

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

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

## How important is the *style* of the copy?

*Selling depends on what you say—but just as much on how you say it.*

BY AMINTA CASSERES

*New York Office*

YOU can be gay and happy—like the little lady who bubbles at you out of the Lux advertisements.

You can be the extreme of style—like that self-same lady.

You can be a sage philosopher and friend—like the wise and experienced person who speaks with authority and understanding out of the Woodbury pages.

You can be hearty and vigorous and inspiring—like Walter Camp.

You can be a be-spectacled scientist—profound and impressive.

You can be a glorious snob.

You can be just honest and friendly and plain spoken.

Useful and informative—plain and unvarnished.

Frankly a fiction writer—like the Dressmaking Institute. Wicked and *godless!*—like Vanity Fair Magazine. Grave and dignified. Deadly serious. Or desperately sensational.

—Any of these, and more.

—But *which?* What difference does it make? And what decides it?

What, for instance, if instead of the adorable luxurious little piece who just *pops* her most *precious belongings* into the bubbling suds—and *whisks* them out again in

*half a second!*—there had been a plain hard-working housewife who simply “washed” her everyday things nice and clean in Lux?

If instead of the honest friendly baker who tells you in housewifely language “how to get a nice even bake” there had been a chemist to inform you in correct phrases of the scientific accuracy with which New England’s Six Bakers bake their bread.

Undoubtedly this:—

Hundreds of thousands of gay georgettes would never have been encouraged to brighten the lives of hard-working little wage earners. Hundreds of New England housewives would have remained stern and unyielding against the baker’s bread that is better even than their own! Sales would have shown a contrary curve. Gloom would have settled on certain amiable gentlemen and Utter Desolation on certain writers of advertising.

In the early days of advertising, *writing* was hardly a factor in advertising. An arresting picture—beautiful or comic—a slogan and the name of the product served to attract a momentary attention. Repetition finally brought recognition.

Soon everybody was playing the same game and then the advertiser who would dominate had to do more than get his name known.

He had to get his *reasons* known why products bearing that name should be preferred.

He had to think good and hard about *what* it was that people wanted, and *why* they wanted it.

He learned to make Trade Investigations and Consumer Investigations. He spent time and money in finding out What to Say.

—And then, after all, the *way* in which he said it either thrilled you or left you cold—moved you to action, or hardly got a reading! His *style* made or killed him.

Today advertisers are recognizing more and more the difference that the style of the advertising makes. Not the copy alone, but the entire advertisement—



the style of the illustrations (if any) and the style of the typesetting. They are beginning to have a holy respect for words and for the kinds of appeal that women—and men!—respond to.

They are learning the value of making people feel an affection for their products as well as faith in them. Or feel proud to own them as well as feel sure they are getting their money's worth.

If the style of the writing can do these things, apart from and in addition to establishing the solid merits of their product, then by all means, they say, let's cultivate this power of association.

If the warmth and color with which you tell of some wholly useful product—soap or scissors—can make people feel an affection for it!

If the sophisticated language in which you habitually speak about your silk underwear or silk stockings will cause the homeliest woman to feel a little shiver of delight every time she indulges in it!

If the choice expression you use about your coffee or your cheese, will give a sense of its quality, even to those who do not *know* quality, and cause them to feel a thrill and a pride when they serve it to their friends.

If the *enjoyableness* of your advertisements will make people like them—and you!

All of which means that some of the most ancient of bogeys are at last fading away and a new creed is coming out into the open. Instead of "Cut it short," "Boil it down," it says:—

Don't be afraid of an unusual word.

Don't cut out the colorful adjectives or the connective sentences.

Don't stiffen up over a bit of enthusiasm, a touch of color, a flash of spirit.

Don't be so sure that you must be *dignified*,—or that your grammar must be flawless.

When it's a question of addressing women, it says:—

Don't be afraid of being a snob. Snobbery is one of the sweetest, deepest vices of women.

Don't be afraid of the 'extreme of Fashion.—Fashion, absolutely foolish, frivolous and extravagant, is another age-long and unshameable weakness of the sex.

