

AD-VENTURES

By ROBERT S. MANN

EARNINGS of George Washington Hill, president of the American Tobacco Company, considered the highest-paid advertising man, reached a minimum of \$1,018,000 for 1931, with more to come when the books of the company for that year were closed. This was disclosed when James B. Harvie, treasurer of the company, filed a report on bonus payments to officers, in connection with a stockholders' suit in U. S. District Court, in New York, to enjoy further bonuses.

Mr. Hill's salary was reported at \$168,000 for the year, plus a "conservative payment" of \$850,000 on Jan. 2, 1932, as a bonus based on preliminary figures, according to Mr. Harvie's statement. Vincent Riggio, vice-president and director of sales and advertising, received \$418,250 as partial payment of his bonus, while payments to other vice-presidents were made as follows: Charles F. Neiley, \$418,250; Charles A. Penn, \$350,000; Arthur C. Mower, \$250,000. Mr. Penn and Mr. Mower served as vice-presidents only part of the year.

Mr. Hill's bonus was based on 2½ per cent of the company's net earnings over \$11,369,000. On the basis of the \$46,189,741 earnings recently reported, this would amount to \$870,518.52. For the year 1930 his earnings amounted to \$168,000 salary and a bonus of \$842,507, a total of \$1,010,507. In addition, he received an allotment of 13,440 shares of stock at \$25 a share, which was computed at market prices then to mean an additional bonus of \$1,200,000.

AMONG the requests for service being received by newspapers these days, is one for a survey of houses to be painted this spring. The idea is for carrier boys, as they make their collections, to ask each housewife if her house is to be painted. The resulting lists are counted on to produce prospects for dealers and contractors.

IMPROVED quality of merchandise, not merely lowered prices, must be emphasized by merchants to pull dollars out of hoarding, according to Kenneth Collins, executive vice-president of R. H. Macy & Co., New York department store. Explaining the Macy April display of merchandise sold seven or eight years ago in contrast with present-day counterparts, he said the public "seems to feel that there has been a cessation of all sorts of creative activity, that inventive ability has been stifled, that there has been a dearth of efforts to improve articles."

"This is not the case," Mr. Collins added. "Washing machines are becoming each year smaller, more compact, better looking, infinitely more efficient. Electric refrigeration has traveled a long distance since 1929. Gas ranges have been given heat controls, pilot lights and all manner of ingenious contrivances to make them more efficient. Radio sets are vastly improved, as millions understand. Literally thousands of small utensils to make housework easier have been either invented outright or simplified and improved. Women used to have vacuum cleaners so heavy they could hardly carry them up a flight of stairs. Today a good, efficient vacuum cleaner weighs only a few pounds. One is amazed when a department like toys is looked at. There are simply thousands of little diverting books, mechanical dolls, trains.

"What has happened to these articles has happened to almost everything else. The depression hasn't stopped the manufacturer for a minute. He has gone on improving all the time.

"Nobody will stop hoarding money out of altruistic motives. It is vital, therefore, to find selfish appeals that will force people to buy for their own selfish good. This is the challenge which the business situation gives to advertising."

NEW radio advertisers announced by the National Broadcasting

Company include the Sinclair Refining Company, which will present the Sinclair Minstrels, beginning April 11 (Federal Advertising Agency, New York); Thompson Products Company, auto accessories, which will begin a musical program April 13 (H. W. Kaster & Sons, Chicago); and the Texas Company, which will give a program yet to be decided beginning April 26 (Hanff-Metzger, Inc., New York).

William Wrigley, Jr. Company began a program April 4, presenting Mr. and Mrs. Ely Culbertson in bridge lessons. The program was arranged by Frances Hooper Advertising Agency, Chicago, and advertised in newspaper space in 48 key cities.

