairly true to form.

In circularizing the telephone subscribers of the country, the Literary Digest frequently tests 50,000 names and if the percentage of returns obtained is satisfactory they immediately circularize 10,000,000 with complete confidence that the percentage will hold true. Experience has shown them that it does.

The experience of these baking powder questionnaires makes it appear a practical certainty that the percentages shown among those who answered would hold good for all the groups, if it were possible or feasible to get one hundred per cent of these groups on record.

Royal however confined its presentation to definite statements based on returns in hand with no claim as regards the whole group. The headlines contain the words—"These Doctors"—"These Dieticians"—"These Home Economics Teachers," and the first few paragraphs of the copy make the statement that the percentage figures are of those who answered.

The questionnaires were an effort to canvass the professional groups of this country most interested in baking and diet. They showed such a strong preference for Cream of Tartar Baking Powder that the present series of advertisements was written to capitalize this preference for Royal Baking Powder—the only nationally distributed Cream of Tartar Baking Powder.

The series is competitive of course, but only in the fairest way. It does not attempt to characterize other types of baking powder. If Royal had printed the answers of the questionnaire in detail it might be much more objectionable to competitors.

The tests were made with seven different groups and 47,000 people with returns tending to almost identical per-

centages. To the unprejudiced we submit that this cannot justly be characterized as inadequate.

Cream of Tartar Baking Powders (due to this ingredient) sell at a much higher price than baking powders made with other ingredients and surely they must be allowed to proclaim this ingredient and capitalize the favorable opinion which the ingredient enjoys.

## Dr. Klein Optimistic as to Export Outlook

*Believes export of American finished manufactures  
will continue to increase with further  
recovery of European competitors*

AMERICAN exports of finished manufactures in 1925-26 showed an increase of 16% over the previous year, according to Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, in an interview reported in the New York Times of Aug. 16th.

"Such exports were 60 per cent greater than in 1921-22 and nearly three times as great in value as in the five year period before the war. Even after allowing for the higher prices, they were more than double the pre-war average."

New markets were created in foreign countries for the products which America was best equipped to manufacture, said Dr. Klein, and as a result the advance in living standards in those countries was hastened. There was every reason to believe that exports of American manufactures would continue to increase with the further recovery of European countries which were the chief industrial competitors of the United States.

It could not be said, Dr. Klein continued, that American manufacturers were simply filling the vacancy left by the continued absence of European wares from some overseas

markets. America's leading European rivals, he added, were making rapid strides in the recovery of their overseas trade and there was comparatively little in the progress by American manufacturers which was likely to impede their own.

"Far from menacing the future of our manufactured exports," said Dr. Klein, "there is absolutely no question but that the recovery of Europe implies several vital economic elements in favor of our trade in fabricated wares.

"A careful analysis of the expansion of our exports in these lines during the last six years in certain selected markets in the Far East and Latin America brings out clearly the fact that the expansion in these particular outlets varies directly with the growth of the European demand for raw materials produced in those countries. For example, our sales of automobiles in the Argentine, which in 1925 amounted to \$30,057,958, have been directly stimulated by the steady recovery of the European demand for Argentine meat, wool and cereals.

"As has been frequently pointed out, there will, of course, be some rivalry between American and European manufactures. This is already evident in textiles and in some lines of iron and steel products, but the actually competitive items among these represent a relatively small percentage of our total fabricated exports, and even within these groups there are various grades which are by no means in conflict.

"For instance, England's exports of cottons have practically reached their pre-war quantities in several Latin-American countries, but this has by no means prevented the doubling, and even trebling, of our textile sales in those same markets because of the growth of an entirely new demand for specialized American qualities and lines.

"In other words many of these overseas markets have vast possibilities in expansion of their purchasing power, with consequent increasing demand for the latest manufactured specialties. That expansion assures room for any traders from either side of the Atlantic who are in a position to meet satisfactorily these new needs. International trade in manufactures today by no means involves the old pre-war conflict of extermination between competitors."

## Mariemont

*A complete town planned for a community of nearly  
10,000 people and already one-third built*

AMERICANS have sometimes been accused of devoting too much of their time and thought to earning a living and too little to living on their earnings.

In developing the utmost out of business, have we neglected, as a nation, to obtain the utmost out of life?

Mrs. Mary M. Emery of Cincinnati apparently thinks we have. And what is more important, she has done something about it—something at once practical and understandable and destined to be of far reaching influence for the advancement of happier community life.

Cincinnati and its surrounding residence towns, like most other American communities, have grown up largely without plan or pattern—a house here—an apartment there—with stores, shops or factories built at random, in a veritable hodgepodge of industry, commerce and home life, utterly devoid of harmony, beauty or collective intelligence.

Not that Cincinnati has been any worse in this respect than many other American communities, for the city has the usual quota of parks and restricted subdivisions, as well as a number of spots in which beauty or distinction has been achieved.

