



WM. H. RANKIN COMPANY

1 WEST 37TH STREET

NEW YORK

Dear A. L. Shuman

Here is a picture for your

Rato + a story

your Chief was presented

& the King + was very

friendly with the Prince of
Wales - as the attached will

show. We had a great time together

8/24

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misunderstanding between the two great English-speaking nations. I talked with manufacturers, trade union leaders, and shopkeepers about the business of the two countries. Almost everywhere was the feeling that the British taxpayer is getting a bad deal at the hands of someone. That his capacity to buy things and live well is being "bled white" by nations not paying money they owe him, and a creditor nation to whom he is paying more than five shillings in every pound he earns. As the pressure of taxation keeps up the British citizen has a definite feeling that he is getting a raw deal. Many men I talked with are worried because America is selling England so many more manufactured products than it is buying. They wonder how the debt and tax situation can ever work out economically when the balance of credit is running so strongly in our favor.

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A prominent American manufacturer said that to sell goods in Britain on a logical basis a manufacturer should open a factory there and give employment to British workmen.

At a luncheon in London a New York representative with the same thought in mind told a group of British and Colonial manufacturers and publishers that one answer to the unfavorable trade balance was more advertising and sales in America. He pictured Australia with a surplus of rabbits which were a pest there. He suggested that Australian rabbits could be landed in New York, their flesh sold for food, their coats for fur if a demand had previously been created by advertising. While his reference was humorous his thought that advertised products were the bulwarks of a nation's foreign trade made an impression.

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I wonder what happened to the special sombrero which a prominent Southwestern publisher wanted to present to the Prince of Wales. It had a nice little inscription on the band. It was a beautiful head-piece. But the man who was to do the presenting had

it in mind to walk up to the Prince at a garden party in the Buckingham Palace grounds and say something like "here's a good hat. I hope you like it. It's the right size. It comes to you with our best wishes." He didn't want to deal with equerries, staff officers or anyone but the Prince himself. My last evening in London the affair was getting serious and such experts as Sir Charles Higham and William H. Rankin were being called in for advice and counsel. It was, as a matter of fact, a lovely hat.

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It was interesting to observe the attitude of the average British citizen toward his present Government made up of Socialists, iron founders, apothecary clerks, cotton weavers, and railway workers, mixed in with an occasional peer. One type of citizen, who prophesied all sorts of evil and revolution from a labor Government is now positively indignant with the labor party for not fulfilling his fears. Another man on the street who dislikes a certain cabinet minister for his radical tendencies said "but could one of your own labor leaders make half as good a speech as that one of his last night?" I also found labor men who were not at all in sympathy with the present Government, who said "one can't change economic laws by resolutions in Parliament." To the ordinary observer, however, the present Government seems like other parties which are suddenly given responsibility, to be trying to do a good job. It has slightly reduced taxation and is working earnestly to bring about an agreement with France. It has been in power for less than eight months, and rests upon a minority in the House of Commons where it can at any minute be dismissed by a temporary coalition on the part of its opponents. With all this hanging over their heads, British business men are going ahead planning sales campaigns and not talking politics continually. In this they offer us a good example.

It was a great convention. The skyline of New York looked good to us all. We are glad to be home.

August 8, 1924

Major Roy Dickinson
Printers' Ink
185 Madison Avenue
New York City

Dear Major Dickinson:

Read your interesting article in this week's "School-
master." I always read it on Thursdays.

The Stetson Hat was delivered, notwithstanding every
Englishman, including Higham, said "It can not be done."

Gilbert F. Hodges, Amos G. Carter and the writer were
presented to King George at the Garden Party. We were also introduced to
the Prince of Wales. We invited him to visit the home of the New York Adver-
tising Club, and he said he would. We also told him that Mr. Carter had a
Texas Stetson Hat, made especially for him, and that every Englishman had
said that it could not be presented. Mr. Carter said: "I want to present
this to you as a mark of respect from the 5,000,000 people of Texas. I also
wish to invite you to be our guest at the Advertising Convention at Houston,
Texas, next year." The Prince of Wales replied: "I will be delighted to ac-
cept the Texas Cowboy Hat, and I will wear it when I visit my ranch in Canada
next year. If you will bring it around to St. James Palace at 11:30 (July 22)
I will be glad to receive it." Mr. Carter and Mr. C. Harold Vernon called the
next day and presented the hat in the friendliest fashion, without any blare of
trumpets, photographers or newspaper men, and the Prince was greatly pleased.

I had met him once before during his last trip to America,
and I knew that if the subject was breached in the right way, he would gladly
accept the Texas Stetson Hat.

When I arrived at the Savoy Hotel, London, I went across
the street to the hat store, and asked for one of their very best English hats,
and they promptly sold me a "Stetson" - gray alpine.

The Britishers -- all of them -- did themselves proud, and
we must lift our hats to Cheshire, Vernon, Crawford, Akerman, Allison, Milne,
MacDougall, Fraser, George Scott and Sir Charles Higham. Each one of them should
be knighted or promoted to Lordship. They advertised all that is best in the
British Empire, and their country has received and will receive \$1,000,000 worth
of favorable publicity and advertising because of the way "London - 1924" was con-

Major Roy Dickinson

ceived and executed. There was a great example of team work, and while there were intense rivalry and some jealousy, yet those Britishers presented a united front and made good. They gave us the greatest convention we have ever had.

Lou Holland and his noble band of associates made good, and America may well be proud of the 2500 advertising men and women that went to the "London - 1924" Advertising Convention.

It opened with an address by the Prince of Wales and closed with a Garden Party given by the King and Queen at Buckingham Palace. Every entertainment and business meeting was up to the highest possible standard. I heard a member of the Bar Association say: "I would be proud to be called an advertising man."

So, there you are -- like yourself I am glad to be home, at work, but never did I spend four weeks to more advantage.

Sincerely,