

Headquarters Office and Midwest Plant  
Jewel Park, Barrington, Illinois.  
It is often called "America's finest food plant."

# Into 34 Years The JEWEL TEA CO., INC. has crowded a CENTURY of PROGRESS



JEWEL'S FIRST STORE

IT was in 1899 that the first Jewel salesman brought his horses to a stop, climbed down from his wagon and, armed with packages of coffee, tea and other groceries, set out to make his first sale. Company history records that the first housewife called on became a customer.

Modest as was this beginning, great was Jewel's future to be, as year after year slipped beneath the wheels of the ever-growing fleet of Jewel wagons. In 1901 there was a store; in 1905 a packaging and distributing plant, and a year later, manufacturing was begun. 1908 was a year to be remembered—for Jewel in that year imported the largest single shipment of coffee ever brought into the United States—42 carloads in all!

Thus Jewel has grown. In 34 years, the horse and wagon has been replaced by more than 1,300 delivery cars; instead of less than a hundred customers as in 1899, today more than 800,000 customers in 6,000 towns are served by Jewel.

At Barrington, Illinois, in Jewel Park stands concrete evidence of Jewel's progress. It is the magnificent home of the

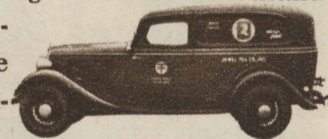
company—rising in majestic splendor on a beautiful country site. Many agree it is America's finest food plant.

What is the reason for success? is a question frequently asked. One can never point directly to the reason—yet Jewel's success must provide some answer. Is it only that Jewel gives better service and better values? Is it because Jewel shares its profits with its customers by advancing premiums, instead of making the housewife wait? Or is it because housewives thoroughly approve Jewel's "satisfaction guaranteed or your money refunded" method of doing business?

Each year Jewel has striven to serve its customers better and by constant research it has made its products better. It has spared neither time nor expense to improve its service.

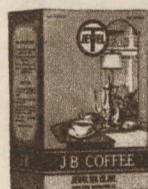
An Invitation to  
**WORLD'S FAIR VISITORS**  
Your visit to the Chicago World's Fair will be more complete when you have seen this modern plant at Barrington, just forty miles from Chicago. You will get a glimpse of what the future holds in industrial development. A cordial welcome awaits you here.

You will like being served by Jewel. Phone the Jewel branch, if there is one in your community, or stop the Jewel man in the brown delivery car and tell him that you would like to try Jewel service. Eight hundred thousand customers testify you will be satisfied—completely.



JEWEL DELIVERY CARS

## A FEW OF THE ITEMS IN THE JEWEL LINE



COFFEE



SOAP



TEA



JEWEL-JELL



CAKE SAFE



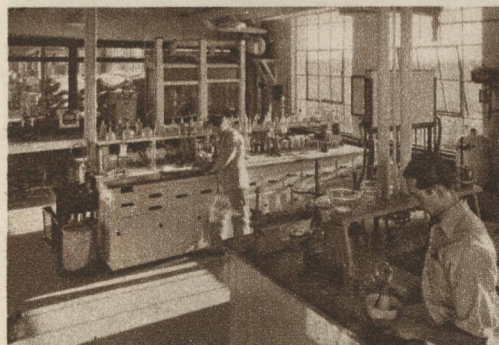
WATERLESS COOKER



GOLDEN-GLOW LUNCHEON SET



DRIP COFFEE MAKER



Every Jewel food item is regularly tested in the chemical laboratory to insure the maintenance of Jewel standards which exceed the requirements of all pure food laws.



### AND NOW, JEWEL-LOBLAW FOOD STORES!

"Furnishing the foods" for our millions of American families is a field now benefitting from the application of scientific management. Fresh foods . . . wider variety . . . easier shopping . . . lower prices . . . are the aims and accomplishments of the modern food distributor. Jewel Tea Co., Inc. through scientific management has forged to the front in thirty-four years of experience . . . But only during the last year has this new service been brought to the Chicago housewife . . . through the eighty-seven Jewel-Loblaw Food Stores . . . Jewel management continues to lead the way in modern food distribution.



The Homemakers' Institute Kitchen gives every food item and every premium a rigid test. Everything you buy from Jewel has proved its worth in this home-like kitchen.

# JEWEL TEA CO., INC., JEWEL PARK, BARRINGTON, ILL.