Mrs. Emery's private fortune being invested largely in Cincinnati real estate, most of which was residential property, she was not slow to perceive that a whole community of charming homes in beautiful surroundings does not develop by chance or coincidence—it must be planned in advance more or less *en masse*.

And being at heart a philanthropist in the truest and highest sense of the word, she determined to express her vision of the ideal home and community life in permanent and practical form and bequeath it as an example to Cincinnati, to America, and to the world.



This example has become an accomplished fact in the new residence town of Mariemont. Located on a site of great natural beauty, only ten miles from the heart of Cincinnati, Mariemont is now well on its way to completion.

#### AN EXAMPLE OF FINER COMMUNITY LIFE AT MODEST COST

Here leading architects, engineers, town planners and landscape gardeners, from New York, Boston, Philadelphia and Cincinnati, have combined their best talents and experience in the building of a complete town, in which every detail shall be beautiful as well as practical—convenient as well as reasonable in cost. The elimination of ugliness and stupidity in the housing of an entire community of nearly 10,000 inhabitants is to be the result.

And Mariemont is a real residential community—not just an experiment in better housing or a model town. For every citizen who makes his home in Mariemont comes to it of his own free will, attracted solely by the beauties and advantages of the town as a whole and the particular appeal of the home which he buys or rents.

Neither is Mariemont in any sense an industrial community. Its citizens come from all sections of Cincinnati and its suburbs and from all walks of life. No single industry or group of industries will guide its destinies from behind the scenes.

Thus there is a complete absence of that atmosphere of paternalism which has so frequently pervaded the industrial community surrounding some of our great factories, where the industry has provided model homes and tenements for its employees and where organization spirit with a commercial flavor has become the corner-stone of the community life.

Mariemont's schools, parks and playgrounds will belong absolutely to its people. Its stores and shops will succeed or fail in the full freedom of open competition. Its town government will be entirely elective along modern lines of the small council or aldermanic body, with a City Manager in direct administrative charge.

Most of the homes in Mariemont will eventually be owned outright by the families occupying them. Other individual

homes will be rented to those who are unable or unwilling to buy or build. But in addition to the one and two family houses, there are many small flats, some even of a single room with bath; also group homes—that is, a number of houses attractively grouped together though in a row; and duplex houses.

While many of these units are of modest cost, not a single one has been poorly built. All have been skillfully planned by the best architectural brains obtainable and well constructed of durable materials, mostly brick, with everything absolutely sanitary.

There can be no dark rooms in Mariemont; there can be no slums. Every home, even the smallest, has a bath. Every home has electric light and telephone, with natural gas for cooking.

Moreover, the neighborhoods have been so zoned that the purchaser of a home or the buyer of a lot can be sure in advance of the permanent character of his neighborhood. Mrs. Emery and those in charge of the Mariemont development believe it just as important that a modest home should not be overshadowed by a pretentious structure next door, as that the owner of a finer house should not have his values depreciated by a nearby building out of harmony with it.

All streets, curbs, and sidewalks in Mariemont have been completely constructed in advance, according to the most modern practice, but not with the deadly uniformity of the usual subdivision. There has been a variation in the character of materials for all such essentials according to the architectural and economic importance of the neighborhood.

For example, around the town center, streets have been constructed of asphalt with curbs steel-protected and cement sidewalks laid to the street line to meet the requirements of business. But in those sections which are entirely residential, wide set-backs and planting strips have been provided and more picturesque materials used for streets and sidewalks, to secure the charming effect so often found in the New England village.

There is not an overhead wire in Mariemont. All telephone, electric and telegraph wires have been laid underground and

every house and building lot has been connected in advance with lighting and telephone conduits, water and sewer lines, etc., so that the streets need not be dug up later.

A large part of Mariemont has been laid with underground steam lines connected with a nearby power plant, so that homes on the streets in this section may be heated from the central power plant, thus increasing the convenience and lowering the cost of heating, and at the same time, reducing the amount of smoke and dirt.

THE CHARM OF INDIVIDUAL DISTINCTION HAS  
BEEN PRESERVED

In the building of all structures for home, business, or public use, the deadly monotony caused by standardization has been completely avoided. Every structure has its own charm and individuality. Thirty of the leading architects of America have been employed on this work, and their plans and designs have been so intermingled throughout the town that there is complete harmony, but an entire absence of uniformity.

The town abounds in parks, playgrounds, and village greens. There are floral gardens and public squares where the townsfolk may sit in safety with their children and feel that they are really out in the country, though in fact but a short distance from their homes.

There is a hospital with a maternity ward and a branch hospital for the lighter contagious diseases. There is a stadium for football and races and a concrete grandstand with room for thousands of spectators, and ample parking space is provided.

