

The
J. WALTER THOMPSON
NEWS
BULLETIN



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J. WALTER THOMPSON COMPANY

The gentle reader

BY ALBERT LEFFINGWELL

Editorial Department, New York Office

ICE-BOUND, sun-scorched—the spring where the caveman drank. To-day, summer or winter, we keep liquids at the exact temperature desired in vacuum flasks of steel.

Ten thousand years ago occasional ardent swains would scrape their hairy faces painfully with jagged oyster-shells. This morning, thanks to the self-sharpening safety razor, millions of men actually enjoyed the daily shave.

Only the very wealthy in our grandmothers' day could afford clothes which didn't proclaim the village dress-maker's artless hand. Now in the smallest country town a woman can cut herself a gown which murmurs "Rue de la Paix."

This brief Outline of History has a very real significance to every advertiser. For these immense advances in comfort and convenience—this ready acceptance in our daily life of things which our ancestors would have thought the maddest dreams—have meant a very radical change in the ordinary individual's point of view.

We have been surfeited with wonders. We have become hardened, callous, discriminating. We have a hundred needs where our predecessors had one, and two hundred ways to satisfy them.

Even if we establish a brand-new habit or cultivate a brand-new desire—eating yeast, for example, or buying a wireless telephone—we hardly have time to make up

our minds about it before a half-dozen appeals meet our eyes, each urging us to do it *their* way.

The buyer, in a word, is sophisticated. He wants almost everything under the sun, but he knows he can pick and choose in getting it. The result is a blasé indifference to ordinary claims.

* * *

Enter now a manufacturer. He and his associates have worked for months and months perfecting a new soap formula or a new automobile—financing the business, organizing the plant, drilling the sales crew, planning the future.

He is afire with enthusiasm about his product. To him it is the most interesting thing in the world. He thinks it will automatically prove just as interesting to the millions of people he is going to tell about it.

He is wrong.

The soap or the car which to him is so fascinating is to the average consumer just another slippery oblong that gets lost in the bathtub—just “another one of those medium-priced cars.”

It has got to be made to mean *more*. It *can* be made to mean more—but hardly, in these days, by a mere careless flaunting of a name beneath a picture. Sensational “stunts,” tricky catch-phrases, slap-dash adoption of the easiest way, will hardly convince our indifferent sophisticated public.

Above all else, two things are necessary:

First, the product must be so individualized, so set apart from all other similar products, so endowed with life and qualities of its own, that it stands out like a thoroughbred in a pack of mongrels.

Second, and even more important, it must be presented—not in terms of itself—but *in terms of its real significance to the buyer*. As some one observed the other day, “You’re not selling the ticket—you’re selling the end of the journey.” And the end of the journey must be somewhere we all want to go.

Not rubber heels—but the need of saving energy.

Not a complexion soap—but “a skin you love to touch.”

Not a revolver—but safety for the home.

* * *

Clearly an advertisement assumes a tremendous task.

It undertakes to break through the crust of indifference, to stimulate interest and desire amid scores of rival claims, to rouse a thousand men and women to deliberate action—and all within the compass of a little printed page.

It succeeds *only* if every line, every word has been carefully calculated to produce the effect desired.

It succeeds because this civilization-toughened hide of ours is not so thick after all. It is harder than it used to be to find exposed a nerve of self-interest that will lead to action—but the nerves are there. Human beings in the mass are the same bundles of hopes, fears, passions, doubts, longings that they always were.

It all depends on how skilfully you can probe.

“The Resumption of Overseas Buying”

“A GENERAL resumption of buying from overseas markets”—is, in the opinion of an expert, the great need of British industry at the present time. To spread the gospel of good advertising and to show British firms the enormous possibilities of America as an outlet for their merchandise, the London Office of the J. Walter Thompson Company has published a booklet entitled, “The Resumption of Overseas Buying—One way to secure it.”

The booklet emphasizes the belief that the only sound, worth-while trade between Britain and America is trade “both ways.” The J. Walter Thompson Company has been successful in helping to place American products upon the British market. It now asks an opportunity to show that it can, with equal success, sell British goods in the American market.



Cappi

PARFUM

The new house of
CHERAMY
presents this strange new sweetness
—wrung from the reluctant flowers

A WONDERFUL inheritance of perfume experience in France is behind the new house of Cheramy.

