Radio KHJ Sept. 25. 1925

# ADVERTISING CLUB – LOS ANGELES

Good Evening Radio Friends:

 I think it possible may be of interest to you to hear just a few words about the Advertising Club of Los Angeles. Many people do not realize how much this Club is doing in behalf of better advertising. Its mission is to teach its members and others better ethics and higher ideals in advertising, and also to check and prevent fraudulent practices whenever possible. Its high purpose is to promote truth in advertising, integrity in business and eventually to put advertising on such a high plane, that it will all be believed because people will know it is truthful and dependable.

 In order to illustrate the work of the Advertising Club, we will go on a short imaginary journey into the woods and mountains, and take a lesson from nature. We’ll follow the dry bed of a river along its winding course. Here we turn aside to circle a sink hole. In the bottom of that hole is water, stale and stagnant, which fills the air with foul odors.

 We trudge on up the river to tis dormant source. There we find mountains blanketed with great drifts of snow. Soon the warm sun will loose a flood of pure sparking water to find its way down the river bed to the sea.

 In passing the impure pools, the fresh clean water will wash out and purify the pools and fill them will sparking water as fresh and clean as the melted snows.

 On it flows, gathering force and volume with its passage. Here its force is diverted to turn the wheels of industry and provide light and power for the cities.

 There it lends beneficient aid to orchards and farms, enabling them by irrigation to produce the food so necessary for mankind.

 Then as its volume swells to great proportions, it offers a surface to carry the commerce of the world out from the cities that have builded along it green and verdant banks to the blue seas beyond.

 Finally its all is freely given to the oceans which touch and profit each continent.

 This friends, is parallel to the river of Advertising, fed by hundred thousand intellects. Its power is generated far up the sides of the towering peak of Idealism.

 As it gathers force, it flows down the dry bed of Necessity, purifying and cleansing the sink holes of Dishonesty and Unfair Business Practice. The purifying influences of the fine ideals promoted by the Advertising Club, together with the legal pressure exerted by its Better Business Bureau, are rapidly purging out the unwholesome practices and establishing truth in advertising which builds confidence.

 The power of truthful and aggressive advertising does turn the wheels of industry. It does make possible the greater production of food and ether necessities of life. And upon its broad surface, swept on by its irresistible current, ride the vessels of Commerce.

 This great river goes on and on, each new stream swelling its volume, until it finally joins the sea of International Trade which builds world markets for our goods in return for the valued goods of other peoples.

 And by this interchange not only we are enriched and benefitted, but also the millions of consumers, spread over the face of the earth, whose life is made finer and better by the products which Advertising has made known to them.

 You may ask me what is the value of the Advertising Club to the community? You should make your question encompass the Associated Advertising Clubs of the World, for our own organization is but a unit in this great movement.

 Then I ask you to consider the river of Advertising, its services, its bounties, it benign influence on all mankind. The Advertising Club stands forth as the living symbol of this unmeasured power.

 If you are a business roan who uses advertising in any way, it will be worth your while to become associated with the Advertising Club. It will do you a great deal of good, through its weekly luncheons, its round table discussions of Adv and other club activities. If you desire any information about the club, you may telephone or write the Club office and Mr. Thomas, the secretary, will be glad to supply all the information you want.