There is a town hall with an assembly room for theatricals, music and dancing; club rooms for men, women and children, with libraries and headquarters for organizations such as Boy Scouts, Girl Scouts, etc. Public baths and bowling alleys will be provided; also tennis courts and swimming pools. In one of the parks there will be a large lagoon for boating and skating. Just above this, on a plateau, are two ball parks with a field house for minor sports and club purposes.

The streets of Mariemont will be lined with special, se-



lected trees; the parks with shrubbery from the town nurseries close by, where they have been growing for several years under the care of an expert. The buyer or builder of a home in Mariemont can secure from these nurseries in an hour's time, fresh from the ground, such seeds and plants as have been found most suitable for beautifying his property.

Allotment gardens have also been provided, and small farms where citizens of Mariemont, even those who dwell in the tiniest apartment, may raise flowers and vegetables.

The school district of Mariemont, under county supervision has been well provided for. The beautiful school building in Dale Park is constructed of brick and is of the most modern design and equipment.

The Mariemont Memorial Church, another beautiful structure in Dale Park, has been provided as a community place of worship, undenominational and open to all. In architecture, this building follows the style of English village churches of the 13th century. All the stone was quarried on the premises. The timbers were all hand-hewn. The roof, which has not yet been completed, is to be covered with stones from roofs of old buildings in England.

Other beautiful and well located building sites will be reserved so that citizens of Mariemont may build additional denominational churches later for themselves.

In the public square at the town center, the citizens of Mariemont can sit around the fountain under the trees on the village green, or passing down Center Way, find rest and recreation on the concourse overlooking the Little Miami River.

Mariemont is so laid out that the town center can be reached in a few minutes by short cuts through attractive streets, from the farthest outskirts of the village.

Here in this business section of the town, streets have been made unusually wide, with ample parking space to avoid congestion, and every business and public building in the town center has been designed with a careful eye to beauty and harmony, as well as utility.

A charming little inn has already been constructed and there will be a well designed Town Hall and a beautiful



theatre building, together with an ample quota of buildings for stores and shops of all kinds.

Thus Mariemont has been planned and will be completely constructed as an illustrative example of how well people of moderate means may live.

#### AN IDEALISTIC PROJECT ON A SOUND BUSINESS BASIS

Yet Mariemont is not in any sense a philanthropy. The millions of dollars invested in it are regarded by Mrs. Emery, its sponsor, purely as an investment. The profit from this investment, however, is to be carefully limited.

The Mariemont ideal is not to build and offer for sale cheaply constructed homes at the lowest possible cost, nor has it been the intention to sacrifice reasonable cost for sheer beauty and solidity.

Rather, the ideal has been to build a town in which every home shall be well built of sound materials, at the most reasonable cost consistent with the holding of permanent values and the careful limitation of maintenance costs in the years to come.

Here the home seeker can secure a house not just at a cheap price, but at a reasonable cost with the utmost of value for each dollar of his investment. And he may know, too, that he escapes entirely the usually exorbitant toll of the profit-seeking promoter, who so frequently builds as cheaply as possible and sells at the highest price he can secure. The rentals of houses and apartments in Mariemont will range from \$35 to \$150 a month. There are, however, only a few homes at the higher rental named. The average rentals will be in the neighborhood of \$50 to \$60 per month.

Mariemont is thus an example for other individuals and other communities that all may see and all may have *at once* the benefits of a finished town of unusual charm and beauty without waiting a life-time for these things to develop.

Moreover, it is an example which proves that cheaper quantity production can be accomplished without the monotony of standardization and is a contribution as well to the solution of the housing shortage in America, through the

limitation of the excessive profits usually demanded by home builders and subdivision promoters.

The idea which led to the building of this unique community was originally conceived more than fifteen years ago by Mrs. Emery and Mr. Charles J. Livingood, business manager of the Emery estate, who saw in the project an opportunity for Mrs. Emery to build an everlasting memorial to the cause of greater art and happiness in home and community life.

After several years of close study, Mr. Livingood began to acquire the land upon which the town is now being built. In the selection of the town site, Mr. Livingood has shown rare judgment and foresight.

Not only has the location proven ideal in its topography and natural beauty, but the most important trend of suburban residence development in Cincinnati has been in the direction of Mariemont since the site was selected.

Mr. Livingood has devoted the larger portion of his time to the planning of the project for the past fifteen years, making many trips to Europe and various parts of the United States in his studies of architecture, organization, and community planning. A specially incorporated company was organized to take complete charge of the construction work and administration.



