

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

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In the United States and Great Britain  
J. WALTER THOMPSON COMPANY

## What manner of man—!

BY GILBERT KINNEY

*Vice-President, J. Walter Thompson Company*

“CARICATURE” is defined as “representation so as to make ridiculous.” “Portrayal” is to represent naturally and vividly. But often we have caricature under the guise of portrayal and to the uninitiated the caricature may come to represent the reality.

We are familiar with the fact that only the increase in travel of the last twenty years and the contacts of the late War finally broke down the popular American idea that Englishmen were drawling dilettantes and the English idea that typical Americans packed a gun.

Only the great increase in number of state universities, with consequent increase in enrollments, has served to dissipate the old prejudice of a large group of people in this country regarding the effect of college training on men who must later do the hard work of farming, manufacturing or commerce.

In like manner, that popular fiction picture of an advertising man is a breezy, cocksure, snap judgment, phrase making individual who is altogether ridiculous from the conservative business viewpoint. And, of course, the stage representation is a young man or young woman who interrupts discussion with snappy inspirations along jazz lines.

When people read the advertisements in magazines and newspapers they must notice this style is not characteristic of current advertising, but they probably



think it is because these "jazz masters of advertising" only have time to write a few chewing gum and cigarette advertisements and that all other advertising represents the best efforts of people who lack this spark of genius.

It is perhaps this conception of the art of advertising that makes people so reluctant to admit that they are influenced by advertising. We all know that they act in response to advertising suggestion and argument but as a rule they disavow its influence.

The conception, however, is a truly serious handicap insofar as it may constitute the only background of a business executive who one day finds himself faced with the responsibility of making a decision on plans proposed and presented by advertising men.

It is often vital to the discussion that the business executive—usually of manufacturing or financial background—accept the advertising man as an individual having the same professional or business standards as himself. He would accept a professional man, an engineer, a manufacturing expert or a banker on this basis. But the advertising man comes to the discussion handicapped by the fact that the business executive, influenced by impressions built up by stories he has read, or plays he has seen, is not sure that knowledge and authority are behind the advertising man's recommendations or that he speaks only after study and consideration.

Of course the best way to answer this would be to have business men come to know intimately how the modern advertising agency functions—to observe it in its engineering problem of appraising the resistance and then selecting the material and applying the power necessary to do the job. Usually there isn't an opportunity to do this. The executive has not the time to study into the practise of this branch of selling work, so perhaps the only available quick way to make him understand the falsity of the popular caricature is to let him know the personnel of an agency—the type of people now attracted to the work.

It is probably not generally known how many men and women coming out of the colleges are now choosing advertising as their life work. There is in New York a "Yale Men in Advertising Association" with one hundred and thirty-three members. In the J. Walter Thompson Company alone there are one hundred and ten with college training, drawn from the faculties, as well as the graduates, of Johns Hopkins, Harvard, Yale and other universities. There is a man who held a very responsible position in the Department of Agriculture under Hoover. There are six people who have served as experts in Government Service. There are seven people who have degrees of Doctors of Philosophy.

Such men start with a real educational background before they go out into the field to get actual first hand experience in selling the trade and consumer.

This is not the type of person who would be willing to devote his time to thinking up zippy catch phrases or snappy slogans. They are rather the men and women who approach the problem of merchandising and advertising with the same careful and analytical method that a problem of national farming, food distribution, coal distribution or any other such problem would be approached.

The training for the work is a training in solving the marketing problems of a wide variety of products. Advertising involves a study of the article, its market and its competition and from experience in selling methods and knowledge of human reactions the planning of the force that will put over the idea and do the selling job. The training is thus a matter of years.

Of course all advertising practise has not yet reached this new plane. With any group showing unusual development there will be laggards. But the profession should be judged by its leaders rather than its laggards.

As business men come more and more in contact with the new generation of advertising men they tend to forget their old prejudice. But isn't it rather an obliga-



tion on all advertising men to help accelerate this by doing everything they can as occasion arises to tell the laymen what today constitutes advertising work—its methods and its ideals?