Delicacy, fragility, *expensiveness!* Forget your ancient masculine dread of these. Women just feed on them!

And don't be too proud of the low price of your product.—They might be ashamed of it!

Remember that in these days when most advertisers can come across with good reasons for their products,—yes, I know “come across” isn't in the dictionary—it is these plus values—the implications of language, sophisticated, warm, reposeful, joyous, or vigorous, as the case may be, which turn the balance.

None of this is an argument for merely being different, or daring. It is extraordinarily easy to be different—and to fail.

Those outstanding instances of freshness and independence in advertising which everyone instantly recognizes as *right*, are really the result of careful decisions. Broad experience and a deep understanding of human responses were required to reach them.

And to execute them, *craftsmanship*—just plain native ability in writing, a “way” with words and much exercise in using them chastened by an inability to be easily satisfied.



# The Convention of the A.A.C. of W.

*In June, 1923, the annual convention of the Associated Advertising Clubs of the World was held in Atlantic City. The J. Walter Thompson Company was represented by Mr. Paul T. Cherington, who acted as chairman of the Educational Committee of this Association for the past year.*

THE Atlantic City Convention of the Associated Advertising Clubs of the World was chiefly notable for the presence of the delegation of British advertising men. They gave a certain international twist, not wholly unexpected in the sessions of this organization with a comprehensive name, but hitherto lacking in most of its meetings. The Toronto convention in 1914, to be sure, was an international event in a limited sense, but the delegates from Britain and the colonies at the Atlantic City meeting gave real world flavor.

The British delegates made many friends and took pains to compliment the advertising men of the United States at every turn. It may not be wholly amiss to express the hope that when advertising men from "the States" get to London next year they will be equally skilful in finding pleasant and merited good things to say to their British hosts.

The address on world affairs by Mr. Fred Smith was a stirring appeal to international emotions. If he had gone one step farther and shown concretely how advertising men could use advertising methods to spread the growing interest of Americans in international affairs, it would have brought everybody up standing. As it was the atmosphere was splendid and he steered with utmost skill away from any controversial statements of methods or measures.

All of Monday was devoted to general sessions at which some of the less talked-of achievements of advertising were presented, such as life extension, the elimination of waste, and cooperative marketing.

All day Tuesday and all of Wednesday morning were occupied by separate sessions of various departments. The two new organizations holding meetings for the



first time were the Financial Advertisers Association and the National Association of Sales Managers. The American Association of Advertising Agencies had two well attended sessions on Tuesday and Wednesday mornings respectively, and large attendance was reported at the meetings of the Associated Retail Advertisers and of the Direct Mail Advertising Association.

Thursday was devoted to general sessions, the principal lines of work conducted by the Associated Clubs during the past year being described at the morning meeting; and the afternoon session being the business meeting, with election of officers and choice of London as the next convention city.

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**I**T was a Syrian dealer speaking—a successful merchant, owner of a very well kept shoe store in a mining community.

“This matter of differences in racial characteristics is a very interesting thing for the merchant. Most of my foreign customers are either Slav or Latin and I have worked out a philosophy as to how to handle most successfully these two groups.

“If my customer is a Slav, the price I name first is always above the one I will take rather than lose a sale. It is necessary to allow this margin for him to bargain in.

“If the customer is a Latin, I quote him the regular price. Then if he hesitates, I express my surprise and tell him that a neighbor of his bought a pair at that price just the other day and *he* hadn’t objected to the price at all.

“I rarely fail to close a sale with a representative of either group on this basis.”

This is but one of many illustrations encountered in any investigation which leads into the smaller town, which show what a student of human nature the small town dealer often proves himself to be.



# The end of the era of "Humbug"

BY HARRIET ANDERSON

*New York Office*

WITH the popularity of Mr. Werner's biography of Barnum still fresh in the public mind it is not altogether untimely to give a brief resumé of the change in the business mind about humbug or bunkum in advertising.