*Mariemont Firehouse in Dale Park. When ideals and intelligence meet, even a fire station can be given charm and individuality. Chas. F. Cellarius, Architect, Cincinnati*



*A view of Mariemont Memorial Church in Dale Park, showing a section of the stone wall and some of the fine old trees. Louis E. Fallade, Architect, New York City*





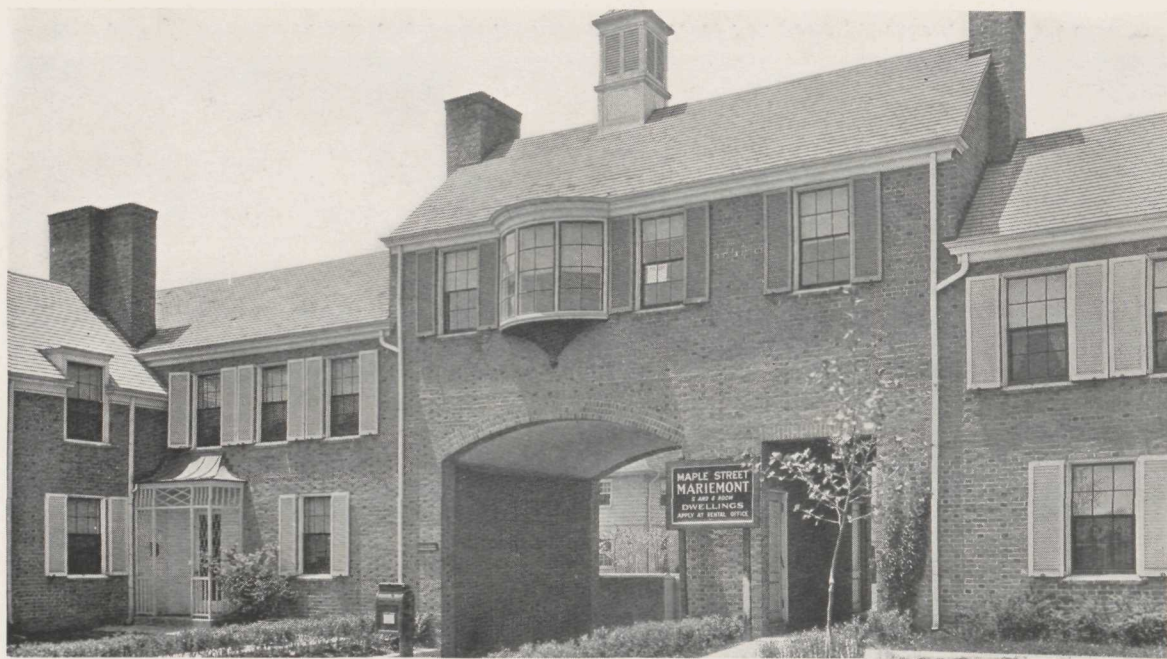
*Interior of Mariemont Memorial Church, view taken from the pulpit.  
The walls and ceiling are of rough plaster, whitewashed. Louis E.  
Fallade, Architect, New York City*



*Ripley Apartments and Stores, Oak and Chestnut Sts., Mariemont. Showing how a business corner can be placed next to a block of residences without the usual lack of harmony. Ripley & LeBoutillier, Architects, Boston*

