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"As Others See Us"*

30.7.1924.

Mr. Amon G. Carter, president and publisher of the Fort Worth Star-Telegram is in Paris with the Advertising men. Mr. Carter is especially fond of Paris as a city of relaxation and is profiting by his visit here to take a thorough vacation before returning on August 9, to resume his duties as the chief of the paper "with the largest circulation in Texas". "That's not just a slogan," says Mr. Carter. "It's a sworn fact." The little "Star-Telegram" bells with which Mr. Carter has strung round the necks of his colleagues at the convention have played no small part in adding to the ringing merriment of the delegates.

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Amon Carter
Pls. read!
W.H.R.

9/18/24

THE LONDON 1924 CONVENTION IN RETROSPECT.

By WILLIAM H. RANKIN
of the Sphinx Club, New York, Advertising
Club, New York, and the '30' Club,
London.

July 25th, 1924.

Two weeks ago to-day we arrived in London and to-day we are on the "Aquitania" bound for New York.

In two short weeks we have done more things than were unusual and things we never expected to do, than in any ten years before.

Credit for this is entirely due to the efficient business and social programmes and the administration and execution of the International Advertising Convention. C. Harold Vernon, W. S. Crawford, Jack Akerman, Thomas McDougall, and Andrew Milne are entitled to Laurel Wreaths to the everlasting gratitude of the 2,500 American delegates. These men, with John Cheshire and Sir Charles Higham and Colonel Lawson, have a place in our hearts which goes beyond mere friendship. We feel—besides being good Brothers that they are first-class Americans. They combine all the good qualities of both nations. They have created more friendship and goodwill in America for the British Empire than any other group of men that ever came to America.

Now for the Convention. By the good management of Mr. Milne, the four ships containing over 2,000 delegates from America all arrived Saturday morning—in time for the great Albert Hall reception and dance.

Never have we witnessed such an unusual spectacle. The Hall itself is beyond anything we have in America—and the Lord Mayor's presentation and his reception of the leading delegates was very, very impressive! It started the Convention in the most dignified and high-grade manner.

The warmth of our reception and the whole-heartedness of the friendliness made us feel at home at once. That was truly a fine curtain raiser!

The service at Westminster Abbey the next day was far beyond any like meeting in America. It placed the stamp of approval of the Church not only on our Convention but upon Advertising and advertising men and women! By their attendance the men and women showed they appreciated the value of religion and all that is good and true in life.

The Sunday afternoon meeting was even better than our Atlantic City meeting, and our own Mr. Fred B. Smith duplicated his wonderful success of a year ago. Men and women cannot help being better by listening to, and being with, such a real, red-blooded man as Fred B. Smith—and then the real opening session at Wembley.

It was a rare privilege and a gracious compliment to hear and to have your Prince of Wales make the opening address of the Convention. He made good and made more secure that great friendship between your country and mine!

We gave him a real American welcome, and he enjoyed it. As I have already written, I believe the Prince of Wales is the British Empire's greatest goodwill builder—and I had the pleasure of telling his father, His Majesty the King, so, when presented to him last Thursday! We Americans like and respect him—as every Briton does.

The great speeches of the first day by Lord Burnham, Lord Stevenson, Colonial Secretary Mr. J. H. Thomas, Sir Charles Higham, Lord Privy Seal Mr. J. R. Clynes and Ambassador Frank Kellogg, our own Lou Holland, and Francis H. Sisson, exceeded those of any other opening day of our Conventions in America.

The Dinner given at the Savoy Hotel by the British Empire Exhibition and Lord Stevenson was a truly great affair because of the witty, friendly and truly international addresses of Winston Churchill, Lord Stevenson, J. H. Thomas and Louis Wiley of the "New York Times." There was a great audience, too, to give these gentlemen the hearing they deserved! A speaker cannot do so well unless he has a sympathetic and interested audience, and that audience was with the speakers and joined in the toasts to the King and to the President whole-heartedly.

The Houston Texas dinner was a marvelous affair, done in true Texas style and handled by that princely chap Bob Cornell and W. S. Patton. Cheshire, Vernon, Higham and Amon Carter spoke from their souls and pledged their froth again for Houston "25." That dinner settled the time and the place of the 1925 Convention.