Barnum, in his book, "The Humbugs of the World," says: "Business is the ordinary means of living for nearly all of us. And in what business is there not humbug? 'There's cheating in all trades but ours,' is the prompt reply from the bootmaker with his brown paper soles, the grocer with his floury sugar and chicoried coffee, the butcher with his mysterious sausages and queer veal, the drygoods man with his 'damaged goods wet at the great fire,' and his 'selling at a ruinous loss,' . . . the milk man with his tin aquaria . . . the newspaper man with his 'immense circulation,' . . . the city auctioneer with his 'Pictures by the Old Masters',—each and every one protests his own innocence and warns you against the deceits of the rest. My inexperienced friend, take it for granted that they all tell the truth—about each other! and then transact your business to the best of your ability on your own judgment."

But Barnum made a distinction between humbug and dishonesty—he had to, obviously, to save his own face! According to him, a humbug was not a cheat nor an imposter. "The true humbug," said Barnum, "is the man who advertises his wares in an outré manner, but who gives his customers their money's worth after he has attracted their patronage."

Barnum always insisted that even though he had fooled the public on one particular point he nevertheless gave them their money's worth—after all was not his show well worth 25 cents, children half-price?

It is impossible not to give an instance of the colossal humbuggery which Barnum excused as legitimate.

In the whole rattling, amazing book by Werner there is probably no episode more remarkable than that of the Wooly Horse.

This extraordinary animal which Barnum picked up he kept in storage until the proper public event should happen to which he could attach the horse. For Barnum was strong on the "tying-up-with-current-events" appeal.

The happening came soon after Colonel Fremont's expedition in the Rocky Mountains and the reputed loss of the entire party. When word finally came that the party was safe Barnum sniffed at once the right opportunity for his curious beast. He had dispatches printed in the press to the effect that Col. Fremont had found an extraordinary horse near the Gila River, and a few days later this irresistible advertisement appeared:

"COL. FREMONT'S NONDESCRIP OR WOOLY HORSE will be exhibited for a few days at the corner of Broadway and Reade Street, previous to his departure for London. Nature seems to have exerted all her ingenuity in the production of this astounding animal. He is extremely complex—made up of the Elephant, Deer, Horse, Buffalo, Camel and Sheep. It is the full size of a Horse, has the haunches of a Deer, the tail of the Elephant, a fine curled wool of camel's hair color, and easily bounds twelve or fifteen feet high. Naturalists and the oldest trappers assured Col. Fremont that it was never known previous to his discovery. It is undoubtedly 'Nature's last,' and the richest specimen received from California. To be seen every day this week. Admittance 25 cents, children half-price."

But Barnum's standards must have changed somewhat with the years, for an account of his trickery about this truly "astounding animal" is mentioned only in

the first edition of his autobiography and is left out of the subsequent editions.

Barnum's own advertising can scarcely escape the criticism he himself made about the advertising done by business men in his time. Advertising then was apparently a matter of unbridled enthusiasm and exaggeration.

In a book entitled "Building Business," published in 1893, there is a chapter devoted to "Honesty in Advertising."

One of its snappy paragraphs says: "Honesty at the present day is originality."

Farther on it states: "Today advertising has run to such an exaggerated extreme that people are beginning to mistrust it."

Clothing advertising especially seems to have been offensive. "Dishonest clothiers," it says, "will still persist in advertising 'Tremendous Sacrifices,' 'Fire,' 'Smoke,' and 'Water,' and 'Goods for less than cost.' These sacrifices occur so seldom in fact that the public do not believe that the advertiser is telling the truth when he so advertises, even though he may be. At the present day, honesty in advertising, particularly in the clothing business, is business, and will bring and hold business."

Interestingly enough this book has little if anything to say about the patent medicine advertising, yet it is natural to think of patent medicines when one thinks of humbug, and misleading statements in advertising. Perhaps no other kind of advertising has been so hurtful to honest advertisers who have had to contend with the mistrust engendered by this type of advertising.

Although there were many isolated examples of clean, honest advertising prior to 1911, there apparently was no active fight to establish standards for the field as a whole until that year.

