

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK 17

February 6, 1953

Mr. John E. Mayo
Dist. Agent
County Agricultural Agent
Prairie View, Texas

Dear Mr. Mayo:

Enclosed you will find a news release describing a brand new package for one of your very oldest friends--baking soda, or U.S.P. Bicarbonate of Soda.

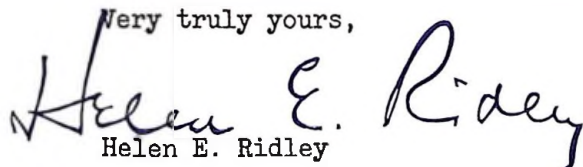
Because soda has for years been found on the bathroom shelf almost as much as in the kitchen, the Church & Dwight Co., Inc. have brought out a package especially designed for health and beauty uses.

The package is harmonious with bathroom color schemes. It is treated to repel water. The size is convenient for medicine chest shelves. Best of all, the metal pouring spout simplifies both pouring and re-closing.

In spite of all this, the new eight ounce package of Bicarbonate of Soda is still low-priced--only around fifteen cents--and still an amazingly inexpensive dentifrice, gargle, mouthwash, and remedy for indigestion, bites, stings and burns.

Residents of your state will be finding the package on sale in supermarkets. And the same baking soda, in the familiar Arm & Hammer yellow box, is still available for the kitchen.

Very truly yours,


Helen E. Ridley

HER:vas
Enclosures