

way to his home at 4220

E. 110th Street

FARRAR TO JOIN CITY PUBLISHERS

In Better Business Bureau 21 Years, Shifts Nov. 1

Appointment of William M. Farrar, staff member of the Cleveland Better Business Bureau for 21 years and its secretary-general manager for 13 years, as secretary of the Cleveland Newspaper Publishers



WILLIAM M. FARRAR

Association was announced yesterday.

Farrar, who will take over his new duties Nov. 1, will succeed Stewart Hooker, who has been secretary of the publishers' association, composed of the three Cleveland daily newspapers, since Nov. 1, 1934.

Hooker has resigned to become personnel director of the Philadelphia Inquirer. He will leave Cleveland Oct. 1.

In his letter of resignation sent to Allen L. Billingsley, president of the Better Business Bureau, Farrar expressed his reluctance in leaving the field in which he has been engaged since Sept. 15, 1923.

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"I want to assure the members of the board of directors and the entire membership of the bureau," Farrar wrote, "that this has not been an easy decision to make. I have enjoyed greatly my association with the bureau and the many splendid personalities who have been responsible for its operation. Due to the very strong moral and financial support of local business, Cleveland has gained widespread reputation for its accurate advertising and fair dealing with the public.

"The bureau is now in a very solid position in the community. It has a staff of experienced, competent and loyal people. It has the respect of business and the public alike."

In a letter to Hooker, Billingsley praised Farrar's work with the bureau.

"The Cleveland Better Business Bureau, as you know," he said, "has attained national prominence. This has been due to the excellence of its service and the solid work done under Bill Farrar's management. His work has been marked by energy of purpose, independence of judgment, and the highest degree of integrity. Because of his work for this bureau, he has been continuously active in national bureau affairs and, this year, is president of the National Association of Better Business Bureaus."

With Rainbow Division

In World War I Farrar fought with the Rainbow Division in France. He was graduated from Ohio State University in 1923 and a few months later joined the staff of the Cleveland Better Business Bureau. He became secretary-general manager in March, 1931. He was elected president of the National Association of Better Business Bureaus at its convention in Cleveland last June, and last July he became president of the Cleveland Advertising Club. With his wife, Marcella, and their sons, William M. II and Michael, he resides in Millcreek Lake, Moreland Hills Village.

As personnel director of the Philadelphia Inquirer, Hooker will handle personnel problems and labor relations for that newspaper, as well as other Triangle Publications, including several magazines and printing plants in various cities.

In his 10 years as secretary of the Cleveland association Hooker has represented the three daily newspapers in their negotiations with the various newspaper unions and in numerous arbitrations.

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