In that year, Printer's Ink published an article on the necessity for doing something to stop "deceitful



and fraudulent advertising," and the results of their own investigation of the field. They had found that "many states, practically all, had statutes prohibiting the use of all false pretenses which result in actual injury. Very few courts, however, had passed on the question as to whether or not the use of a fraudulent advertisement was a crime under such statutes."

At that time a Model Statute was drawn up, based upon existing statutes with revisions which were considered necessary. Printer's Ink offered this statute to the Associated Advertising Clubs of America.

The Model Statute is:

"Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor."

The first state to pass the Model Statute suggested by Printer's Ink was Ohio. The measure was signed by Governor Cox in 1913. Minnesota was a close second, with the signature of Governor Eberhardt to the bill on March 11, 1913.

There has been opposition to the bill from various sources. Printer's Ink for March 3, 1921, writes that when the bill came up in the Maine legislature it was vetoed by Governor Haines. The Governor called attention to the fact, says Printer's Ink, "that none of the expressions 'knowingly,' 'maliciously,' 'wilfully,' or 'with intent to defraud,' was included in the act." Of course it is just such "jokers" that the Model Statute avoids. The minute a limiting word or phrase, like "knowingly," is inserted the teeth are taken out of the Act. "A number of influential publishers in the state opposed the bill," Printer's Ink reports, "believing the statute aimed at the publisher as well as the advertiser, whereas he is exempt except as he publishes a fraudulent statement about what he has for sale, namely, circulation."

Farther on it is said that "During the year 1920 Georgia came up against the opposition of country newspaper publishers to this Statute, who were afraid they would lose revenue from patent medicine, so the bill was dropped."

It was a great victory to get the official endorsement of the patent medicine people.

"One of the most signal victories on record was the winning of the endorsement of the patent medicine manufacturers' association which had systematically opposed the passage of the Model Statute in various states because many such manufacturers had been perpetrating real crimes on the public through misleading and false advertising. Instead of appearing before legislative committees and openly presenting arguments against the bill, they sought to introduce the word 'knowingly' into it and endeavored to have a measure containing this word passed before the Model Statute could be proposed.

"Patent medicine concerns of the better class, however, had long been in favor of the Statute and saw in it a weapon they could use to their own advantage.

At the annual meeting of the Proprietary Association of America, therefore, held at the Waldorf-Astoria in New York on May 13, 1915, the members of which consisted of some 200 patent medicine manufacturers, large and small, the Model Statute was endorsed without a dissenting vote."

Today 22 states have adopted the Model Statute:

Colorado	New Jersey
Iowa	Nevada
Idaho	New York
Indiana	North Dakota
Kansas	Ohio
Kentucky	Oklahoma
Louisiana	Oregon
Michigan	Rhode Island
Minnesota	Washington
Missouri	West Virginia
Nebraska	Wyoming

Six states have adopted this Statute with modifications:

California	Massachusetts
Connecticut	Pennsylvania
Illinois	South Carolina

Similar statutes are in force in 9 more states:

Alabama	South Dakota
Arizona	Tennessee
Maryland	Utah
Montana	Wisconsin
North Carolina	

Does all this mean that the ghost of Barnum and Bunkum never hovers around our advertising today? That would be hard to say. And yet it is obvious that the crude deceits of his time are no longer possible even if there is a business man alive at the present time who thinks such hokum is good business.

Competition has become too keen, housewives have become too critical and too well-informed, to make it possible for dishonest advertising to pay.



As an evidence that this situation is widely recognized, almost all newspapers and magazines of standing today have found that it pays to maintain a censorship over the advertising they carry.

In these publications you will find a legitimate use of news interest backed by careful statements about a product.

But you will search in vain for the fraudulent, deceitful and humbugging claims that were current in Barnum's day.

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FROM the standpoint of trade opportunities the development of eastern Arkansas in the districts immediately west of Memphis is remarkable. It is the direct outcome of the roads which are being built there, in some cases by the counties with state aid and in others by the counties alone. The roads are of the finest, many of them concrete, others gravel. They have been built at tremendous expense.