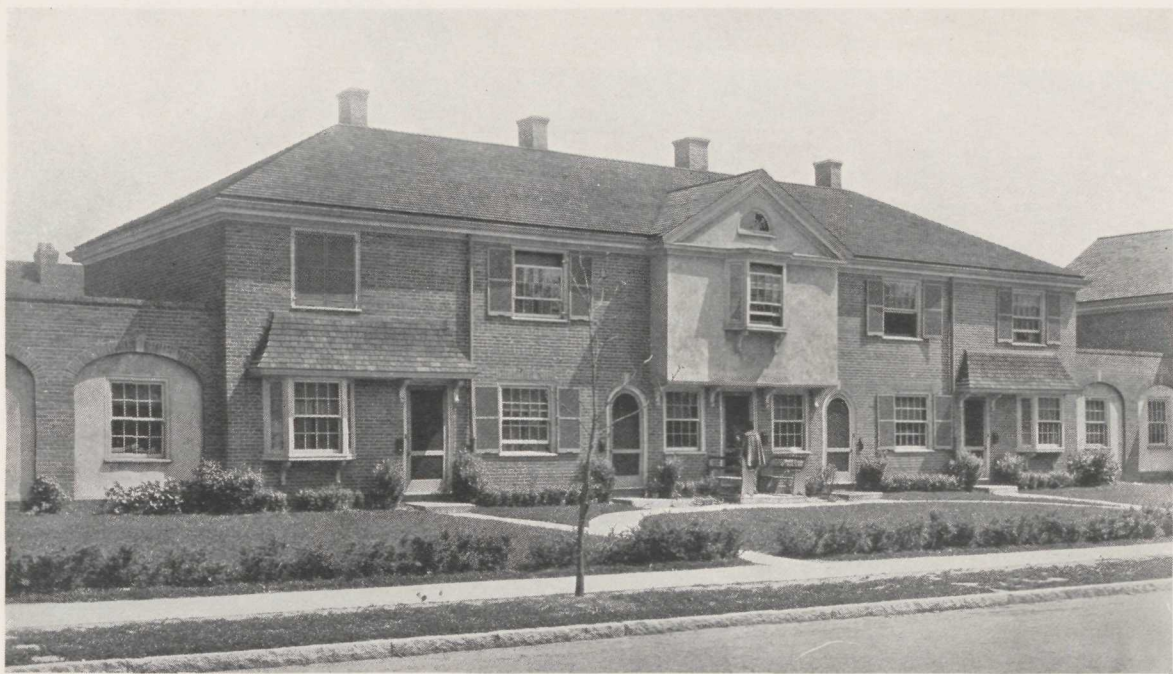


*Rear view of farmhouse in Mariemont with barn connected. Hubert E. Reeves, Architect, New York City*



*A part of the Gilchrist group of houses on the Plainville Road, Mariemont, with entrance to Maple Street through the building. E. B. Gilchrist, Architect, Philadelphia*

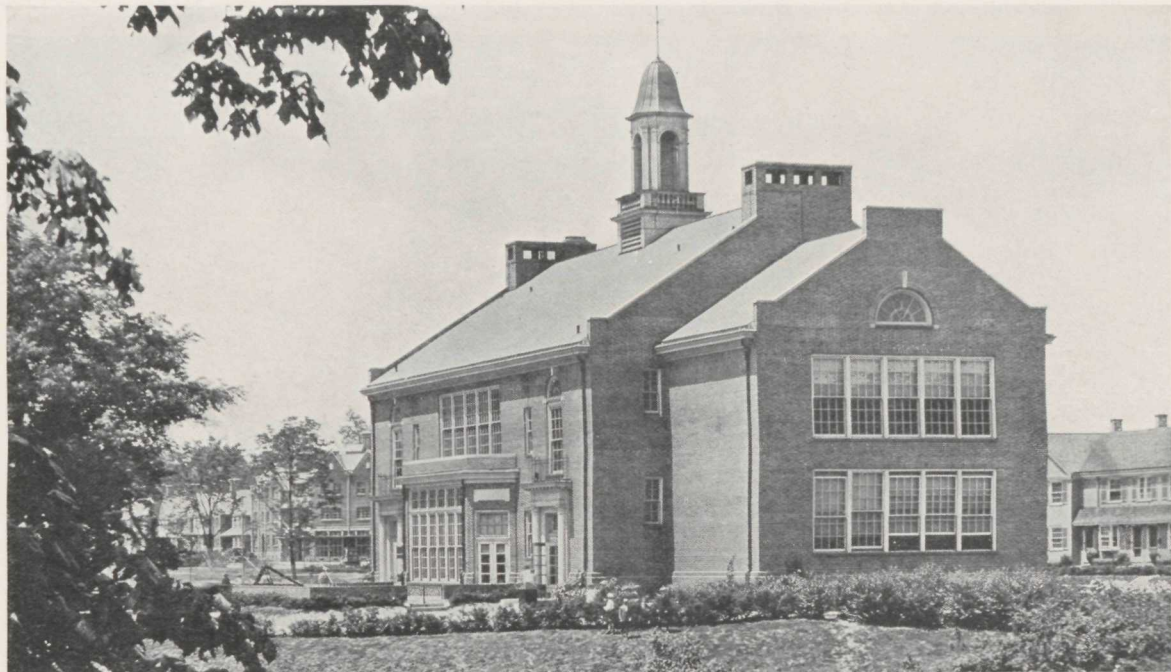




*Dana group houses on Chestnut Street, with garages at either side. Richard H. Dana, Jr., Architect, New York City*



*Four-family houses of shingle and stucco on Maple Street, Mariemont.  
Edward H. Kruckemeyer and Chas. R. Strong, Architects, Cincinnati*



