



J. Walter Thompson Advertising Agency changes name and ownership

FRANK G. SMITH, A. J. DENNE AND HAROLD A. MOORE announce that, having purchased all the capital stock of the Advertising Agency known as "J. Walter Thompson Company of Canada, Limited," they have changed the name of this Company to SMITH, DENNE & MOORE, Limited.

The change is chiefly one of ownership, as the personnel of the active management remains the same. Mr. Smith will, as formerly, have principal headquarters at New York, Mr. Denne at Toronto, and Mr. Moore at London.

The new owners take pleasure in further announcing that the Company's clientele also remains the same, and this embraces many of the most noted Canadian, European and United States firms.

Correspondence is invited with any advertiser or prospective advertiser who seeks an increased market for his product in Canada, the United States or in Europe. Address us at Toronto, London or New York.

Smith, Denne & Moore Limited

GENERAL ADVERTISING AGENTS
Lumsden Building, Toronto.

LONDON: CAXTON HOUSE, S.W.
NEW YORK: 1463 BROADWAY.

Representative in France and Continental Europe.

Société Européenne de Publicité, 10 Rue de la Victoire, Paris,
France

Smith, Denne & Moore, Limited,
are the Advertising Agents for
some of the most important Adver-
tisers in Canada, numbering
among their clients the follow-
ing:

Penmans, Limited
Swift Canadian Company
"Mennen's"
Crosse & Blackwell, Limited
Dominion Messenger & Signal Co.
Bank of Toronto
Trinity College School
Dodge Mfg. Co., Limited
"Eno's Fruit Salt"
G.N.W. Telegraph Co.
"Paris Pate"
"Ingersoll Cream Cheese"
Moffatt Stove Co.
"Milton Brick"
"Brock's Bird Seed"
"Wincarnis"
"Thermogene"
"Willard's Chocolates, Ltd."
Harold F. Ritchie & Co.
"Gilson Gas Engines"
Maxwells, Limited
"Nugget Shoe Polish"
Western Salt Co.
and many others.