Radio Committee Appointed

Members of the radio department of Chicago Advertising Council for 1932 have been announced as follows: Morgan L. Eastman, National Broadcasting Company, chairman; Earl L. Hadley, Grigsby-Grunow Company, vice-chairman; Pat Barnes, Stack-Goble Advertising Agency; Leonard Erickson, Columbia Broadcasting Company; Frank Fuller, Commonwealth Edison Company; E. E. Mattson, Mattson Press Relations; T. W. Merrill, Westinghouse Electric and Manufacturing Company; Bruce Robertson, *Broadcast Advertising*; and Quin Ryan, WGN, *Chicago Tribune*.

Award Helps Unemployed

Dr. Paul M. Pearson, first civilian governor of the Virgin Islands, addressed the Philadelphia Club of Advertising Women at a dinner meeting April 6 at the Poor Richard Club. Leonard Ormerod, president of the Poor Richard Club, also spoke. Florence M. Dart, a former president of the women's club, announced that the 1932 Fame Award had been turned over to the unemployed business and professional women, following the precedent set by the Club in March, 1931.

Advertising Meeting May 19

The Chicago Advertising Council will hold its second annual newspaper advertising exhibit at the Medinah Athletic Club. The tentative date set for the Chicago-published advertising display is May 19. H. G. Schuster, *Chicago Daily News*, is chairman of the Newspaper Advertising Departmental committee in charge of arrangements. All copy that has been prepared in Chicago and run in any or all of the seven dailies will be eligible.

New Agency in Bluefield

Dixie Advertising Company, Bluefield, W. Va., has filed papers of incorporation with Secretary of State George W. Sharpe at Charleston. The new corporation, which plans to conduct an outdoor advertising business, has an authorized capital stock of \$5,000. Incorporators: Myles R. Foland, Fred M. Hawley, C. Ray Hawley, Beatrice Kincaid and E. Mark Kincaid, all of Bluefield.

Buffalo Agency Appointed

The Fedders Manufacturing Company, Buffalo, manufacturer of automobile radiators, unit heaters, and electric refrigeration specialists, has appointed Summers-Gardner, Inc., of that city, to direct its advertising.

Groceterias Unit Sold

The Jewel Tea Company, Barrington, Ill., has acquired the Chicago unit of Loblaw Groceterias, Inc., comprising 87 self-service food stores. The stores will be operated by a subsidiary company known as Jewel Food Stores, Inc.

Supertint Appoints

Winthrop & Company, New York City agency, has been appointed by the Supertint Corporation of Providence, R. I., to direct its account. Newspapers, magazines and car cards will be used in the campaign.

CAMPAIGN FOR BANKS

Chicago Agency Prepares Series of 12 Newspaper Advertisements

A confidence building program for banks, endorsed by the Financial Advertisers' Association, is now being released by the New Business Corporation, a subsidiary of Carroll Dean Murphy, Inc., Chicago agency, in the form of a series of 12 newspaper advertisements.

The program is the result of eight months of cooperative endeavor on the part of a group of men prominent in business, banking and public relations. The plan is to be sold to banks throughout the country for publication in newspapers as an aid to restoring confidence in the future of industry, commerce and finance. It is contemplated that the program will be published concurrently by leading banks. In some cases, two or more banks will sponsor the program together. In other instances, the plan will become a clearing house project.

The advertisements are 1,000 and 750 lines supplemented by a brochure, "Looking Ahead with Banking."

TRADEMARK SUIT

A suit for \$50,000 damages, charging infringement of trademark, was instituted in the New York County Supreme Court this week by the Clayton Magazines, Inc., against Harry Donenfeld, Merle W. Hersey, Theodore Epstein and Joseph Burton. Prior to Dec. 5, 1931, the complaint states, the plaintiffs made arrangements for the publication of a magazine called *Bunk*. They bought manuscripts and cartoons for this purpose. It is charged that the defendants have published a magazine with a similar title.

RIGGS APPOINTED G.M.

C. E. Palmer, president of the C. E. Palmer Newspapers, has announced that E. Marion Riggs has resumed his position as general manager and secretary of the Southern Newspapers, Inc., publishers of the *Hot Springs (Ark.) New Era and Sentinel-Record*. He resigned several months ago. Francis W. Farris, who was appointed advertising manager at the time of Riggs' resignation, has resigned from the C. E. Palmer group.