Generations of skill in extracting and blending precious perfume oils in the flower gardens of Grasse, Cannes and Nice. Lifetimes spent in forcing the flowers to yield their deepest, rarest secrets!

This is the secret of Cappi, the strange new sweetness lately wrung from the re-

luctant flowers. Cappi is the first of the perfumes the new house of Cheramy is bringing to America. Now all American women can enjoy this fragrance that is strangely piquant even to the sophisticated taste of the Frenchwoman.

It can be had also in eau de toilette and in face powders and talc of French fineness. You will find them in gay little boxes in department stores and drug stores.

Extract $\frac{1}{4}$ ounce \$1.25 $\frac{1}{4}$ ounce \$1.50
 Toilet Water \$1.50 Face Powder \$1.00
 Talc 25 cents

FREE SAMPLE FOR YOUR PURSE

CHERAMY, Inc., Dept.
 102 West 72nd St., New York

Send me free a tiny sachet which will have in it the strange new sweetness of Cappi.

Name _____

Address _____

An interesting example of a very successful keyed advertisement is the Cheramy announcement which appeared in the New York Daily News on March 21st. It pulled over 4,500 inquiries at a cost of less than five cents per inquiry.

The use of dealer electros in merchandising

BY WILLIAM S. GROOM

Manager, Cincinnati Office.

THE practice of furnishing cuts and electrotypes suitable for use by the retail dealer in local advertising of a manufacturer's product has been almost universal.

A study of the extent to which such material has been used, however, and its effectiveness in increasing sales, has not been such a universal practice. Thousands of these electrotypes sent out to retail dealers have never been used for the purpose intended. Other thousands have been radically changed for better or for worse before they found their way into print.

The purpose of this brief article is to present a few facts and rules which have been discovered during many efforts to determine whether dealers had used the material which was prepared for them and what results had been achieved.

Dealer electrotypes have been largely of two classes—cuts or illustrations of the article, which the dealer could insert in an advertisement of his own making; or complete advertisements with a space provided in which the dealer's name and address could be set. Both kinds have their place and purpose.

The dealer who has a large organization or who advertises frequently, is quite likely to have his own ideas and his own policy on advertising. Often he has a man or a department devoting much time to the preparation of his advertisements. Such dealers will rarely use electrotypes of complete advertisements unless the space is partially or entirely paid for by the manufacturer. But they can and frequently do make use of illustrations of the manufacturer's product in connection with copy of their own.

Department stores and chain stores particularly will often devote a part of their advertising space to this purpose, especially in connection with sales in which the manufacturer's product may be featured. If these illustrations come to the dealers in the form of electrotypes suitable for immediate use, they will often use them whenever there is occasion to do so.

It must be remembered that when the dealer pays for advertising, he is interested only in selling merchandise—or building his own prestige—or both. When electrotypes come to the dealer in such form that they are obviously better advertisements for the manufacturer than they are for the dealer, it is quite natural that the dealer will not be enthusiastic about using them.

A common fault which is also frequently found, is lack of sufficient space for the dealer's name and address to be printed in large type. The dealer likes to see his name in print and often he likes to see it larger than anything else in the advertisement. When his name and address are greatly overshadowed by the manufacturer's name or logotype, the effect upon the dealer is obvious.

Half a loaf is better than no bread at all and if the manufacturer has to permit the display of the dealer's name more than his own, he should remember that the dealer is paying for all the advertising anyhow and is entitled to some consideration. Dealer electros which appeal to the dealer as being better advertisements for him than he could prepare for himself will get the widest possible use.

If the manufacturer has salesmen calling direct upon the retail trade, the best method of selling the largest number of dealers is to have the salesmen sell the dealer on using them. The manufacturer's salesmen can easily obtain local rates from the newspapers and advise the dealer exactly what an advertisement or a series of advertisements will cost him. If the salesman has the time, he can call in a solicitor of the newspaper to help him do the job.

In many cities, particularly the smaller towns, the newspapers secure a large part of their volume by preparing advertisements or advertising ideas in advance, on which they base their solicitations to merchants. It is frequently possible to secure the co-operation of newspapers in selling the dealer on local advertising. This also is best done by the manufacturer's salesmen, but when that is not possible it can be done by writing to the advertising managers of the newspapers.