But whatever the cost, one thing is certain: a rapid transformation is taking place, economic and social. The people are finding themselves suddenly freed from their isolation. By motor bus lines and automobiles and other vehicles they are making frequent trips to the larger trade centers.

The effect of this change upon the negro in particular is very striking. It is not unusual to see a negro woman trudging along the road in new style shoes, and in other ways imitating in her dress her more fortunate sisters in the cities.

In brief, a new group of people has been added to the markets for many manufactured goods.

# Scientific methods in agency work

*An interesting contrast to the hit or miss methods of the Barnum period.*

BY PAUL T. CHERINGTON

*New York Office*

A few years ago George F. Swain, an eminent educator and civil engineer, wrote a little book called "How To Study," which has had some circulation among college students and deserves to have much more among those, both young and old, who desire to think straight. One of the points he develops is the necessity for clearly distinguishing between facts, opinions and reasoned conclusions. Much business has been successfully conducted on opinions and "hunches," but when a business task becomes complicated, and when the chances for loss or gain are large, there is a strong pressure for something more substantial than these as a basis for action. The attention being widely given to the collection of unassailable fact material and to the establishment on the facts thus gathered of soundly reasoned conclusions is one of the most striking developments of American business during the past ten or fifteen years. Statistical services have grown up and have been supported in a way not thought possible a few years ago, and in many other ways there is evidenced the growth of a real taste for and appreciation of a sound body of business facts.

While the country was growing with great rapidity, it was possible to go far and often to operate profitably on false premises, but with the approach to economic maturity and with the sharpening of competition, success has been attained more often by the man with real knowledge of facts and ability to reason from them than by the man who depended on mere opinions alone.

One factor which has made difficult, while at the same time it has made more urgent, the development of facts as the basis for marketing operations in this country, is the immense scale on which American



marketing is obliged to operate. There is no other area in the world occupied by a hundred million people with relatively high purchasing power, tied together by language, commercial customs, a single financial system and facilities for transportation and communication, and without internal tariff barriers or other burdensome, artificial hindrances to trade. It is in this field that American advertising has been called on to operate.

American advertising agencies in their early years could buy and sell advertising space, or could handle it on a brokerage basis, without more than a rudimentary knowledge of the materials with which they were dealing; but by degrees it became clear that adequate returns to the advertiser depended on facts which it was the business of the agency to know about—such as media, the quantity of space which could be used profitably, the character of advertising messages and the place of advertising in the plans of the advertiser.

According to a recent compilation there are over 1,800 daily morning papers published in this country, over 600 daily evening papers, nearly 23,000 other newspapers, 150 magazines, over 2,300 business papers, 29 women's papers of national scope, over 860 religious, 570 agricultural papers, and a host of others. With such an array as this, how is an agency to choose wisely without solid facts as a basis for action? The progress made in the quantitative measurement of circulations by inflexible scientific standards has been one of the most valuable and most creditable achievements of the American advertising business. Other phases of the work of space buying are now in process of being worked out by some of the more progressive agencies, and a few years ought to show real progress in the availability of facts about the quality of what the buyer of space gets for his money as well as its quantity.

Similarly, the use made of space is showing the effects of the application of scientific methods. A comparison of the advertising messages and the forms of their presentation in almost any American publication, as



against most of those in the publications of a few years ago shows not only great advance in artistic standards, but even more a fuller understanding of the principles which underlie the construction and presentation of advertising messages for the accomplishment of specific ends in the way of human action.

Not less important than the progress made in either the media field or the field of the advertising message, is that which characterizes the fitting of advertising activities into marketing tasks. Without crossing over from the true limits of advertising into the realms of sales-management or general policy control, it is increasingly evident each year that the advertising agency, by virtue of its contacts with American marketing problems, often is in a position to give its clients trustworthy advice and suggestions for the best use of advertising, not based on mere opinions, but in the form of conclusions reasoned from wisely chosen and firmly established facts.

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### A new J. Walter Thompson Company office on the Pacific Coast.

**T**HE J. Walter Thompson Company is glad to announce the opening of a new office in San Francisco. This is conveniently located in the Kohl Building and is under the management of Mr. Sherman K. Ellis, for years associated with the Chicago Office of the J. Walter Thompson Company.