The reception given at the home of Mr. H. Gordon Selfridge and the dance later in the week at his home made we Americans proud indeed to be his guest. Mr. Selfridge is a great asset to both Britain and America.

The newspaper departmental meeting, presided over by that great fellow and friend Colonel Lawson, of the "Daily Telegraph," was the most interesting from an advertising man's point of view.

The speakers there proved that London, 1924, is strictly a newspaper success. Newspaper advertising was used at both the Milwaukee Convention (thanks to Jack Akerman) and at Atlantic City by the "30" Club to sell London as the real Convention City, and the large share of the credit is therefore due to newspapers.

Every speaker not only at the newspaper departmental session but throughout the Convention, paid tribute to the newspaper as the real, Local, National and International advertising medium, and thanks were publicly expressed to the London and provincial Press for the fine reports and publicity given to the London 1924 Convention and delegates.

The Session of the newspaper representatives, at which Mr. G. T. Hodges, "New York Sun," Mr. A. Marland, of Kruschen Salts, and Mr. Dan Carroll spoke so well was an education in itself, and was well attended.

The real place in business earned by British Advertising Agents was attested to by the Lord Mayor of London when he so generously allowed the Dinner to Advertising Agents to be held at Guildhall, and when he and the Lady Mayoress attended they paid Advertising and Advertising men a great compliment. 600 attended and I believe the dinner was the climax—the highest point of all the social functions. The speeches by the Chairman—Mr. Thomson—the Lord Mayor, Stanley Resor, Mr. Haddon, and then the Epilogue by that great American James O'Shaughnessy, brought us all to our feet.

The work of your Toastmasters was impressive, and I may say most interesting to the American delegates, as it was new to us—we simply have a Chairman at our dinners.

Then the Reception and Dance at the Savoy, given by the Publicity Club, was elegant, and brought to mind the great work done by that Club in helping London, 1924, through its President, Robert Thornberry.

The Dinner given at Stationers' Hall gave us a rare treat in hearing Lord Birkenhead, Lord Riddell, Lady Rhondaga and Mr. F. H. Gerson. The National Magazine Company were the fine hosts at that party. The Reception at Windsor Castle, the Golf Tournament given by Lord Riddell, and then the Dance at Olympia, matched the other big events of the Convention. The luncheon given in the Houses of Parliament by the Prime Minister, Mr. Ramsay MacDonald, was most interesting.

On account of the scarcity of taxicabs the writer rode home to the Savoy in a truck,

and even London's truck drivers know how to make an American feel at home in the front seat at 1.30 a.m.

And, of course, the great event was the "30" Club Dinner at Olympia. There C. Harold Vernon, John Cheshire, and Sir Charles Higham welcomed their two honorary members from America, and we met for the first time the full "30" Club membership. The "30" Club is now internationally known. It was there the London, 1924, idea was first conceived. I remember well at the Indianapolis Convention Sir Charles (Charles F. Higham then) was the European Vice-President for the third time. He graciously stepped aside at Indianapolis and nominated his competitor to succeed him as Vice-President. I notified Crawford, and he could hardly believe his own ears when I told him that through the courtesy of Higham he (Crawford) would be honoured as Vice-President, and Higham said some time we will be ready for a real International Convention in London. He had suggested it at Dallas, Texas, first in 1912, but to Miss Jane Martin, of the New York Advertising Club, belongs the credit for first proposing a London Advertising Convention which she did at Chicago in 1910, and has ever since been a sponsor and friend of London.

Chicago, by its resolution drafted by Stanley Clague and Homer Buckley, recommending London, 1924, at the Milwaukee Convention, deserves the credit for making London, 1924, possible, as it was unanimously voted to recommend to the Atlantic City Convention to go to London in 1924, just as at London we agreed on Houston for 1925. That has always been an invariable rule to always keep the promises made by the preceding Convention, and so that fine delegation, by its earnestness and fine work of John Cheshire, Harold Vernon, W. S. Crawford, showed London was ready, and London this past week has made good all promises and exceeded our fondest hopes—just as we promised 500 we delivered 2,500 delegates, and London delivered in even greater proportion. Our only possible hope to do so well is for us to have the 1926 Convention in Washington, D.C., or New York City.