There are times when dealers can be sold on running a regular schedule of advertisements. This also is best done by a direct call from the salesman, but can be done by mail if the product is of sufficient importance in the dealer's total volume and the relations between manufacturer and dealer are close.

As to the method of distributing dealer electros, some advertisers have charged dealers for them; others have given the electros free with no restrictions; still others have made memorandum charges which were cancelled when the dealer proved that the electros had been used.

Any charge, either absolute or provisional is a handicap. Certainly the dealer is less likely to hesitate about ordering electrotypes when he knows that they will cost him nothing under any circumstances. On the other hand, it has been found quite wasteful to send electrotypes broadcast and it is a good rule not to send them unless the dealer has ordered them previously or expressed his willingness to use them.

As to the effectiveness of dealer advertising in increasing the local sales of the manufacturer's product there is no question. If the product and its price are right and the manufacturer's own advertising is intelligently done and in sufficient volume, local advertising by the dealers undoubtedly increases local sales. The extent to which it does so depends of course upon circumstances. There are plenty of examples to prove that local dealer advertising does increase the local sale of an advertised product. The big job is to get the local dealer to do this kind of advertising constantly.

Paul T. Cherington joins the staff

ON June 1, 1922, Mr. Paul T. Cherington joins the J. Walter Thompson Company.

Mr. Cherington, who for the past two years has been Secretary-Treasurer of the National Association of Wool Manufacturers with headquarters in Boston, was until 1919 on the staff of the Graduate School of Business Administration at Harvard University. He first became known in advertising circles when, in 1912, his *Advertising as a Business Force* was published as the first in a series of books issued under the auspices of the Associated Advertising Clubs. In 1916 he compiled a similar collection of records of advertising experiences under the title of the *First Advertising Book—1916*.

In his *Wool Industry*, published in 1917, Mr. Cherington produced what is said to be the first topical study of an industry from the commercial angle. His *Elements of Marketing*, issued in 1920, is a widely used college text book on the general subject of marketing.

During the War Mr. Cherington served as fiber expert on the commodities section of the Shipping Board Division of Planning and Statistics, and did similar work for the War Industries Board.

Mr. Cherington, while generally regarded as a Bostonian, is really a westerner. He was born in Kansas and as a boy and young man spent his early life in Iowa, California, Washington State, Ohio, and New Jersey. For twelve years he lived in Philadelphia, where he engaged in newspaper work and in special work for the Foreign Trade Bureau of the Philadelphia Commercial Museum. During this time he completed his college course and did graduate work at the University of Pennsylvania. He went to Harvard as an instructor at the opening of the Graduate School of Business Administration and became in due course a Professor of Marketing. For several years he was president of the National Association of Teachers of Advertising.

Cutting down waste in store-display

BY EWING T. WEBB

Representative, New York Office

"I USED to dump them up alleys in ash cans." The old cigarette salesman laughed. He was telling of his early methods with the bundles of store display material furnished him by the home office. Expensive cards and cut-outs by the pound went into ash cans instead of into the dealer's window or on his counter.

Why? What was wrong?

The trouble was not with the material itself. The old-timer admitted that it was good of its kind. The real difficulty struck deeper. He had never been fully convinced of the value *to him* of these cards and cut-outs nor of the consumer advertising which they were to support.

This is perhaps an extreme case. But the same problem in greater or less degree confronts almost every sales manager, who uses store display as a part of national selling and advertising effort.

Not long ago a firm which advertises extensively discovered that a district manager had allowed thousands of dollars' worth of dealer helps to accumulate in a store-room. For three years he had made no use whatever of the costly material which had been shipped to him.

In another instance a checking of retail stores was made by a company which regularly sent out large quantities of store cards direct to dealers upon request of their salesmen. Fifty stores were visited at the height of the selling season with consumer advertising in full swing. Every one of the fifty dealers had received a card. But only *two out of the fifty* cards were found on display. The salesmen had not "sold" the retailer on their importance and usefulness.

Primarily a problem of distribution

These examples are typical of the difficulties that are commonplace in the daily work of many sales managers. The ever-present task is to see that store-display reaches the dealer's counter or window instead of his basement or waste can. First and foremost the problem is one of distribution.

The design and form of the material itself is of course important. Careful study is needed to give it the greatest sales value and the longest life in the store at the lowest possible cost. Its novelty or beauty can do much to make it more interesting to both the salesman and the dealer. But these are not the most important points.