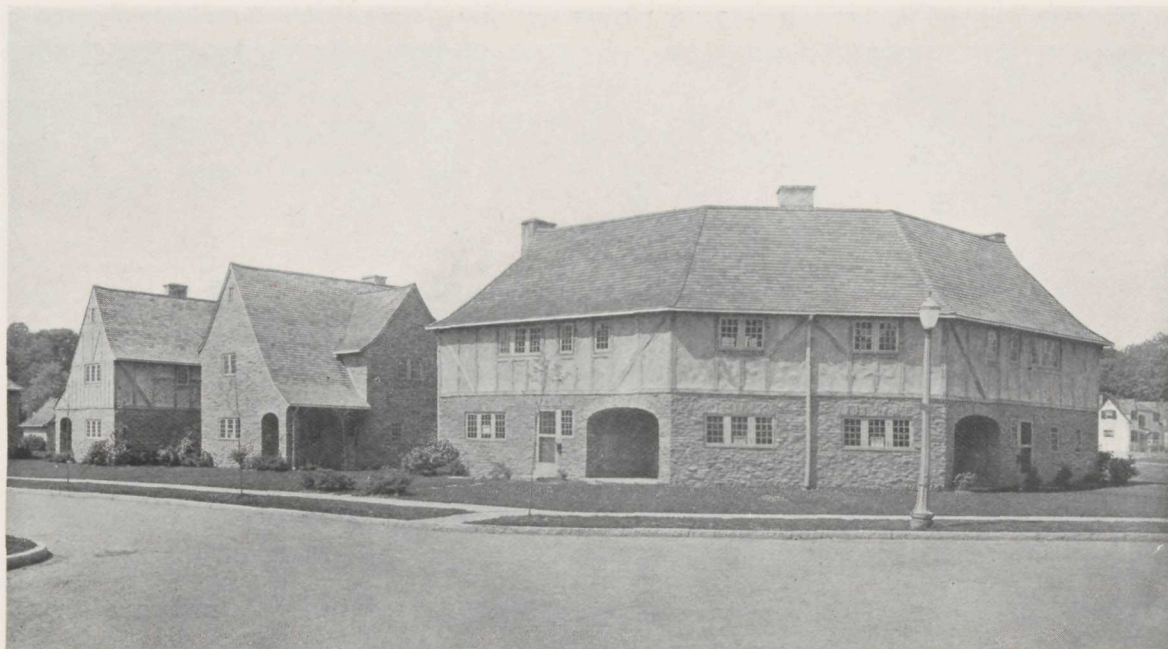
*Dale Park School, Mariemont, seen from the park. Fechheimer, Ihorst & McCoy, Architects, Cincinnati*





*Some of Mariemont's magnificent beech trees—an unusual element of beauty in a new community*





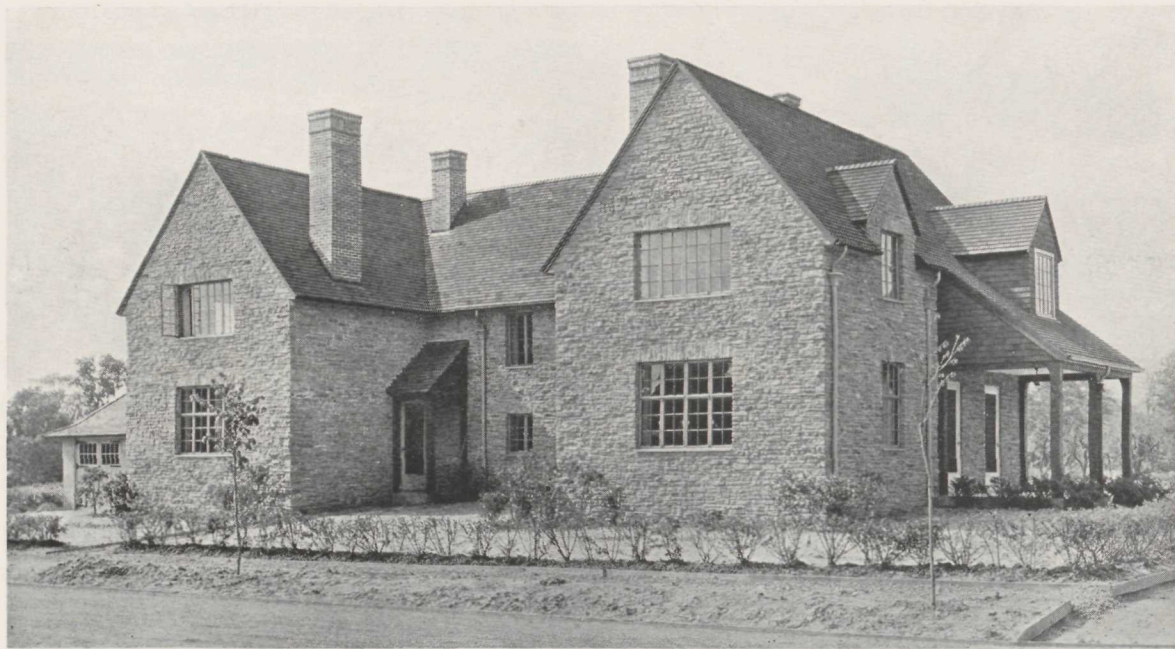
*Two-family houses of native stone, plaster and half timber, at the corner of Oak and Chestnut Streets, Mariemont.  
Chas. W. Short, Jr., Architect, Cincinnati*



*House of native quarry stone with shingle roof. Elm and Oak Sts. Chas. W. Short, Jr., Architect, Cincinnati*



*Four-family house on Beech Street, Mariemont. Chas. F. Cellarius, Architect, Cincinnati*



*Two-family house of native quarry stone with separate garage on Denny Place, Mariemont.  
Howe & Manning, Architects, Boston*





