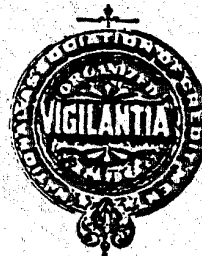


The Lens



PUBLISHED BY

THE CREDIT MEN'S ASSOCIATION OF EASTERN PENNSYLVANIA

AFFILIATED WITH THE NATIONAL ASSOCIATION OF CREDIT MEN
LAND TITLE BUILDING

PHILADELPHIA, PA. OCTOBER, 1942

YOUR ASSOCIATION—AN INVESTMENT

Most Credit Executives today are faced with the problem of so much to do and so little time in which to do it. Under the pressure of our present war effort, our concentration is diverted to the purpose of winning this war, and win it we must! We credit men and women, busy as we are in assuming our part in this War economy, must reserve sufficient interest to look ahead and to preserve and promote our credit associations for the transition to peace time pursuits. We must protect our highly valuable investment in these credit associations.

Very often today, we hear the comment that a concern is devoting its entire facilities to war work, financed directly or indirectly by the government, and questions the necessity for the retention of its membership in its local Credit Association. This thought generally emanates, not from credit men or women, but from those who are not closely associated with credit problems. Unfortunately, however, there are those of the credit profession who miss this cardinal opportunity to stress to industry the necessity for their continued membership activity.

The value of your membership must be measured not alone by the accomplishments of your local credit association but in terms of the collective accomplishments of all the numerous associations throughout the country, cooperating as a unit through the National Association of Credit Men. Through their combined efforts they have been instrumental in creating one of the strongest cooperative forces in this country in the formulation of legislation and credit policies effecting the great economic structure of these United States. Credit data constructed over a long period of years will continue to be kept up to date throughout the war period.

Industry with the cooperation of the banking and accounting professions has been responsible for the building up of this investment in its credit associations. Industry must give the same relative consideration to the preservation of this investment as it does to its sales and advertising organizations.

We, as the representatives of industry, must accomplish this purpose. Here in Philadelphia we are doing a noble job in this direction, but we must include in our effort an even greater cross section of local industry. This means an increase in membership. Let each of us assume full responsibility in this connection.

The credit problems of the past will undoubtedly be dwarfed by the credit problems of the future. Let us be prepared!

J. V. MARRON, First Vice-President.

DOUBLE HEADER A BIG SUCCESS!

The Golf Tournament and Good Fellowship Dinner held at the Llanerch Country Club on September 24th, was one of the most enjoyable events the Association has ever held. Congratulations to Rex Tooke, Chairman of the Golf Committee and Charley Weidman, Chairman of the Entertainment Committee and all of their co-workers. There were 48 golfers and 101 at the dinner.

The entries in the Golf Tournament were the largest in the annals of the Association, the day was perfect and everything clicked even in the face of a drastic shortage of caddies. As Dan Haight remarked, "Carrying your own bag is just as beneficial as setting-up exercises." Gene Wheeler of N. W. Ayer & Son, Inc., won the championship silver cup with a low gross score of 80 and Clarence Wolfinger of Lit Brothers carried off honors for the low net score.

The Good Fellowship dinner just bristled with fun and frivolity. Toastmaster Charley Weidman handled the program to perfection. President Harry Rhell gave a short appropriate message of welcome. John Brown, Past President, in introducing the speaker of the evening—Commander Harold W. Scott of the United States Coast Guard Reserves, presented him with a toast, attractively portrayed by an artist, framed and signed by all of the members of the Coast Guards who are active in the Association. Commander Scott delivered an exceptionally fine three-way address involving business, good-fellowship and patriotism. A telegram of Greetings was received from Past President Charley Fernald sent from Sun Valley, Idaho. Dun & Bradstreet had the largest representation with six members of the organization seated around the festive board. Russ Bannister of the Petrol Corp. collected a blind kitty of dimes amounting to \$11.00 which was voted to the Maintenance Fund of the Coast Guard Reserves.

Some very fine prizes were distributed, donated as follows: President Rhell, a certificate for a Stetson Hat; Clarence Wolfinger, two five-dollar certificates for merchandise at Lit Brothers; First Vice-President Jim Marmon, two leather wallets; Herb Moyer of the Elliott-Lewis Elec. Co., a golf club; Charley Weidman of the Phila. Terminals Auction Co., a crate of Sun-kist Oranges, and the Plus One Club, a silver tomato server, berry spoon and pie server. Then, to make it the end of a perfect night, Edward Kippax of Alex. C. Fergusson Co. signed up two of his guests as new members.

INVEST IN AMERICA! BUY UNITED STATES WAR BONDS

0007-SWP-000004688

JOHN T. LEWIS & BROS. CO.

(Over a century of service)

The business of John T. Lewis & Bros. Co. was established in 1772 and is identified with the manufacture and sale of a variety of merchandise, although material and paint products from metal "LEAD" is the largest single item. The founder, Mordecai Lewis, first imported white and red leads. Advertisements of these products appeared in the issue of *The Pennsylvania Packet* dated September 28, 1772. The first bill rendered was to the Pennsylvania Hospital, for 12 cwts. of white lead and the original cow bungs (framed on the walls of the main office).

On January 17, 1791, by an Act of Congress, the Bank of North America obtained its charter. Nine days later, Mordecai Lewis opened an account with this institution, becoming its fourteenth company customer. As the first thirteen of these depositors have since gone the way of all flesh and the old bank of North America later merged with The Pennsylvania Company for Insurance on Lives and Granting Annuities, the Lewis Company enjoys the enviable and unique position of having the oldest continuous bank account in the United States of America.