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AT the convention of the American Manufacturers of Toilet Articles—held in New York City in April—a significant resolution was passed. This resolution condemned: (1) the “practice on the part of certain toilet goods manufacturers of giving to the employees of retail establishments commissions or money considerations . . . to obtain their favor and influence;” (2) the publishing of “advertisements unfairly reflecting on the character or quality of the goods of competing manufacturers;” (3) manufacturers who “have allowed their employees demonstrating their goods in retail establishments to disseminate such reports for the purpose of unfairly influencing retail sales.”

Provision was made for the establishment of a Committee on Trade Practices, “to which Committee any member having knowledge of unfair trade practices on the part of members of this Association or having a complaint against any such member by reason of unfair competition or practices, may present his case in writing, said Committee to afford the member so charged with an opportunity of defending himself, after which it shall report its findings to the Executive Board, . . . the Executive Board in case any such complaint shall be sustained by the Committee on Trade Practices, shall notify the offending member and require him to desist and shall obtain from him assurances that the objectionable practices shall be abandoned; or failing to receive such assurances, shall take whatever disciplinary action it may determine upon under the provisions of the by-laws” of the Association.

# Coué was right

BY ALBERT LEFFINGWELL

*New York Office*

“**L**OCK your fingers tightly,” said M. Coué, “and repeat rapidly after me, ‘I cannot open them—I cannot open them—I cannot open them—’”

And a large percentage of his hearers, after rapid repetition of the formula, discovered that it was indeed true: they could not open them!

Yet—if they had said it only *once*—their fingers would have sprung apart immediately. Which has a bearing, certainly, on the science of advertising.

To convince the largest number of people at the lowest cost—that, clearly, is the purpose of every advertising campaign.

To make a million prospective customers feel—not that they cannot open their fingers, but that they must open their pocketbooks.

Will telling them *once* that they must buy your refrigerator—or your motor car or your shaving cream—convince them? Of course not.

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Repetition, then.

But repetition that *is* repetition. To say in April, “Buy my refrigerator because it is cheap,” and in May, “Because dealers everywhere recommend it,” and in June, “Because it has a patent sanitary lining and besides, we’ve been making refrigerators since 1884,” and in July, “Because you see this lovely girl opening its door with a smile on her face,”

—isn’t repetition. It’s confusion.

*One* central thought—constantly repeated. Differently presented—varyingly interpreted—yes; but the same thought always.

And if you are going to pin your faith and your sales to just one thought, it must be, obviously, a thought

of concentrated power.

It must be a thought that will put your refrigerator a little apart from and a little above the common or garden variety of refrigerator—a thought that will picture yours as *all* a refrigerator could be—a thought that will bring home the bacon, so to speak, to your particular icebox.

Try to find a thought like that about a refrigerator—and you will begin to understand why advertising is *not* correctly referred to as a “game.”

Try to find such a thought about any product, for that matter. And yet—it has been, it is being done!

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Of course, your market is as important as your product in determining this central selling thought.

To advertise a Ford, however luxuriously equipped, as a miniature Rolls Royce, would be silly. Ford-buying farmers select their cars for other reasons than luxurious comfort—they want them, literally, to drive the pigs to market in.

Also, changes in the buyer's attitude may necessitate changes in the seller's argument.

The same paint—yet over one period, its light-reflecting qualities may be its boast, while later—*the world having been sold on light*, its dirt-resisting qualities become the theme.

Overshoes may be popular one season because they look like overshoes—and another because they don't.

What your factory produces is not necessarily—not by any means—what you have to sell. Only your product *plus* your market can determine that. But whatever it is—whatever changes in plan Time eventually brings—it must, over a given period, be *one* thing that you are selling in *one* particular way.

A whole river can flow round a rock for centuries—and barely smooth its surface. But even a few drops, falling in the selfsame place, will wear a hole through in no time.

Coué—in this respect at least—was right.



# Housewives write the copy

BY MILDRED HOLMES  
*New York Office*

IT is ten o'clock in the morning.

The investigator rings the doorbell of an average middle class home. Follows an enigmatic period of waiting before steps are heard prowling down the passage and the housewife pulls back the door—half way.

The average middle class housewife does not look like a wielder of the O-Cedar Mop nor yet like the joyous lady who washes pantry windows with Bon Ami. It is doubtful if she aspires to. Once in her youth, perhaps—

Her skirt, grown too small in the waist-band, is anchored half way down the placket with a safety pin. Apron and shirt waist are somewhat soiled and on awry. Last year's high heels run over to the outside. She has discouraged wisps of hair about her ears and she eyes the investigator with disillusionment, faintly inquiring.

