

Mr. Severyns again as Chief of Police, and the reign of woman in Seattle ceased.

Our correspondent ends the account of this remarkable incident by saying: "Mrs. Landes has resided in Seattle for upward of a quarter of a century. She was born in Massachusetts, and attended school there, afterwards graduating from the University of Indiana. She is endowed with great executive ability, and some day Seattle may acclaim her as a mayor who 'does' things, instead of making promises that are rarely fulfilled. Be that as it may, woman in politics has long ceased to be a novelty, and is now an assured fact."

Forecasting Weather Months in Advance

CAN we know longer than a day or two in advance what the weather will be? The United States Weather Bureau has always said, and continues to say, No. But there are those who say, very emphatically, Yes.

"The assertion is made with confidence that the main weather features of the years 1923-4 are measurable through interpretation of the solar constant of 1917-20, and that the weather for 1925-6-7 has already been determined by the solar constant of 1921-4."

That is the statement of one who holds to the theory that weather can be scientifically forecast years in advance as against the Weather Bureau theory that it can only be empirically forecast days in advance, or so far as the telegraph serves to outrun weather conditions already made and moving in a definite direction.

The doctrine of the new school, if it may be so called, is that variations in weather are due primarily to variations in solar heat, and that correct interpretation of the effect of solar heat on oceanic surface temperatures furnishes the key to the weather for a year or more in advance. All weather comes primarily, they say, from the translation into heat of that extremely small fraction of the sun's radiation which penetrates the earth's atmosphere. That fraction is known to vary considerably from year to year and from one series of years to another. The shifting surface temperature of the sun has been for years under constant observation and measurement by the Astrophysical Observatory of the Smithsonian Institution. Two permanent observation stations are maintained, one on Mount Harqua Hala, Arizona, and the



Keystone

Mr. Lou Holland (center), President of the Associated Advertising Clubs of the World, in the Lord Mayor's Box at Albert Hall, London, where the Advertising Convention was held

other on Mount *Montezuma, Chile. Temporary stations have been located at one time or another in many of the dry regions of the globe, and, it is asserted, "slowly but surely the complex problems have been solved."

Why Not a Long-Range Forecaster?

THE solar constant method of weather forecasting has been adopted by the weather bureaus of some of the South American countries, and is said to be eminently successful. The United States Weather Bureau, however, has never accepted it, and, as the Smithsonian Institution is extremely careful not to infringe upon the field of another Governmental agency, long-range weather forecasting has never been officially tried in the United States.

Because there is no Government agency to do it and because he has long had a deep working interest in the subject, a Washington newspaper man, Herbert Janvrin Brown, has become the public exponent of the solar constant method of forecasting weather for long periods. He has written extensively upon it, using the Smithsonian data as his foundation, and for some time past has made forecasts for twelve-month periods. These, it is claimed, are quite as accurate as the official forecasts for twenty-four-hour periods. He has "missed" on some of his predictions, as he admits he must

continue to do until the field is more fully studied, but he foretold the late cold springs of this year and last as well as the early frosts of last autumn.

A meteorological difference of opinion is not one for a journal to take part in, but it does not occur to the editorial mind that there need be any conflict of duties. If the Smithsonian Institution can tell the general character of the weather a year in advance, that need not interfere with the Weather Bureau's serving daily notice of just how and when the changes are to come.

A World Conference of Advertising Men

NOT long ago, in noting the gathering in London of advertising men representing several nations and hundreds of advertising clubs, we made the comment that such a meeting not only would develop fuller understanding between business men of all countries, but that business friendship meant national friendship.

Reports of the sessions of the Convention which have reached us show that this was true in a remarkable degree, for the two slogans of the Convention were "World Peace and Amity" and "Truth in Advertising." More countries were represented than ever before, so that this twentieth Convention of the Associated Advertising Clubs of the World for the first time fully justified its name. Be-

tween three and four thousand delegates were present; and the audiences at the general sessions often exceeded five thousand, notably so, of course, at the opening meeting, attended by the Prince of Wales and by many members of the Government and others of rank and fame. The social entertainment of the delegates was exceedingly fine and generous.

A great deal of the most valuable practical work of the Convention was done in special meetings assigned to the discussion of specific topics.

Friendly relations between the advertising profession in America and England were naturally warmly advocated, but soon became part of a larger ideal enthusiastically upheld—the ideal of world friendship. This was concentrated into a series of resolutions denouncing war and urging brotherhood and good will. The resolutions were signed by delegates representing the United States, Great Britain, Holland, the Irish Free State, Ulster, France, Germany, India, Canada, New Zealand, Australia, Hawaii, Belgium, Sweden, Switzerland, Denmark, and Scotland.