The chief question is not, "how good is the display material?", but, "how well is it being used?"

A recent survey of store-display of the same product in two different territories offers a striking illustration of this fact. In both territories distribution was equally good and the trade was being visited on the same basis. In both, identical types of display were available. Yet, the percentage of stores with display was *over eight times* greater in one district than in the other.

Whether display material is distributed personally by the salesman, or mailed out upon his request, the problem of making it effective rests squarely upon him. He must understand how to cash in fully on consumer advertising in his daily work and how best to use store-display for this purpose.

The true function of store-display

By its very nature, store-display is essentially a *reminder* to the public. It cannot bear the brunt of *creating* demand. This is the task of consumer advertising.

Store-display forms the connecting link in the retail store at the point of purchase. And dealers to-day choose for display chiefly those products which are supported by advertising.

It is by constantly "selling" the dealer on the campaigns put behind his special product, that the salesman can most easily keep it displayed on the dealer's counter or in his window. Under these conditions, advertising can work most effectively in moving the goods—in paving the way for the salesman's next visit. Clearly no sales argument is so effective as dwindling stock on the shelf.

With this principle so clear—so obvious—why is it that salesmen, even the best of them—so often neglect to "sell" their advertising and their display material? Why do they handicap themselves and allow thousands of dollars of their firm's money to go to waste?

Keeping the sales-force "sold" on advertising

Let us ask ourselves why so many of us often plan to save money—and then fail to do it.

It is usually because under pressure of life from day to day we lose sight of the future.

And so it is with the salesman. It is his first job to make a given number of calls a day and to write as many orders as possible *in that day*. And, under this immediate pressure, he forgets to use his advertising and his display material to help prepare for his next round of visits.

He just leaves the store-card with the dealer instead of placing it properly. He does not arrange his products on the counter or in the window. He sends a requisition for display material when the dealer is not really "sold" on its value.

In other words, the salesman is human—and he is out alone on the "firing line."

He requires constant encouragement and inspiration from above, if he is to plug along day after day making full and conscientious use of his advertising.

A little incident—typical of many others—illustrates what can be accomplished by sound leadership.

One night last year, a salesman passed a store in which he had made a sale earlier in the day. He noticed

that there was no display in the window—that he had overlooked this part of his job. So he went in, had another talk with the dealer and put up some window-posters which he had in his pocket.

This was done when he was off duty on a route which he knew he would never work again.

And it was not an accident. It was evidence of a point of view that the entire sales force carried to their work day after day. Back of this one simple action lay careful training and constant supervision of a group of salesmen over a period of years. Every one of them was kept constantly “sold” on his own advertising.

It is effectiveness in sales work as a whole and especially in the use of consumer advertising, that brings along with it reduced costs and increased success with display material.



The average grocery store turnover

A RECENT report published by the New York State Department of Farms and Markets gives the rate of grocery store turnover of New York City as 8.3. The gross profit in percentage of the gross sales was 18.9 in wealthy-class stores, 16.2 in middle-class stores and 15.2 in poor-class stores.

The report shows that 35 per cent. of the business of the average grocery store is in dairy products and eggs. Bread and flour come second with a total of 16.3 per cent., and canned goods third with a total of 9.7 per cent. Fifty cents out of every dollar spent by the average grocer in buying stock goes for five commodities,—butter, eggs, bread, milk and sugar.

What does an automobile dealer mean by Service?

BY GEORGE L. MILLER

Men's Editorial Department, New York Office

"TO my mind it's the best car on the market to-day; but I'll never buy one while I live in this city."

Such remarks are not uncommon.

You will often find that in one town a certain automobile is outselling every competitor. In a town fifty miles away, under apparently identical selling conditions, that same car has never gotten a real foothold.

The reason for such a situation is to be found in what lies back of the word Service.

To a greater extent than with almost any other product, an automobile requires maintenance. The dealer's responsibility does not end with the sale.

The prospective purchaser may have a preference for some particular make of car—because of the manufacturer's prestige, the appearance of the car, its units or the known performance of other cars of the same make. But if he has ever owned a car before, he knows that the performance he is going to get out of the new car depends very largely upon the Service the local dealer will give.

Thus it happens that the sale of a car in a given community has come to depend almost entirely upon the type of dealer to whom the franchise has been entrusted—upon his integrity, financial standing and, above all, upon his policy and resources for giving Service.