"I don't," she declares, "want anything."

"No," fibs the investigator, glancing past her into the unlovely passage, "I know you don't. And I'm not selling anything. But I should like you to give me some information, if you will. Will you tell me what brand of \_\_\_\_\_ you buy?"

"Oh, different kinds."

"For instance?"

"Well, different ones. I don't remember all the names."

"I see. You don't ask for any special brand, then, when you order?"

"No."

"Where do you buy it?"

"Oh, up here at the store."

"Grocery store?"

"Yes—up there at the corner—see?" She opens the door enough to stick her head out in the direction of the store.

"I see. Do you go and buy it yourself?"

"Well, I go—or I send one of the children."

"What do you ask for when you go yourself?"

"I don't ask for anything. There's always some on the shelf and I just say 'I'll take one of those packages of *Brown's* ————."

"And when you send the children what do you tell them to get?"

"Why I tell 'em to go get a package of *Brown's* ————. Say, what are you asking all these questions for?"

The investigator explains again that her mission is that of a humble seeker after information, and continues—

"Then you always get *Brown's* ————?"

"Most always, I guess."

"Do you ever get any other kind?"

"Sometimes we like a change. Sometimes maybe they don't have *Brown's*. I like *Brown's* best, though."

"You do—why?"

"Well, I don't know. We just like it. What kind are you selling?"

"Truly I'm not selling any kind at all. I just want to find out from you housewives who know, what kind is really best."

Relations become more cordial. The housewife leans for greater comfort against the door jamb and expounds—

"Well now, I'll tell you. *Brown's* is real good. I like the taste of it and my husband likes it too. Sometimes the children get tired of it or my husband has a spell of wanting something else, but I always say *Brown's* is best. We buy *Jones'* sometimes, though, or *Toastet*. They're pretty good. And there's another one, in a kind of a checkerboard package. I forget what it's called."

"*Toastet*—whose brand is that?"

"I don't know. They just call it *Toastet*."

"I see. Is there any other name to *Brown's*—like *Brown's 'Toastet'*?"

"No, it's just *Brown's*—well, I don't know. There's a big name '*Brown's*' on the package. Seems like maybe there is something under it. Wait a minute—I'll go see what it says."

She retreats heavily down the passage to come back presently with the word that it says "*Brown's Superior*"

"It's real nice," she declares. "And it's good for you, too."

"How do you know?"

"Well, they say it is."

"Who say it is?"

"Why everyone says so. They say it's easy to digest. Anyway, I guess it don't hurt you and you have to fill the children up on something."

"How much do you buy?"

"Oh, I don't know. I just buy when we run out."

"Once a week—every two weeks?"

"Well, there's four of us. I guess maybe I buy two packages about every week."

"Is it expensive?"

"Well, no, I guess not. Everything's expensive nowadays. *Brown's* costs a little more than *Jones'*, but then I like it better."

The investigator goes on to successive housewives—probing, with much effort, for meager information.

The routine of housekeeping forces the many untrained women who follow it, daily to act upon ideas they do not formulate. So it is that the average housewife, pressed for definite answers and reasons becomes inarticulate. Single interviews yield results discouragingly vague and insignificant.

But as the investigator proceeds she finds certain phrases, certain ideas, constantly recurring. Notions seemingly random in the individual, repeated in two-



score conversations, begin to take shape as definite, fundamental preferences.

The housewife seldom realizes how strong her preferences are and seldom states them consciously. Yet on the appeal built upon the slender thread of these unformulated ideas—impulses, prejudices, desires—hangs the success of any product presented for household use.

For the housewife's reasons for buying are no less compelling—rather stronger—for being undefined. They are there, just below the surface of inadequate words. If the investigator but puts enough of these words together, the reasons stand revealed beyond all question and the way is cleared to present the product to the housewife in persuasive terms of her own motivating preferences.

One housewife tells practically nothing—a thousand housewives write the copy.

