

Rankin and Royalty

WM. H. RANKIN COMPANY
NEW YORK, Aug. 8, 1924.

Editor of PRINTERS' INK:

I read Roy Dickinson's interesting article in PRINTERS' INK of last week. I always read it on Thursdays.

The Stetson hat was delivered, notwithstanding every Englishman, including Higham, said "*It cannot be done.*"

Gilbert T. Hodges, Amon 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 Advertising 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, Tex., next year." The Prince of Wales replied: "I will be delighted to accept 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 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 broached 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 advertising because of the way "London—1924" was conceived and executed. There was a great example of team work, and while there was intense rivalry 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 2,500 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 Roy Dickinson I am glad to be home, at work, but never did I spend four weeks to more advantage.

WM. H. RANKIN COMPANY,
WILLIAM H. RANKIN,
President.

J. F. Niswander Leaves California Peach and Fig Growers

J. F. Niswander has resigned as president of the California Peach and Fig Growers, Inc., Fresno, Calif., with which he has been associated since its formation in 1915. He has been president for the last two years. Mr. Niswander is succeeded as president by Ward B. Minturn, who was vice-president.

Frank H. Wilson, vice-president of the Sun-Maid Raisin Growers' Association, was elected vice-president of the California Peach and Fig Growers, Inc.

Walker & Company Add to Staff

Walker & Company, Detroit, outdoor advertising, have increased their sales staff by the addition of John W. Marshall, Andrew Richardson and John B. Patterson. Mr. Marshall has been engaged in outdoor advertising work for twelve years. Mr. Richardson and Mr. Patterson formerly were engaged in sales work.

E. W. Smith with Lillibrige Agency

Eric Wilburn Smith has joined Ray D. Lillibrige, Incorporated, New York, advertising agency. He formerly was with the St. Louis office of the General Electric Company as assistant manager and central station salesman.

Charles Meeker Kozlay Dead

Charles Meeker Kozlay, president of the H. R. Howell Publishing Company, Brooklyn, publisher of the *American Hairdresser*, died last week at his home in West Orange, N. J. Mr. Kozlay was fifty-four years old. He was also the editor of the *American Hairdresser*.

"Theatre Magazine" Appoints New England Manager

Travers D. Carman, of Carman-in-New England, publishers' representative, Boston, has been appointed New England advertising manager of *The Theatre Magazine*, New York.

Pacific Coast Publications Merged

The *Country Club Magazine*, Los Angeles, and *Pacific Golf & Motor*, San Francisco, have been merged as one monthly periodical under the name of the former.