

PERSONAL

December 29, 1942

Mr. Albert D. Lasker
Lord & Thomas Advertising Agency
Chicago, Illinois

My dear Mr. Lasker:

It is with extreme regret that I note the passing of Lord & Thomas. In my fifty-one years of experience as a publisher in Lawrence, I feel as if you and your firm were old friends.

Fifty years ago national advertising was in its infancy and consisted almost entirely of a few brands of baking powder, Ivory Soap, and patent nostrums. The real science of advertising had not yet had its beginning. The publishers, advertisers, and agencies had a great deal to learn.

I remember when a loss of some \$40,000 sustained by your company on a Texas account put you temporarily in hard lines, but your credit remained good with the Journal-World and occasionally when hard pressed for money, we asked our Chicago representative to call on you.

For the past twenty years or thereabouts, national advertising for the Journal-World has been handled almost exclusively by my son, Dolph Simons, and I miss the many friendships that I formerly had with national advertisers and agencies.

You have handled some big jobs and I know there will still be much for you to do.

With my very best wishes for your continued success, I remain

Sincerely yours,

W. C. Simons.

WCS:DMF