

I have long been of the opinion that a wife can make or break a husband. Many a husband who has amounted to more or less, should give the credit to his wife but he probably doesn't, and on the other hand, unquestionably bright, capable men have had their future ruined by being married to an incompetent and inefficient wife. I understand that you still have some months of service ahead of you and under the circumstances which now prevail, it is difficult for you to plan for the future. I think you should sense that the waiting may be just as hard on Pam as it is on you, but that is something that you two must decide for yourself.

I am proud of both you and John. You are mighty likable and capable men and your future will be largely in your own hands. As long as you keep yourselves clean in mind and character, you are bound to go places.

Mamma used to tell the story of a man who used to make the remark, "Well, I think I'll go down town and see if I can cheat somebody". It was probably said jocularly, but it is certainly a mighty bad attitude for anyone to have even as a joke.

My dislike for the inaccuracies in connection with circulation statements in the early days was doubtless one of the influences that lead to the organization of the Audit Bureau of Circulation, which today is considered an essential with newspapers in regard to national advertising. I met with the ABC when it was organized, I helped to formulate it and for quite a number of years, I was the representative on the board of directors for the small town newspapers of the United States and Canada.

At an earlier period, it was a hazardous thing to do national advertising because the publishers claimed circulations that they did not have, and the advertisers offered an abominably low price for their advertising. At one of the early meetings of the board in Chicago, someone presented a resolution, which was passed, that any business to be presented before the national meeting would have to first be presented to the board of directors and meet with their approval. Although I voted against it, this motion carried, and then I took the floor to tell the men present that by that action, they had made it entirely unnecessary to hold an annual meeting because nothing could be done at such a meeting. The result was that they moved to reconsider and that they dropped the rule they had already adopted.