

From: Association of National Advertisers, Inc.
330 West 42nd Street
New York City.

ON LOAN

RETURN TO:
ASSOCIATION OF NAT'L ADVERTISERS
155 EAST 44th ST., N. Y. 17, N. Y.

1936
A new organization to be known as the Advertising Research Foundation was formed at a meeting of advertisers and agency executives held on February 11th at the Union League Club of New York. The forming of the Foundation is the culmination of a series of conferences held for some months between officials of the Association of National Advertisers and the American Association of Advertising Agencies. The Foundation now becomes a joint effort.

Lee H. Bristol, Bristol-Myers Company, New York, was elected chairman, and Richard Compton, Blackman Advertising, Inc., New York, vice-chairman. The other members are: Milton J. Blair, J. Walter Thompson Company, Chicago; Ken R. Dyke, Colgate-Palmolive-Peet Company, Jersey City; Turner Jones, Coca-Cola Co., Wilmington; Chester J. LaRoche, Young & Rubicam, Inc., New York; H. K. McCann, McCann-Erickson, Inc., New York; Allyn B. McIntire, Pepperell Manufacturing Company, Boston; Stuart Peabody, The Borden Company, New York; Guy C. Smith, Brooke, Smith & French, Inc., Detroit; John Benson, president, American Association of Advertising Agencies and Paul B. West, president, Association of National Advertisers.

In speaking of the formation of the Foundation, Mr. Bristol said:

"When the plan for an Advertising Research Foundation was announced by the A.N.A. more than a year ago, there was a splendid reaction indicating beyond question that a step in the right direction had been made. The real need for such an organization in advertising has since been made increasingly clear.

"This was abundantly substantiated when the American Association of Advertising Agencies announced their decision to join forces with the Association of National Advertisers and help develop the Advertising Research Foundation as a joint undertaking and establish it as an instrument to serve the common cause of advertising.

"The mutual spirit in which this project has been undertaken is a promising indication that it will work along broad and impartial lines in approaching problems that can be solved only by a pooling of interests and by recognizing that they are identical for all concerned."