To-day the granting of Free Service is almost universal. In some cases this is limited to ninety days from date of sale; in others to as long as six months or a year. Some dealers reckon Service on a mileage basis.

Free Service is necessary because a car has to be *broken in* after it has been bought—brakes adjusted,

carburetor taken care of, and so forth. Yet the granting of Free Service frequently leads to confusion and misunderstanding by purchasers as to just what Service items are free and for which items there is a charge.

Some dealers make a distinction in giving Service between Labor and Materials. They will furnish labor for adjusting brakes and similar jobs, but charge for oil and grease. Others furnish oil and grease free so that purchasers will bring their cars in to be inspected.

So widely varied are the Service propositions in use by dealers to-day, that one is led to believe that it would be well for manufacturers to counsel their dealers regarding the Service they should give—with a view to establishing certain standard practices. This would go far toward eliminating the confusion and misunderstandings in the minds of owners and prospects.

There should be a distinction between Free Service and jobs for which there is a charge. Purchasers should understand just what amount of labor and material (if any) come under Free Service. Dealers should recognize that a certain amount of Free Service is necessary and a just part of their overhead. They should determine the cost of the Free Service each car will require and then charge it to overhead.

Free Service falls into two general classes. First, the amount of attention every car requires when it arrives from the factory and before it can be delivered to the prospect. Second, the adjustments that are necessary after the car has been run a few hundred miles.

A system of coupons or tickets is used by some dealers, to show the purchaser just how much Service he may expect. Under this arrangement, any type of Service is rendered—up to the stipulated number of hours. Where the coupon plan is not used, dealers generally make it plain that Service does not include overhaul jobs, such as reseating valves.

In talking Service to a prospect, dealers should stress not only the amount of Free Service they will give, but

also their facilities for taking care of the car after the expiration of the Free Service period. Many live dealers conduct prospects through their shops, pointing out the various repair facilities, the stock of spare parts on hand and the number of expert mechanics employed.

Some dealers insure the proper inspection of every car by the use of printed cards, listing all the parts that will require attention before and after the sale of the car. Checking these cards automatically insures the necessary inspection of every element.

In addition many dealers have standardized costs of materials and labor for the various repair items. These fixed charges, whether posted in the shop or given to customers on printed forms, naturally establish confidence and give evidence of honesty and fair dealing.

THE April number of *The Ladies' Home Journal* carried \$1,070,000 worth of advertising in its pages—the greatest amount ever spent on advertising in any single issue of a magazine. With 8.9 per cent. of the total space, the J. Walter Thompson Company as usual stood first among agencies placing advertising in the publication.

STATISTICS gathered by Harvard University from 322 firms show that wholesale grocers operated at a net loss of 0.5 per cent. in 1920, as compared with net profits of 1.9 per cent. in 1919 and 1.75 per cent. in 1918.

FIGURES in *The Literary Digest* for April 15th, show that in the States west of the Rocky Mountains the amount of money spent for perfumes, cosmetics and proprietary articles was 40.1 per cent. greater per capita than in all the rest of the country combined.

“A House in the Country”

THE leading article for the April *House Beautiful* is a story entitled, “A House in the Country—With a Minimum of Time, Money, Experience,” by Dorothy Dwight Townsend of the New York Office.

This interesting article gives some indication as to the practicability of buying an old farmhouse and making it over into a summer home. It deals with the adventures of one seeking a country home—and finding it, a rambling little farmhouse two hundred years old. Then the hiring of carpenter, painter and plumber to put it into livable condition—for when a house passes its second centennial there are often repairs to be made.

But the little house turned out to be not so “little” after all—there were eight rooms and the hall downstairs, to say nothing of the unfinished attic.

When the interior had been painted and papered, the ceilings scraped and kalsomined and the floors finished with several coats of paint, the former somewhat dingy appearance of the rooms fell away and all seemed as bright and happy as a May morning.

Outside, a similar transformation took place. White paint, vines and flowers worked wonders, and the once lonesome-looking old house among the trees adopted a cheery, “come-in-and-tell-a-bit” atmosphere.

Seven weeks from the day the carpenters started work the new owner moved proudly in, well satisfied at the venture. A house, a barn and eight acres of land within thirty-five miles of Boston for \$1,000! Repairs, painting, plumbing, masonry, hauling and cleaning up cost an additional \$1,300. When the house was completely furnished the total outlay was still less than three thousand dollars.

