

*Simons
Personal*

May 15, 1948

The Chicago Extruded Metal Company
Chicago, Illinois

Gentlemen:

Some years ago, when I rebuilt my home, I decided to have it roofed with copper and I could find no metal worker in Lawrence, now a city of 20,000 or more, who could apply a copper roof. For many years, we have received a very beautifully printed copper bulletin, which seems to me to be simply a waste of money. Undoubtedly, what you want is to have the public use copper in building construction.

Newspaper advertising, featuring local agencies, which have been informed how to handle your product would undoubtedly result in a vast increase in your business.

Some years ago, I wrote along this line to the Copper and Brass Research Association, which evidently was more interested in putting out beautiful printing rather than in getting results for dealers in copper and brass. I am writing to you because in looking over the list of the member companies of the Copper and Brass Research Association, no addresses are given and I presume that your Company is sufficiently large to receive this letter without a street address.

I may be wrong and, if so, will be glad to be set right, but it seems to me that the expenditure of money for the Copper and Brass Bulletin unaccompanied by local outlets is one of the most wasteful expenditures of money in the name of advertising that can be conceived. If I had been able to buy a copper roof years ago, undoubtedly many homes in Lawrence would now have similar roofs.

I shall be pleased to have a reply.

Respectfully yours,

WCS:ebe

W. C. Simons