A correspondent of *The Outlook* who was present at this Convention makes an interesting comment on the differences between English and American advertising art:

In the art that makes the visible advertisement the English are behind us; but it is a question if they do not know how to appeal to a segregated class better than we do. Their agency system is not as well organized as ours, but advertisers pay less for its services. For the most part advertising media are less well printed than ours, except the leading newspapers, which still retain their traditional reserve in the use of type, are printed on good paper, and are a delight to the eye in contrast with our own.

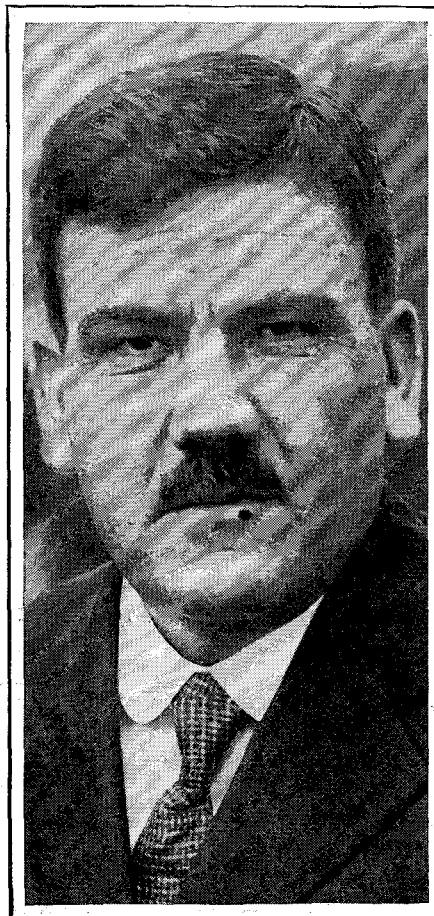
One of the acts of the Convention was to accept a code of ethics and to pledge the profession to "the cause of better business and social service." The resolutions adopted urged that the advertising story be told simply and truly, and that the ideals of conduct and standards of advertising practice should rest on the belief that "truthful advertising builds both character and good will."

What the Atom Withholds

ONE subject discussed at this year's meeting of the British Association for the Advancement of Science leads over all others in apparent importance to

the economic world. The possibilities of atomic energy have not yet captivated the run of men, they have not yet stirred the industry even of the tribe of false claimants to new discoveries to any great extent, but they have fascinated men of the first scientific standing and powers.

It was worthy of note, therefore, that Sir Ernest Rutherford, just before the meeting of the Association in Canada,



International

The President-Elect of Mexico

published his dubious report to the Engineering Foundation on the prospects of drawing energy in unprecedented volume from the treatment of atoms. His report does not ruin the hope of such a mighty aid to human betterment, but it is undeniably sobering. He fears that the atoms composing the elements that form the great majority of matter on our earth are locked beyond possibility of ready disruption. He intimates that at least some chance remains of successful release of energy by some yet undevise process of transmuting hydrogen to helium. Even this hope is distant.

Sir Ernest gives the key to the importance of the question when he points out that the disintegration of a gramme of radium yields as much energy as the combustion of many tons of the finest coal. The discovery of a cheap process for cracking any fairly common element

and extracting its power would throw coal into the scrap-heap of the obsolete, as coal superseded the horse and the ox.

The great economic changes of the past eighty years or so have come about through the employment of coal, oil, and water power. The United States drew from these three sources in the year 1921 a quantity of power, great enough to furnish about 58,000 horse-power hours to each inhabitant. In 1840 this country had less than 4,000 miles of railroads, had barely begun to use a little coal, and had only small and primitive water-power plants. It still relied, for the greater part of the power it used, on the horse, the ox, and human muscle. Man power supplied perhaps sixty horse-power hours a year to each inhabitant; oxen and horses—a horse to every four persons—250 horse-power hours; and water and fuel, hardly more than 50; in all, some 360 horse-power hours to each inhabitant. The country used 160 times as much power in proportion to its population in 1921 as in 1840.

No wonder, then, that comfort has improved, that the laboring day has diminished, and that the luxury of eighty years before has grown into the universal necessity of to-day. In a sense, we do not need more or cheaper power. In the same sense, a mainly happy and thrifty population did not need more power in 1840. None the less, new and vaster sources of power would supply opportunities for advance and would alter and stimulate a still imperfectly satisfied world.

Mexico's Land Problem

UNUSUAL attention has been attracted to the agrarian problem of Mexico by the recent killing near her *hacienda*, or ranch, in Puebla, a short distance south of the capital, of Mrs. Rosalie Evans, a British subject, who had been fighting for some years past against the attempted expropriation of her property.

Arrests have been made by the Federal authorities, who say that the attack was made by local bandits not connected with the agrarian agitators.

The newly elected President of Mexico, who is to take office in next November, is General Calles. He has been in New York recently, on his way to Europe. With reference to this affair he vigorously repudiated the idea that the Socialists had anything to do with it. "I am," he declared, "the chief of the Socialist Party in Mexico. It is not the