Tact in telling people their mistakes

AN article in *Printer's Ink* of April 6th, quotes an example of the Davey Tree Expert Company's advertising which displays especial tact in "its quiet methods of reproaching people for their ignorance of — their neglect of trees. This is a skilfully worded fragment of a recent page:

"'You have fine trees? Just imagine how the place would look without them—no shade, no beauty, only a barren piece of ground. You probably bought the place because of the trees that it took nature fifty or a hundred years to produce. Then what are the trees worth to you in money value? These trees are living things. They breathe, digest food, have a circulation. Many times they are attacked by disease or decay. Often they suffer and gradually die from lack of food and water. Storms break them, decay follows.'"

Clients of the J. Walter Thompson Company

<i>Product</i>	<i>Client</i>
APPRAISALS	American Appraisal Company Milwaukee, Wisconsin
PAINTS, CRAYONS AND ALLIED PRODUCTS FOR EDUCATIONAL AND TOY USE.	The American Crayon Company Sandusky, Ohio
WRITING PAPER	American Writing Paper Company Holyoke, Massachusetts
ANDERSON CAR	The Anderson Motor Company Rock Hill, South Carolina
YUBAN COFFEE	Arbuckle Brothers New York City
AUNT JEMIMA PANCAKE FLOUR RED TOP FLOUR	Aunt Jemima Mills Company Saint Joseph, Missouri
VALET AUTOSTROP RAZORS	AutoStrop Safety Razor Company New York City
WOMEN'S SUITS AND COATS	A. Beller and Company New York City

<i>Product</i>	<i>Client</i>
SHELTON LOOM PRODUCTS	Sidney Blumenthal and Company New York City
BRENLIN WINDOW SHADES	The Charles W. Breneman Company Cincinnati, Ohio
PATTERNS: DELTOR, BELROBE	Butterick Publishing Company New York City
CARTER'S KNIT UNDERWEAR	The William Carter Company Needham Heights, Massachusetts
"CAPPI" PERFUME	Cheramy, Inc. New York City
RAILROAD	Chicago, Burlington and Quincy Railroad, Chicago, Illinois
CLOSE'S "GOOD EATERS" (POCKET CANDIES)	The George Close Company Cambridge, Massachusetts
CORTICELLI FABRICS CORTICELLI YARNS	Corticelli Silk Company Florence, Massachusetts
ROMANCE CHOCOLATES	Cox Confectionery Company East Boston, Massachusetts
CREAM OF WHEAT	Cream of Wheat Company Minneapolis, Minnesota
FARM & FIRESIDE	Crowell Publishing Company Springfield, Ohio
DAVEY TREE SURGERY	Davey Tree Expert Company Kent, Ohio
DIAMOND CRYSTAL TABLE SALT	Diamond Crystal Salt Company St. Clair, Michigan
LEATHER WORK GLOVES	Joseph N. Eisendrath Company Chicago, Illinois
DANERSK FURNITURE	Erskine-Danforth Corporation New York City
COMPTOMETER	Felt and Tarrant Manufacturing Company, Chicago, Illinois
FLEISCHMANN'S YEAST	The Fleischmann Company New York City
SHIPPING CASES, DISPLAY CON- TAINERS, FOLDING CARTONS, WINDOW DISPLAYS, LABELS	Robert Gair Company New York City
FOREIGN TOURS	Gates Tours New York City
ROYAL ELECTRIC CLEANERS	The P. A. Geier Company Cleveland, Ohio
GOLDWYN MOTION PICTURES	Goldwyn Pictures Corporation New York City
PREPARED PIE FILLINGS AND PUDDINGS	Good Luck Food Company, Inc. Rochester, New York
GRUEN GUILD WATCHES	Gruen Watchmakers Guild Cincinnati, Ohio