MURPHY AND SAWYER MOVE

Charles E. Murphy, president of the Advertising Club of New York, and Joseph Sawyer, have moved their law offices to the Lincoln Building, 60 East 42nd street, New York.

Baer Agency Moves

Joseph E. Baer, Inc., has taken a lease on the entire seventeenth floor of 171 Madison Avenue, New York, and will occupy the new quarters this week.

Doughnut Machine to Ayer

N. W. Ayer & Son, Inc., has been appointed to handle the advertising account of the Doughnut Machine Corporation of New York.

CHICAGO AGENCY MOVES

Henri, Hurst & McDonald, Inc., Chicago agency, formally opened its new and larger quarters in the McGraw-Hill Building, 520 North Michigan Avenue, April 4. The firm occupies all of the 11th floor, part of the 10th and considerable space on the Grand Avenue level. A radio audition room for the benefit of clients is a feature of the new quarters.

AD TIPS

S. C. Croot Company, Inc., 28 West 44th street, New York. Secured the account of R. F. Simmons Company, jewelry, Attleboro, Mass.

D'Arcy Advertising Company, Missouri Pacific Building, St. Louis. Again placing orders with newspapers in various sections on Anheuser-Busch, Inc., Budweiser Beverages, St. Louis.

Danielson & Son, 15 Westminster street, Providence, R. I. Again making contracts with newspapers in various sections on Cliquot Club Co., ginger ale, Millis, Mass.

Grey Advertising Service, 128 West 31st street, New York. Placing orders on cash basis with newspapers in selected sections on Hotel Victoria, New York.

Wylie B. Jones Advertising Agency, Capitol Theater Building, Binghamton, N. Y. Again placing copy with newspapers in various sections on F. W. Clements Products Company, Allenrhu, proprietary remedy, Rochester, N. Y.

Lowell, Mortimer Company, 369 Lexington avenue, New York. Making contracts with newspapers in selected sections on Lavoptik Company, eye wash, St. Paul.

Murrill & Co., 405 Lexington avenue, New York. Again placing additional orders with newspapers in various sections on Simmons Company, Simmons mattress, Chicago, and New York.

Frank Presbrey Company, 247 Park avenue, New York. Secured the account of Regal Shoe Company, Whitman, Mass.

William H. Rankin Company, 342 Madison avenue, New York. Again placing copy with newspapers in various sections on General Cigar Company, Robert Burns cigars, New York.

Reimers & Whitehill, Inc., 295 Madison avenue, New York. Secured the account of New York Electrical School, New York.

Stack-Goble Advertising Agency, 8 South Michigan avenue, Chicago. Secured the account of Lady Ester Company, toilet articles, Chicago.

Sternfield-Godley, Inc., 280 Broadway, New York. Placing orders with some New England newspapers on Atlantic Grass Seed Company, Wonderlawn Grass Seed, New York.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Again placing copy with newspapers in various sections on Swift & Co., Vigoro Fertilizer, Chicago.

United States Advertising Corporation, 370 Lexington avenue, New York. Secured the account of Eton Products, Inc., Yeastex and Magnesium Oxides, Newark.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Using large list of southern newspapers on Paris Medicine Company, St. Louis, Missouri. The campaign began April 4 and will continue until fall.

World Wide Advertising Corporation, 11 West 42nd street, New York. Placing orders with some New England newspapers on Champlain Coach Lines (Fifth Avenue Coach Co.), New York.

ACE* VALUE

What we say about the Certified ACE is based upon the experience of hundreds of foundries throughout the country.

These publishers and their stereotypers have found that ACE quality at Certified price gives them the utmost for their money — the best value.

We invite you to verify ACE value for yourself.

*Registered Trade Mark.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue ~ ~ New York, N.Y.

For dependable stereotyping use Certified Dry Mats

MADE IN THE U.S.A.