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**I**N Chicago on May 1st a new, independent neighborhood grocery store was opened. Among the initial supplies were stocks of the following products: Lux, Yuban Coffee, Aunt Jemina Pancake Flour, Cream of Wheat, Fleischmann's Yeast, Brer Rabbit Molasses, Log Cabin Syrup, Libby's Milk, and Swift's Premium Ham, Premium Bacon and Sunbrite Cleanser.

Most grocery stores that have been in business any length of time carry these and several other products whose advertising is handled by the J. Walter Thompson Company.

The significance of the new store's initial order lies in its demonstration of the entrance wedge power of articles whose leadership has been established with the aid of consistent advertising.

# Advertising by radio

BY JOHN B. WATSON

*New York Office*

*ON April 11, 1923, the following radio talk was sent out from W.E.A.F.—American Telephone & Telegraph Company—at eight P. M.*

## Opening announcement

Our next speaker is Dr. John B Watson, Editor of the Journal of Experimental Psychology and formerly Professor of Psychology at Johns Hopkins University, who will talk on "Glands—The Mysteries of the Human Body." This talk is given through the courtesy of Lehn & Fink, Inc., makers of Pebecco Tooth Paste. In a brief talk of ten minutes it is impossible to cover many of the points of interest on such an important subject, so please listen in until the end of this talk when an important announcement will be made.

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## Glands—the mysteries of the human body

In every medical laboratory in the world scientific research is focused today upon the small, mysterious structures called glands.

### *Where are these glands located*

Just above the roof of your mouth is a tiny one not much larger than a hazel nut, called the *pituitary* gland. Then in the neck, just to one side of the "Adam's apple," you will find another called the *thyroid* gland. Another lies near the kidneys, called the *adrenal* gland. In the pelvic region lies a group of small cells that make up the so-called *interstitial* gland. These glands are

usually paired. If all of them were taken out they would lie comfortably upon the palm of one hand.

### ***What are these glands?***

Each gland consists of a tiny group of cells with a thin membrane surrounding it. These groups of cells are really chemical workshops, where the most powerful chemicals in the world are being constantly manufactured.

The interesting part about these glands is that they are closed off from all visitors except the blood stream. There is no opening leading into them and no exit from them. As the blood flows through them, it takes up minute quantities of powerful chemicals, called *hormones*, and carries them to other parts of the body. These hormones can inhibit growth or accelerate it. They can make one part of the body grow to the exclusion of another. In a well regulated human being these hormones are balanced so that our vital functions are carried on uniformly.

### ***Why is there so much interest in the glands?***

There are many reasons why all of us should be interested in these glands. If we have reached the age of forty we may grow old prematurely. Most of us do not fear to grow old, but at least we have a right to wish to grow old slowly and to keep our hair and teeth and a measure of our strength and vitality. If we have children we are interested in their development. They must grow strong bodies, sturdy bones, reach a certain height, grow beautiful hair and have good teeth. The glands decide whether we shall grow to be giants or pigmies, whether we shall be hairy all over our bodies like the apes or smooth and hairless. So much progress has already been made in unraveling the secrets of the glands that even in *our* lifetime we all can hope to profit by these discoveries.



## *The functions each of these glands performs*

Slow down the *thyroid*—the gland in the throat—and the mind becomes dull, our movements sluggish, our gait unsteady; the skin becomes thick and dry; we lose our hair; finally, there comes on a state bordering on idiocy.

Raise the output of this gland by feeding thyroid extract or by processes going on in the gland itself and these symptoms disappear as if by magic. If for any reason an over-secretion of thyroid occurs in an individual, the vital processes are all speeded up to too high a level. Over-secretion of thyroid can make the whole body work fast enough to wreck it, just as a too high-powered engine in a light automobile body will finally tear it to pieces.

Slow up the activity of the *adrenal* gland and our skin becomes bronzed like that of an Indian. Removal of these glands will produce death within three days.

Speed up the *pituitary* gland and the body begins to grow like Jack's beanstalk. The feet become colossal in size, the hands enormous and the head huge.

Probably the chief interest today centers in the interstitial glands. As we grow old they atrophy and cease to yield hormones in sufficient amounts. Can they be made to speed up in people growing old so that the disadvantages of old age can be avoided? Take an old man—transplant anywhere in his body the interstitial gland of a youth. In a few months a distinct improvement takes place. He becomes more youthful, trembling leaves the hands, the gait becomes normal.