*The Mackenzie Apartments, corner of Murray Avenue and Beech Street, Mariemont. This building, constructed of native quarry stone, stucco and half timber, with slate roof, contains nearly 30 apartments, each with three or four rooms and bath. Clinton Mackenzie, Architect, New York City*

# Clients of the J. Walter Thompson Company

<i>Client</i>	<i>Product</i>
Aunt Jemima Mills Branch of The Quaker Oats Co. St. Joseph, Missouri	AUNT JEMIMA PANCAKE FLOUR, AUNT JEMIMA BUCKWHEAT FLOUR
Franklin Baker Company Hoboken, N. J.	BAKER'S COCONUT
A. Beller & Co. New York City	CLOAKS, SUITS, WRAPS, DRESSES
The Bishopric Manufacturing Co. Cincinnati, Ohio	BISHOPRIC STUCCO, BISHOPRIC STUCCO BASE, BISHOPRIC PLASTER FINISH FOR INTERIORS
The Chas. W. Breneman Company Cincinnati, Ohio	BRENLIN WINDOW SHADES
Buxton, Inc. Springfield, Mass.	BUXTON KEYTAINERS
The William Carter Company Needham Heights, Mass.	CARTER'S UNDERWEAR
Cheek-Neal Coffee Company Nashville, Tenn.	MAXWELL HOUSE COFFEE MAXWELL HOUSE TEA
Chicago, Burlington & Quincy Railroad, Chicago, Ill.	PASSENGER SERVICE BURLINGTON ESCORTED TOURS
The City Baking Company Baltimore, Maryland	RICE'S BREAD, RICE'S PIES
J. & J. Colman (U. S. A.), Ltd. New York City	COLMAN'S MUSTARD, SAVORA, ROBINSON'S "PATENT" BARLEY
Corning Glass Works Corning, N. Y.	PYREX OVENWARE, STEUBEN ART GLASS AND OTHER CORNING GLASS PRODUCTS
The Corticelli Silk Company Florence, Mass.	CORTICELLI SILK FABRICS, SILK HOSIERY, YARNS
Cream of Wheat Company Minneapolis, Minn.	CREAM OF WHEAT
Davey Tree Expert Company, Inc. Kent, Ohio	DAVEY TREE SURGERY

<i>Client</i>	<i>Product</i>
Dolly Madison Baking Corporation Springfield, Mass.	BREAD
Douglas-Pectin Corporation Rochester, New York	CERTO
Erskine-Danforth Corporation New York City	DANERSK FURNITURE
Exchange Trust Company Boston, Mass.	BANKING
Felt & Tarrant Mfg. Co. Chicago, Ill.	COMPTOMETERS
The Fleischmann Company New York City	FLEISCHMANN'S YEAST
Foamite-Childs Corporation Utica, N. Y.	FIRE PROTECTION ENGINEERS AND MANUFACTURERS
Fort Worth and Denver City Railway Co. Fort Worth, Texas	SUMMER TOURIST SERVICE
The Freihofer Baking Company Philadelphia, Pa.	BREAD, CAKE
Wm. Freihofer Baking Company Philadelphia, Pa.	BREAD, CAKE
Gates Tours New York City	GATES FOREIGN TOURS
Gruen Watchmakers' Guild Cincinnati, Ohio	GRUEN GUILD WATCHES
Gulbransen Company Chicago, Illinois	GULBRANSEN PIANOS
Peter Henderson & Company New York City	SEEDS
The Hoosier Manufacturing Co. New Castle, Indiana	HOOSIER KITCHEN CABINETS
The Hooven & Allison Company Xenia, Ohio	CORDAGE
Horlick's Malted Milk Company Racine, Wisconsin	HORLICK'S MALTED MILK
Howlett and Hockmeyer Company New York City	WATERSIDE CORDUROY, SUEDE-LIKE

<i>Client</i>	<i>Product</i>
George P. Ide & Co., Inc. Troy, N. Y.	IDE COLLARS AND SHIRTS
Irving Bank-Columbia Trust Co. New York City	BANKING
The Japan Tea Promotion Committee Chicago, Ill.	JAPAN TEA
The Andrew Jergens Co. Cincinnati, Ohio	WOODBURY'S FACIAL SOAP, JERGENS LOTION, BEN HUR PERFUME
Johnson & Johnson New Brunswick, N. J.	JOHNSON'S BABY POWDER
A. & M. Karagheusian, Inc. New York City	HERATI RUGS
Kops Brothers, Inc. New York City	NEMO-FLEX CORSETS, BRASSIERES AND COMBINATIONS
A. C. Krumm & Son Philadelphia, Pa.	KRUMM'S MACARONI
Lamont, Corliss & Company New York City	
Distributors for:	
(1) O'Sullivan Rubber Co., Inc.	O'SULLIVAN HEELS
(2) Peter Cailler Kohler Swiss Chocolates Company, Inc.	NESTLE'S MILK CHOCOLATE PETER'S MILK CHOCOLATE PETER'S CHOCOLATE COATINGS
(3) The Pond's Extract Company	POND'S COLD CREAM POND'S VANISHING CREAM
Langendorf Baking Company San Francisco, Cal.	BREAD
Lehn & Fink Products Company New York City	PEBECO TOOTH PASTE
Lever Brothers Company Cambridge, Mass.	LUX, LUX TOILET FORM
Libby, McNeill & Libby Chicago, Ill.	LIBBY'S 100 FOODS, FRUITS AND VEGETABLES, MEATS, SALMON, PICKLES AND CONDIMENTS, MILK
The Linen Thread Company New York City	BARBOUR'S LINEN THREAD
W. H. & A. E. Margerison & Co. Philadelphia, Pa.	MARTEX TURKISH TOWELS
Melville Shoe Corporation New York City	JOHN WARD SHOES, RIVAL SHOES, THOM McAN SHOES