To our clients in the East and Middle West through the San Francisco Office the J. Walter Thompson Company provides a further enlarged service, giving them the benefit of close contact with the selling problems of the Pacific Coast.

To producers and manufacturers of the West, the J. Walter Thompson Company is able to bring a broad knowledge and experience, obtained through the combined efforts of its seven offices, in planning and executing advertising campaigns—national and international.

# 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
COCOANUT PRODUCTS	Franklin Baker Company Philadelphia, Pennsylvania
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

<i>Product</i>	<i>Client</i>
CREAM OF WHEAT	Cream of Wheat Company Minneapolis, Minnesota
COLLIER'S FARM AND FIRESIDE	Crowell Publishing Company Springfield, Ohio
DAVEY TREE SURGERY	Davey Tree Expert Company Kent, Ohio
DIAMOND CRYSTAL TABLE SALT	Diamond Crystal Salt Company Saint Clair, Michigan
STANDISH MILLS DRAPERIES DAVID & JOHN ANDERSON GINGHAMS	Elms & Sellon New York City
DANERSK FURNITURE	Erskine-Danforth Corporation New York City
COMPTOMETER	Felt & Tarrant Manufacturing Company, Chicago, Illinois
FLEISCHMANN'S YEAST	The Fleischmann Company New York City
FIRE PROTECTION ENGINEERS AND MANUFACTURERS	Foamite-Childs Corporation Utica, New York
BREAD	William Freihofer Baking Company Philadelphia, Pennsylvania
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
HAUSERMANN-SYSTEM SHELIVING, SKYLIGHTS, PARTITIONS	The E. F. Hausermann Company Cleveland, Ohio
HOOSIER CABINETS	Hoosier Manufacturing Company New Castle, Indiana
CORDAGE	The Hooven & Allison Company Xenia, Ohio
HORLICK'S MALTED MILK	Horlick's Malted Milk Company Racine, Wisconsin
WATERSIDE CORDUROY, SUEDE- LIKE	Howlett & Hockmeyer Company New York City



<i>Product</i>	<i>Client</i>
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 (1) O'Sullivan Rubber Company
PETER'S CHOCOLATE	(2) Peter, Cailler, Kohler Swiss Chocolate Company
POND'S COLD CREAM VANISHING CREAM	(3) Pond's Extract Company
PEBECO TOOTH PASTE	Lehn & Fink, Inc. New York City
LUX RINSO	Lever Brothers Company 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 WOMEN'S NOVELTIES	Morris, Mann & Reilly Chicago, Illinois
ODO-RO-NO, DEPILATORY, AFTER CREAM	The Odonoro Company Cincinnati, Ohio
BRER RABBIT MOLASSES AND SYRUP	Penick & Ford, Ltd. New York City and New Orleans, Louisiana
PENICK SYRUP	
PHILADELPHIA CREAM CHEESE PHENIX CLUB CHEESES	Phenix Cheese Company New York City
PRINTZ WOMEN'S AND MISSES' COATS AND SUITS AND CHILDREN'S COATS	The Printz-Biederman Company Cleveland, Ohio
RICHARDSON ROOFING AND SUPER GIANT SHINGLES	The Richardson Company Lockland, Ohio

<i>Product</i>	<i>Client</i>
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
WATER-SOFTENER AND DETERGENT	Warner Chemical Company New York City
FORMAMINT, SLOAN'S LINIMENT AND COUGH SYRUPS	William R. Warner & Company, Inc. New York City
CUTEX MANICURE SPECIALTIES	Northam Warren Corporation New York City

J. WALTER THOMPSON COMPANY

*Advertising*

244 MADISON AVENUE  
NEW YORK



CHICAGO  
LYTTON BUILDING

BOSTON  
80 BOYLSTON STREET

CINCINNATI  
FIRST NATIONAL BANK BUILDING

CLEVELAND  
HANNA BUILDING

SAN FRANCISCO  
KOHL BUILDING

LONDON  
BUSH HOUSE