On account of many difficulties, interstitial gland transplantation is rarely undertaken—newspapers to the contrary, notwithstanding. There are not a half dozen well authenticated cases of human transplantation on record. There is a very simple procedure, however, to be adopted in such cases which is producing the same results as transplantation. It is known as Steinach's

experiment. If a certain one of the small ducts in the body is tied off it has the effect, strange to say, of causing the interstitial gland cells to multiply and increase in size. The hormones coming from these glands are thus increased in amount and we get the same youth-restoring effect as if a gland were transplanted.

All this work is still in its infancy. So, probably the safest thing to do is still to prepare to grow old gracefully and not to have our hopes set too high of living to be as old as Methuselah.

### ***The effect these glands have upon our emotional life***

In addition to regulating our growth and vitality, the glands, especially the thyroid and the adrenal glands, control our whole emotional life.

Professor Cannon of Harvard has shown that our adrenal glands, supported by the thyroid, help us enormously in fighting and in resisting attack. The moment a person threatens us the adrenals begin to pour out a secretion which causes the blood to flow through our arteries at a very rapid rate. Watch the next cat or dog fight. See the fur rise on the animal's back when it is threatened. Many other internal changes are going on to make the animal better equipped to fight or run. This secretion tones up the muscles—gives them an increased supply of food and neutralizes fatigue poisons forming in our muscles when we are strenuously exercising as in a fight. This secretion once it gets into our blood makes the blood clot faster, so that if we are wounded we will not bleed to death. Many of us have had the experience we call getting our "second wind"—when we have run, boxed, rowed or walked until we were exhausted. We begin to get angry at our opponent—suddenly we get renewed strength and win. Many a fight and many a close athletic contest has been won by getting angry at just



the right time. It is a bad thing, though, to make your opponent mad at the same time.

### ***Another set of glands now in the public eye***

Hidden in your mouth are six tiny glands, now the center of scientific interest. Every hour of the 24 they are constantly at work—bathing your mouth and throat with healing, germ-free fluids.

Until recently, it has never been possible to watch these glands at work. But now a new instrument—the *sialometer*, which can be worn even while talking and eating—has revealed some startling facts.

### ***The function the mouth glands perform***

Without the fluids which the salivary glands produce, we could not live. They soften and lubricate our food actually *digesting* part of it before it reaches the stomach. They help protect us from the germs of many infectious diseases.

In addition, it is this constant bathing of our teeth and gums which protects the unreplaceable tooth enamel from the acids of decay.

Few people realize that acids are forming in the mouth day and night. The warmth of your mouth causes minute food particles to ferment and turn to acids—for the same reason that milk turns sour. At once these acids begin to eat away the enamel, forming cavities.

Physicians and dentists now realize that brushing the teeth even two or three times a day will not keep the acids from forming. Even when the teeth are kept apparently very clean, tooth decay mysteriously creeps in. Medical authority finds that our modern method of living—the eating of soft foods quickly swallowed—is causing these glands to slow down. Primitive people chew tough, raw food, and hence the glands are constantly being stimulated—they rarely or never suffer from tooth decay. The glands are 20



times as active when we chew as when the jaws are at rest.

To keep the glands of the mouth active and healthy and the mouth moist, it is advisable to brush your teeth after every meal with a tooth paste that cleans and polishes the teeth without scratching the delicate enamel. Use a paste that will mildly stimulate these glands. The secretion from the salivary glands is nature's way of keeping the teeth very clean. It goes where the tooth brush cannot reach.

### Closing announcement

Additional information on the glands has been collected and will be mailed to any of our hearers who write to W.E.A.F. mentioning this talk.

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This talk illustrates fairly well the technique of commercial advertising by radio. The opening announcement is made by an official of W.E.A.F., as is also the closing announcement. The speaker does not have to say anything about the product being advertised—scientific men would not in general be willing to speak if the product had to be mentioned in the body of the talk.

The talk as a whole ties up with the current magazine and newspaper advertisements. The latter part of it, beginning with "Another set of glands now in the public eye," is practically taken verbatim from the magazine advertising of Pebeco Tooth Paste.

The closing announcement is the equivalent of the coupon of the printed advertisement, although the product is not mentioned in the announcement. When the letters are received from the "listeners in" the standard booklet and samples of the product are sent out to the inquirers by the advertiser.