Saturday last at 10.0 a.m. we flew by Aeroplane to Paris—spent 26 hours there and at Chateau Thierry and Ballou Woods—flew back at 6 p.m. Sunday took the sleeper to Glasgow—spent the next day driving around Glasgow (where the writer lived 1884/1888), visited the great "Glasgow Herald" and its fine publisher, Mr. H. Thomson Clarke, helped receive the Glasgow delegation at 6 p.m. and attended one of the greatest dinners of the Convention given by the Publicity Club of Glasgow (450 attended). Mr. H. Thomson Clarke presided. The serving of the Haggis and the Toast of the Chairman with the Bagpipes was a feature long to be remembered. And Sir Robert Horne gave the finest address on Advertising I have ever listened to. It proved to me that men who are really doing things in high places have a fine appreciation of Advertising as a Business Builder. Sir Robert proved the economy of Advertising and that the Consumer does not pay for Advertising, but that it lowers the cost of the goods advertised. He is a real Advertising and business man. We left for London on the Sleeper at 10.30 p.m. and arrived London over one of the best "roads" (the L. & N.E.) and slept in the most luxurious sleeping apartment more hours than any night since we left America (8 hours).

Now a word for the ladies—both British and American. They were the most charming and beautiful ladies of both countries. The Advertising women of America and Britain have a real place in the business of Advertising, and I believe London, 1924, will add to their strength and their importance in this business hereafter. The women of London were most charming and hospitable and added much to the success of the business and social features of the Convention.

The Advertising men—the leaders of America—and the members of the American Bar Association were guests of Their Majesties the King and Queen.

Through the courtesy of one of our own Americans it was our happy privilege (Mr. A. G. Carter, Mr. G. T. Hodges, and the writer) to be presented to the King. We told him that British men and women had been most hospitable to us and had given us the greatest Advertising Convention we had ever had, and through him we wished to thank his subjects for all they had done. We also told him his son, the Prince of Wales, was as well-beloved by Americans as by the British. By what he said and the cordiality of his greetings and handshakes the King was pleased indeed.

So beginning with the Prince of Wales' speech at the opening of the Convention and ending with the King and Queen's garden-party, London, 1924—the world's greatest Advertising Convention passed into history—successful from every view-point!

Above all else, I think the great good will be the cementing of the fine friendship now existing between America and Britain. We will now buy and sell more goods to each other. Goods not Gold—are the best peace-makers. We Americans prefer British-made goods to a large extent, to our own, and it seems to me the British have almost the same feeling to American-made goods. It is those products that make nations and Advertising men friendly.

The British Empire has received at least \$1,000,000 worth of goodwill building publicity and advertising since Sir Charles Higham first brought the London, 1924, invitation to Milwaukee in 1922, and the 2,500 delegates from America—advertising men and publishers—will give Britain \$5,000,000 more of goodwill publicity and advertising by word-of-mouth praise, news publicity in the newspapers, magazines and farm and trade Press during 1924 and 1925. Realising the enormous cost of the great Convention and the liberal contributions to that fund by nearly every publisher and advertising man in Great Britain (and especially Lord Rothermere and Sir Wm. Berry, who contributed £5,000 each to the fund, no American publisher has ever contributed more than £1,000), the great work of the "30" Club, the Publicity Club and all Advertising clubs of Great Britain, all can feel that their investment will pay dividends to them directly for the next 50 years—because every delegate will leave your hospitable shores feeling we can never repay you in any way for your great hospitality at London, 1924.

Above all else, the business of Advertising and Advertising men were uplifted, to an extent that 10 years' hard work could not equal. And it was the fine programme and the fine social activities planned and executed so successfully, under the leadership of the greatest body of Advertising men in all the world—those of England, Ireland, Wales and my own Bonnie Scotland.

The business of Advertising is to Sell, and you Britishers planned and executed the great Advertising and Selling success of the century—the International Advertising Convention, London, 1924!

Our American breakfast foods, like Kellogg's Corn Flakes and Grape Nuts, seem to be increasing in popularity, just as India Tea and Four O'clock Tea is increasing by leaps and bounds in America—and Advertising in the newspapers is helping these products in Britain and America—such is the power of Advertising!

Farewell! We salute you from the decks of the "Aquitania," Saturday afternoon, July 25th, where we are now witnessing a farewell attraction the Review of the British Fleet by King George!

PAPIERS
D'AFFAIRES

Ft Worth
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ATLANTIC CONFERENCE

81, RUE ROYALE

BRUSSELS