Product

Client

HAUSERMANN-SYSTEM SHELVING
HAUSERMANN-SYSTEM SKYLIGHTS
HAUSERMANN-SYSTEM PARTITIONS

The E. F. Hausermann Company
Cleveland, Ohio

CORDAGE

The Hooven and Allison Company
Xenia, Ohio

HORLICK'S MALTED MILK

Horlick's Malted Milk Company
Racine, Wisconsin

BANKING

Irving National Bank
New York City

WOODBURY'S FACIAL SOAP
WOODBURY'S FACIAL POWDER
WOODBURY'S FACIAL CREAM
WOODBURY'S COLD CREAM
JERGENS' VIOLET SOAP

Andrew Jergens Company
Cincinnati, Ohio

RUGS

Kent-Costikyan Trading Company,
Inc., New York City

KLEARFLAX LINEN RUGS

Klearflax Linen Rug Company
Duluth, Minnesota

O'SULLIVAN'S RUBBER HEELS

For Lamont, Corliss and Company
New York City

PETER'S CHOCOLATE

(1) O'Sullivan Rubber Company
New York City

(2) Peter, Cailler, Kohler Swiss
Chocolate Company
New York City

POND'S COLD CREAM
POND'S VANISHING CREAM
LUX, RINSO

(3) Pond's Extract Company
New York City

LIBBY'S FOOD PRODUCTS
(EVAPORATED MILK, MEATS,
FRUITS, CONDIMENTS, SALAD
DRESSING, ETC.)

Lever Brothers Company
Cambridge, Massachusetts
Libby, McNeill and Libby
Chicago, Illinois

LOG CABIN MAPLE SYRUP

Log Cabin Products Company
St. Paul, Minnesota

AUTOMOBILE ACCESSORIES

Madison Kipp Corporation
Madison, Wisconsin

WHITE ROSE BREAD

Massachusetts Baking Company
Springfield, Massachusetts

RED SEAL HAIR NETS
WOMEN'S NOVELTIES

Morris, Mann and Riley
Chicago, Illinois

ODO-RO-NO
ODO-RO-NO DEPILATORY
ODO-RO-NO AFTER CREAM

The Oodorono Company
Cincinnati, Ohio

BLUE BUCKLE WORK GARMENTS
(OVERALLS, WORK SHIRTS,
WORK PANTS)

Old Dominion Garment Company,
Inc., Lynchburg, Virginia

BRUSHES AND MOULDING
MACHINES

The Osborn Manufacturing
Company, Cleveland, Ohio

<i>Product</i>	<i>Client</i>
PEACE DALE YARNS (MAIL ORDER)	Peace Dale Mills New York City
BRER RABBIT MOLASSES	Penick and Ford, Ltd.
BRER RABBIT SYRUP	New York City and
PENICK SYRUP	New Orleans, Louisiana
PICTORIAL REVIEW	Pictorial Review New York City
FUR FABRIC	Plush Association New York City
PRINTZESS WOMEN'S AND MISSES' COATS AND SUITS AND CHILD- REN'S COATS	The Printz-Biederman Company Cleveland, Ohio
QUAKER MILK MACARONI	Quaker Oats Company Chicago, Illinois
GUNS, METALLIC AMMUNITION, AUTOMOTIVE PARTS	Savage Arms Corporation New York City
SCHOLL'S FOOT SPECIALTIES	Scholl Manufacturing Company Chicago, Illinois
CREAM BREAD	Shults Bread Company Brooklyn, New York
STANLEY VACUUM BOTTLES	Stanley Insulating Company New York City
SWIFT'S PREMIUM HAM	Swift and Company
SWIFT'S PREMIUM BACON	Chicago, Illinois
SWIFT'S OLEOMARGARINE	
SWIFT'S WOOL SOAP	
SWIFT'S CLASSIC SOAP	
SWIFT'S FERTILIZER	
SWIFT'S GELATINE	
INSTITUTIONAL ADVERTISING	
"EXCELWEAR" (MATERIAL FOR MEN'S SHIRTS, UNDERWEAR AND PAJAMAS)	Turner and Walls New York City
LIGHT RUBBER FOOTWEAR	United States Rubber Company
HEAVY RUBBER FOOTWEAR	New York City
KEDS	
RAYNSTERS	
NAUGAHYDE	
BARRELED SUNLIGHT (THE RICE PROCESS WHITE PAINT)	U. S. Gutta Percha Paint Company Providence, Rhode Island
WADSWORTH WATCH CASES	Wadsworth Watch Case Company Cincinnati, Ohio
CUTEX MANICURE SPECIALTIES	Northam Warren Company New York City
STATIONERY	Western Tablet and Stationery Company, St. Joseph, Missouri

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