In all, 133 replies were received from this talk. 59 were from women and 74 from men.

The letters, judging from the letterheads, incidental information contained in the letters, etc., apparently were from responsible people.

Radio advertising talks can be given in a slightly different way. W.E.A.F. allows the product to be mentioned in the body of the talk provided it is well and skillfully done.

## Clients of the J. Walter Thompson Company

<i>Product</i>	<i>Client</i>
APPRAISALS	American Appraisal Company Milwaukee, Wisconsin
PAINTS, CRAYONS AND ALLIED PRODUCTS	The American Crayon Company Sandusky, Ohio
EAGLE A BOND PAPERS	American Writing Paper Company Holyoke, Massachusetts
YUBAN COFFEE	Arbuckle Brothers New York City
AUNT JEMIMA PANCAKE FLOUR, BUCKWHEAT FLOUR, SELF RAISING FLOUR, BRAN FLUFFS	Aunt Jemima Mills Company Saint Joseph, Missouri
COCONUT PRODUCTS	Franklin Baker Company Philadelphia, Pennsylvania
HEATING SPECIALTIES, SODA FOUNTAINS, BOTTLING MACHIN- ERY	The Bishop & Babcock Company Cleveland, Ohio
SHELTON LOOM PRODUCTS	Sidney Blumenthal & Company New York City
BRENLIN WINDOW SHADES	The Charles W. Breneman Com- pany, Cincinnati, Ohio
PATTERNS: BUTTERICK WITH DELTOR, STANDARD DESIGNER WITH BELROBE	The Butterick Publishing Company New York City
CARTER'S KNIT UNDERWEAR	The William Carter Company Needham Heights, Massachusetts
RAILROAD	Chicago, Burlington & Quincy Railroad, Chicago, Illinois
BREAD	City Baking Company Baltimore, Maryland
CLOSE'S CANDIES	The George Close Company Cambridge, Massachusetts
CORTICELLI SILK FABRICS, SILK HOSIERY, YARNS	Corticelli Silk Company Florence, Massachusetts
ROMANCE CHOCOLATES	Cox Confectionery Company East Boston, Massachusetts

*Product**Client*

CREAM OF WHEAT

COLLIER'S  
FARM & FIRESIDE

DAVEY TREE SURGERY

DIAMOND CRYSTAL TABLE SALT

STANDISH MILLS DRAPERIES  
DAVID & JOHN ANDERSON  
GINGHAMS

DANERSK FURNITURE

COMPTOMETER

FLEISCHMANN'S YEAST

FIRE PROTECTION ENGINEERS AND  
MANUFACTURERS

BREAD

SHIPPING CASES, DISPLAY CON-  
TAINERS, FOLDING CARTONS,  
WINDOW DISPLAYS, LABELS

FOREIGN TOURS

ROYAL ELECTRIC CLEANERS

GOLDWYN MOTION PICTURES

PREPARED PIE FILLINGS AND  
PUDDINGS

GRUEN GUILD WATCHES

INVESTMENT BONDS

HAUSERMANN-SYSTEM SHELIVING,  
SKYLIGHTS, PARTITIONS

CORDAGE

HORLICK'S MALTED MILK

Cream of Wheat Company  
Minneapolis, Minnesota  
Crowell Publishing Company  
Springfield, OhioDavey Tree Expert Company  
Kent, Ohio  
Diamond Crystal Salt Company  
Saint Clair, MichiganElms & Sellon  
New York CityErskine-Danforth Corporation  
New York City  
Felt & Tarrant Manufacturing  
Company, Chicago, Illinois  
The Fleischmann Company  
New York City  
Foamite-Childs Corporation  
Utica, New YorkWilliam Freihofer Baking Company  
Philadelphia, Pennsylvania  
Robert Gair Company  
New York CityGates Tours  
New York City  
The P. A. Geier Company  
Cleveland, Ohio  
Goldwyn Pictures Corporation  
New York City  
Good Luck Food Company, Inc.  
Rochester, New YorkGruen Watchmakers Guild  
Cincinnati, Ohio  
Harris Forbes & Company  
New York City  
Harris Forbes & Company, Inc.  
Boston, Massachusetts  
Harris Trust & Savings Bank  
Chicago, Illinois  
The E. F. Hausermann Company  
Cleveland, OhioThe Hooven & Allison Company  
Xenia, Ohio  
Horlick's Malted Milk Company  
Racine, Wisconsin