The present chairman of the Board, Mr. Edward F. Beale, one of America's noted sportsmen and huntsmen, entered the company in 1875 and was elected President in 1899. The same year the National Lead Co. acquired a controlling interest. As Mr. Beale was a son-in-law of John T. Lewis, the children of this union became direct descendants of the founder. Mr. Leonard T. Beale, President of the Pennsylvania Salt Manufacturing Co., and a son of Edward F. Beale, is a Director of the company and his son, Edward F. Beale, 2nd, is now an officer of the company.

From 1806 to 1899, the company maintained a down-town office at 231 South Front Street, Philadelphia. Here in 1856, the grandson of the founder effected the consolidation of the Mordecai Lewis and the M. & S. N. Lewis concerns under the firm name of John T. Lewis & Bros., which business was incorporated in 1898 as John T. Lewis & Bros. Co.

In 1820, anticipating the needs of a growing nation, a new plant was built for the manufacture of white lead by the method known as the Stack Process, originated by the Holland Dutch. Some twenty years later the manufacture of linseed oils and colors was added as companion products.

In 1909 the office was moved to the Lafayette Building at 5th and Chestnut Streets, then in the heart of the Philadelphia business area, and two years later entered the metal field by securing a factory in Baltimore, Maryland, for the manufacture of solders and babbitt metal. At the present time, the main office is located on the Ninth Floor of the Wilener Building with a branch at Baltimore, Maryland.

Having survived the Revolutionary War and every succeeding crisis through which the Nation has passed, John T. Lewis & Bros. Co. was somewhat of a veteran when the United States entered the first World War in 1917. Through discipline and experience, the company was rapidly equipped and made ready to play its part in providing its own powerful sinews of war required by the government. Not merely was the exceptional demand for red and white lead met, to take care of the painting of ships, but the thousands of Army trucks plowing through the mud of Flanders fields and countless ambulances racing between the firing zone and base hospitals, were all equipped with storage batteries made from Lewis lead oxides. So great was the demand for lead oxides that a new plant had to be erected at 2545 Aramingo Avenue, Philadelphia. This plant, a monument in the foresight of those guiding the destinies of the company, constitutes the largest plant of its kind in the world, covers some nine acres of floor space.

With the signing of the Armistice, American ingenuity met its usual test in solving the economic crisis of the time. The automobile, the radio, tires, canning, player pianos, memorial windows, plumbing and heating were some of the industries which introduced revolutionary methods in manufacture and with these new methods arose a constant and growing demand for lead oxides, solders, lead pipes and white lead—all products which the John T. Lewis & Bros. Co. were able to produce and supply, due to the foresight of its management.

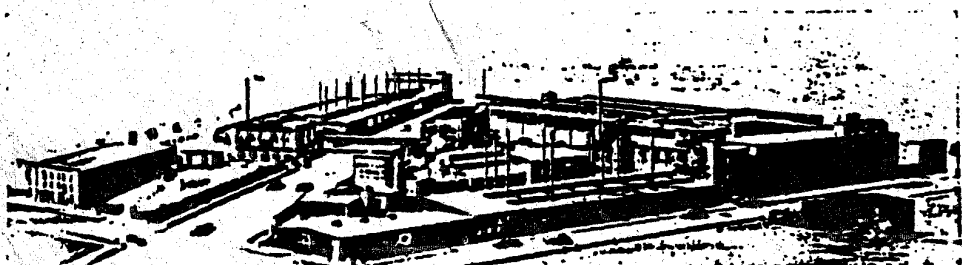
Once again, these critical war times finds the John T. Lewis & Bros. Co. alert to the requirements of the Nation. Storage battery oxides are in far greater demand than ever, since a modern submarine requires batteries weighing 100 tons. With the Army completely mechanized and so much of war in the air, requirements of lead for use in special type batteries, would appear to be never-ending.

Serving the Nation's interests, as it always has, and more than ever at present, the Lewis organization in this war is meeting every test with which it is faced. Known far and wide, it may be when the smoke of battle has cleared away and business once more assumes a more normal stride, the "Dutch Boy" and "Lewis White Lead" will be familiar names in the trade circles throughout the world.

There are many reasons for a business house which has withstood for over a century and a half, depressions, wars and booms, for which it can be justly proud. Two, at least, of these are present in the instance of John T. Lewis & Bros. Co. The first is actual in the healthy effect of long, steady, year-around employment upon the wage earner. This means a family life for each man, a real chance for actual home ownership and the raising of children, all contributing to the true wealth of a nation. The second reason can be attributed to the fact that the materials manufactured are bought and used by the humblest citizen as well as the large manufacturers, to beautify the homes of America, and very directly contributes to the pursuit of health and happiness.

The records of the company disclose that over 40% of its employees wear buttons indicating ten or more years of active service.

The present officers of the company are Joseph W. Gardiner, Jr., President; A. Morton Wilson, Jr., Vice-President in charge of Sales; S. French Reeves, Vice-President in charge of Production; Morris H. Merritt, Secretary; Edward F. Beale, 2nd, Treasurer and H. E. Rhett, Assistant Treasurer, who as a side line now directs, as President, the destinies of The Credit Men's Association of Eastern Pennsylvania.



THE PHILADELPHIA PLANT OF JOHN T. LEWIS & BROS. CO.

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