

Honored By King George

Three Yankee pilgrims greet their Royal Highnesses at Buckingham Palace—King, Queen and Wales welcome advertising men

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THERE were three of us. It was a sunny day in merrie England. In many respects, don't y'know, it was At last the day of the party arrived. Our invitations were specific as to what we should wear.



WM. H. RANKIN

AMON G. CARTER

GILBERT T. HODGES

to us the high spot of the London advertising convention.

William H. Rankin, Amon G. Carter and the writer attended the King and Queen's Garden Party at Buckingham Palace! One hundred advertising delegates also attended. But this story concerns the memorable experience of we three in particular.

So that morning we made a quick inventory of our respective wardrobes. We found that we were shy three top hats, one morning suit and one pair of gloves.

A visit to the corner haberdashery produced the three hats. But one of us had such a big head that the largest size, 7 $\frac{3}{8}$, had to be stretched—

whereupon it settled down upon his ears! But it was then too late; we were on our way.

Borrowed Host's Suit

One of our hospitable British hosts supplied his suit to one of us, who then loaned his suit to one of the others. We divided one pair of gloves, so that two of us carried one glove each.

We were advised to get there early as the Royal Party would appear promptly at 4 o'clock. We left the hotel at 3:45 p. m. in a taxi, and when we got within three blocks of the Palace we found ourselves in a traffic jam. We then got out and walked the remaining distance, which was quite the thing to do.

The sidewalks were thronged with people watching the guests file in. As we approached the Palace gates we were stopped by newspaper photographers, who immediately spotted us as being Americans, and this photograph in *Judicious Advertising* is the result, and it is the only photograph that appeared in the newspapers the next day.

The accompanying picture is a true presentation of us in all our gala raiment.

Proud of Secretary Hughes

We walked through the Palace out onto the lawn — a lawn several acres in size. The gardens were already filled with guests. There were three large groups at different parts of the lawn. We soon discovered that these groups surrounded the King, the Queen, and the Prince of Wales, who were strolling about the lawn.

We joined the group following the King, and were very proud to see our own Secretary Hughes strolling

in the King's Party. He presented a most dignified and impressive appearance.

We were much impressed with the democratic attitude of each of the Royal Party. The King was casually meeting and chatting with those who were presented by an official introducer.

There were two in the party who acted as sort of advance guards. Whenever the King would start to walk these gentlemen would gently ease their way through the crowd and open up a passage way.

This procedure was all very informal. The King very often reached out his hand to some one in the side lines and passed some pleasantry.

Admires Mood of Queen

The Queen was very gracious and in a most happy mood. She was constantly smiling, and whenever she saw some woman who appeared especially interested, she would step out of line and walk right up to her and shake her by the hand.

Over where the Prince was there was the least formality. There was very little official introducing. He and several attendants were just walking around talking and shaking hands with friends and meeting guests. There was no attempt on his part to be formal.

The introductions were just the same as in every-day life. There was nothing officious about it.

Many walked right up and introduced themselves. He seemed to be enjoying the party more than did the guests. He was enthusiastic and entered into the spirit of the occasion with a vim.

Well, naturally, we three wanted to meet their Royal Highnesses. We were following the King's Party, when one of us in true American style said: "We'll never get run over by a train, so long as we remain behind." So we moved around in front and waited for the procession to reach us.

When it did so, one of the advance gentlemen spied us and immediately assumed (from the fit and style of our clothes) that we were three important and influential Americans.

He immediately asked if we would like to meet his Majesty. We replied that we would indeed consider it a great honor. He said: "Keep close to me and I will arrange it."

He then went up to the official announcer and we overheard him say that there were three American advertising men whom he would like to have presented. This official said: "Bring them right up here. They will be next."

Put at Rest by King

Well, there we were! In less time than it has taken to write this. . . . We were being presented. . . . It came so sudden that we really had no time to collect our thoughts and to plan just what we would say.

We were soon put at rest—by the King himself. . . . It was just like meeting any other human man. . . .

We told him how much we appreciated what he and Great Britain had done for the advertising convention, and how much it promoted the peaceful relations between the business men of both countries. He was very much pleased and replied that he was sorry they couldn't have done more.

We told him that we loved the Prince just as much as he did. He said he was glad of that, that they thought pretty well of him themselves. It was a happy little party, and we all shook hands and said goodbye.

Shakes Hands With All

We then went over where the Prince was holding forth. Here everything was informal. He was shaking hands with every one that came across his path.

When he came up to us he shook hands with us, and then we introduced ourselves. We told him how much we enjoyed his speech at the opening of the convention. He was pleased, but said that he made a very poor speech, and didn't like to make them for that reason.

We then told him about the 2,500 members of the Advertising Club of New York, the wonderful building they own, and invited him to speak at the club on his approaching trip he would be glad to, and for us to see his equerry as to the arrangements.

We told him that one of us had written the article on the "Prince of Sales," which had appeared the day before in all the English newspapers. He said: "Is that so? I read that article and it was very good. I enjoyed it very much."

Proffers Texas Kelly

Mr. Carter then told the Prince that he had been commissioned by the citizens of Texas to present him with a large sombrero which had been made especially for him, and so inscribed, and asked whether he would like to accept it.

He replied that he certainly would, and that he would wear it on his western trip; that if we would present it the next morning at 11 o'clock at St. James Palace, he would be very happy to accept it. (This was done accordingly.)

We then said goodbye and started over to the Queen's Party, but by this time all three groups were proceeding to their Majesties' refreshment canopy, and the informal reception was over. There were about 5,000 guests present and they were kept back about 100 feet from the Royal Party while they were having tea.

King Lights Own Cigaret!

Among the entire 5,000 there was no smoking. We started several times to light up a cigaret, but were restrained by the total absence of smoking of any kind.

Suddenly the King produced a gold case, extracted a cigaret and lighted it all by himself, even as you or I. Instantaneously cigarets appeared in every direction and the smoke was very abundant.

After tea the King and Queen moved out under the Royal Canopy where formal presentations were made of prominent members of the bar association and of the advertising clubs.

We then strolled through the gardens and partook of tea and refreshments. The two important royal bands furnished the music. It was delightful.

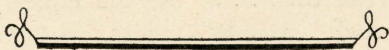
After the formal presentations, the King, the Queen and the Prince proceeded down a lane of 5,000 guests to the Palace, and this historic Garden Party—the first to be given to Americans—was over.

Queen's Cake for Wives

We brought home a piece of the Queen's cake for our wives.

We had a delightful time. We had come away very much impressed with the sincerity, the devotion, and the democracy of the Royal Family.

We shall certainly go again, if we are ever so fortunate as to be invited again.



The New Fashion Book

The Home Pattern Company, Inc., makers of Ladies' Home Journal Patterns, announce that the Fashion Quarterly and The Home Embroidery Book have been discontinued. Instead of these two publications a bi-monthly magazine known as The New Fashion Book was published, beginning Sept. 1.

Leverich Leaves Columbia

Lester L. Leverich resigned recently from his position as advertising manager of the Columbia Phonograph Company, Inc., New York. He served in that capacity for five years.

Changes by Burroughs

David R. Erwin has been placed in charge of the Extension division of the Burroughs Adding Machine Company, succeeding S. P. Cook, who has been appointed mid-western representative of the Burroughs publications, Business and The Burroughs Clearing House. Carroll Y. Belknap, for the past two years associate editor of Business, has been transferred to the Burroughs home office to write special material.

Radio News announces the appointment of Harry W. Tanner as representative in the New York territory.