<i>Product</i>	<i>Client</i>
WATERSIDE CORDUROY, SUEDE-LIKE	Howlett & Hockmeyer Company New York City
BANKING	Irving Bank-Columbia Trust Company, New York City
WOODBURY'S FACIAL SOAP	The Andrew Jergens Company
JERGENS LOTION	Cincinnati, Ohio
KLEARFLAX LINEN RUGS	Klearflax Linen Looms, Inc. Duluth, Minnesota
O'SULLIVAN'S HEELS	For Lamont, Corliss and Company New York City
PETER'S CHOCOLATE	(1) O'Sullivan Rubber Company
POND'S COLD CREAM	(2) Peter, Cailler, Kohler Swiss Chocolate Company
VANISHING CREAM	(3) Pond's Extract Company
PEBECO TOOTH PASTE	Lehn & Fink, Inc. New York City
LUX	Lever Brothers Company
RINSO	Cambridge, Massachusetts
LIBBY'S FOOD PRODUCTS (MILK, MEATS, FRUITS PICKLES, CONDIMENTS, ETC.)	Libby, McNeill & Libby Chicago, Illinois
LOG CABIN SYRUP	Log Cabin Products Company Saint Paul, Minnesota
WHITE ROSE BREAD	Massachusetts Baking Company Springfield, Massachusetts
SLIPOVA CLOTHES FOR CHILDREN	McCawley & Company Baltimore, Maryland
RED SEAL HAIR NETS	Morris, Mann & Reilly
WOMEN'S NOVELTIES	Chicago, Illinois
ODO-RO-NO, DEPILATORY, AFTER CREAM	The Odorono Company Cincinnati, Ohio
BRER RABBIT MOLASSES AND SYRUP	Penick & Ford, Ltd. New York City and New Orleans, Louisiana
PENICK SYRUP	
PHILADELPHIA CREAM CHEESE	Phenix Cheese Company
PHENIX CLUB CHEESES	New York City
PICTORIAL REVIEW	Pictorial Review New York City
PRINTZ WOMEN'S AND MISSES' COATS AND SUITS AND CHILDREN'S COATS	The Printz-Biederman Company Cleveland, Ohio

<i>Product</i>	<i>Client</i>
RICHARDSON ROOFING AND SUPER GIANT SHINGLES	The Richardson Company Lockland, Ohio
GUNS, METALLIC AMMUNITION, AUTOMOTIVE PARTS	Savage Arms Corporation New York City
DR. SCHOLL'S ZINO-PADS AND FOOT SPECIALTIES	Scholl Manufacturing Company Chicago, Illinois
BREAD	The Schulze Baking Company Chicago, Illinois
DECORATIVE DRAPERY AND UP- HOLSTERY FABRICS	F. Schumacher & Company New York City
PEACE DALE YARNS	J. P. Stevens & Company New York City
SUN MAID RAISINS	Sun Maid Raisin Growers Fresno, California
SWIFT'S PREMIUM HAM, PRE- MIUM BACON, SUNBRITE CLEANSER, OLEOMARGARINE, WOOL SOAP, CLASSIC SOAP, FERTILIZER, INSTITUTIONAL AD- VERTISING	Swift & Company Chicago, Illinois
BRAKE LINING THERMOID HARDY UNIVERSAL JOINTS	Thermoid Rubber Company Trenton, New Jersey
BARRELED SUNLIGHT (THE RICE PROCESS WHITE PAINT)	U. S. Gutta Percha Paint Company Providence, Rhode Island
LIGHT AND HEAVY RUBBER FOOT- WEAR KEDS RAYNSTERS NAUGAHYDE "U. S." JAR RUBBERS	United States Rubber Company New York City
VANITY FAIR SILK UNDERWEAR	Vanity Fair Silk Mills Reading, Pennsylvania
WADSWORTH WATCH CASES	The Wadsworth Watch Case Com- pany, Dayton, Kentucky
FORMAMINT, SLOAN'S LINIMENT AND COUGH SYRUPS	William R. Warner & Company, Inc New York City
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