<i>Client</i>	<i>Product</i>
Motor Improvements, Inc. Newark, N. J.	PURULATOR
Norfolk-Portsmouth Community Advertising Fund Norfolk, Virginia	COMMUNITY ADVERTISING
Northern Pacific Railway Company (Land Department) St. Paul, Minn.	MONTANA FARM LANDS
The Norwich Pharmacal Company Norwich, N. Y.	UNGUENTINE
The Odorono Company Cincinnati, Ohio	ODORONO, CREME ODORONO
Penick & Ford, Ltd. New York City, and New Orleans, La.	BRER RABBIT MOLASSES, BRER RABBIT SYRUP, PENICK SYRUP, PENICK OIL
Pennsylvania Railroad Company Philadelphia, Pa.	RAILROAD SERVICE
Phenix Cheese Corporation New York City	"PHILADELPHIA" CREAM CHEESE, PHENIX CLUB CHEESES
Pinaud Incorporated New York	ED. PINAUD EAU DE QUININE, LILAS VEGETAL
President Suspender Company Shirley, Mass.	PRESIDENT SUSPENDERS
Rand McNally & Company Chicago, Ill.	PUBLISHERS AND MAP ENGRAVERS
The Rice-Schmidt Baking Company Washington, D. C.	RICE'S BREAD
The Richardson Company Lockland, Ohio	RICHARDSON ROOFING AND SUPER GIANT SHINGLES, LOK TOP SHINGLES, VISKALT
Royal Baking Powder Co. New York City	ROYAL BAKING POWDER, ROYAL FRUIT FLAVORED GELATIN
F. Schumacher & Co. New York City	DECORATIVE DRAPERY AND UPHOLSTERY FABRICS
Seth Thomas Clock Co. New York City	SETH THOMAS CLOCKS
Sonora Phonograph Company New York City	SONORA PHONOGRAPHS, RADIO PHONOGRAPHS, RADIO SPEAKERS
Sperry Flour Company San Francisco, Cal.	FLOUR
J. P. Stevens & Company New York City	PEACE DALE YARNS

<i>Client</i>	<i>Product</i>
Sun-Maid Raisin Growers of California Fresno, Cal.	SUN-MAID RAISINS
Swift & Company Chicago, Illinois	SWIFT'S PREMIUM HAM, PREMIUM BACON, PREMIUM OLEOMARGARINE, "SILVERLEAF" LARD, BROOKFIELD FARM PRODUCTS, WOOL SOAP, SUNBRITE CLEANSER, RED STEER FERTILIZERS, VIGORO, EDUCATIONAL ADVERTISING
U. S. Gutta Percha Paint Co. Providence, Rhode Island	BARRELED SUNLIGHT (THE RICE PROCESS WHITE)
U. S. Industrial Alcohol Co. New York City	PYRO AND OTHER ALCOHOL PRODUCTS
United States Rubber Company New York City	"U. S." RUBBER FOOTWEAR, KEDS, "U. S." RAYNSTERS, NAUGAHYDE, "U. S." JAR RUBBERS
The Vauv Company Chicago, Illinois	VAUV
The Wadsworth Watch Case Co. Dayton, Ky.	WADSWORTH CASES
William R. Warner & Co., Inc. New York City	FORMAMINT, SLOAN'S LINIMENT, STACOMB
Northam Warren Corporation New York City	CUTEX MANICURE SPECIALTIES
The Welch Grape Juice Company Westfield, N. Y.	WELCH'S GRAPE JUICE AND FRUIT PRESERVES

J. WALTER THOMPSON COMPANY

*Advertising*

244 MADISON AVENUE  
NEW YORK



CHICAGO  
410 NORTH MICHIGAN AVENUE

BOSTON  
80 BOYLSTON STREET

CINCINNATI  
FIRST NATIONAL BANK BUILDING

SAN FRANCISCO  
KOHL BUILDING

LONDON  
BUSH HOUSE