

Advertising News and Notes

A marked upswing in advertising expenditures by corporations this Fall as the result of the new tax laws was predicted last night by Dr. Orestes H. Caldwell, trustee of the Museum of Science and Industry, Radio City, and editor of Radio Today, at a meeting at the museum sponsored by the National Association of Manufacturers. When business men discover near the close of the year the large portion of their profits going to taxes, "many will prefer to increase their advertising and research appropriations to get the benefit of money that will otherwise be swept mostly into the tax-collector's till," he said.

Besides a normal tax of 15 per cent on each dollar of profit, there may be an additional excess profits tax of 12 per cent and another 27 per cent undistributed profits tax, or 54 per cent in Federal taxes. In addition, there may be a 6 per cent State tax, as in New York, making 60 per cent. And if profits are "improperly accumulated," 25 per cent more may be added, making a possible total tax of 85 per cent.

Faced with this situation, Dr. Caldwell explained, many manufacturers have concluded that it will be better business judgment to spend money for business promotion, advertising, newspaper campaigns, technical research, &c., in which they get full benefit of each dollar in building up business.

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Sees Law Increasing Ad 'Value'

Analyzing the effects of the Robinson-Patman Anti-Price Discrimination Act on the food industries, Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., at a meeting of manufacturers at the Hotel Commodore yesterday, declared that the new law "should increase the value of advertising in the industry." The law, he explained, places buyers of large and small groups on a more even basis, and now it is a question of which can offer the best opportunities for fair profits—private brands or manufacturers' brands. Promotion of private brands, which are now threatening the nationally advertised lines in the food field, manufacturers said, will require larger expenditures for merchandising and advertising promotion. Manufacturers, Mr. Willis declared, will be required to check carefully on their price setups and greater emphasis will be necessary with respect to advertising and merchandising.

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Campaign for Furnishings

Local newspapers and national magazines will carry a series of advertisements illustrated by Sidney Hoff, cartoonist, on the "Hardwick" line of men's and boys' furnishings of the Allied Stores Corporation, Russell A. Brown, sales promotion manager, announced yesterday. The Hoff illustrations will be used as a special window display in each of the thirty-four stores operated by Allied, and in local newspaper copy. The first advertisement will appear in the September issue of a national monthly and will be extended to other publications depending upon the degree of success achieved by the campaign. The drive is being directed

by Alvin Advertising Agency and its affiliate, Gardner-Rothschild, Inc. Alvin Gardner is executive.

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Fanfold Campaign Planned

An elaborate Fall campaign for Underwood-Elliott-Fisher Fanfold Machines is being planned by Marschalk & Pratt, Inc. While the company has been making Fanfolds for twenty-five years, they have never been advertised nationally as a part of a consistent all-year-round campaign. The list of media for the coming year comprises five weeklies and four monthlies. "Efficiency by the Mile" will be featured as a slogan.

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To Promote New Ink Bottle

A new ink bottle, "Well-Top," will be featured this Fall by the L. E. Waterman Company, in a school-opening newspaper campaign and in full pages in magazines through Frank Presbrey Company. The new bottle contains a well in the neck, into which the ink will flow and remain when the bottle is turned upside down. There will also be a separate magazine campaign on Waterman's inks, featuring both the "Well-Top" at 15 cents and the "Tip-Fill" bottles at 10 and 25 cents.

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New Campaign for Longines

A nation-wide campaign will be started on Longines watches in newspapers, magazines and on the radio, it was announced yesterday at a sales staff luncheon at the Hotel Taft, held by the Longines-Wittnauer Company, Inc. The luncheon marked the opening of the seventieth anniversary of Longines watches, which are sold in seventy-seven countries. Arthur Rosenberg Company, Inc., is advertising and merchandising counsel.

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Personnel

Foster M. Johnson has resigned as account executive of the Ralph H. Jones Company to become president of Miller-Johnson, Inc., a new company of advertising printers, which will begin operations on Aug. 1 at 464 Pratt Street, Meriden, Conn. Spencer H. Miller, secretary-treasurer of Curtis-Way Company, becomes vice president and treasurer, while Sherman F. Johnson, until recently general advertising manager of the International Silver Company, Meriden, will also be associated with the company.

Howard L. Tiger, technical manager, has been elected vice president in charge of research and development of the Permutit Company, W. Spencer Robertson, president, announced yesterday.

On Aug. 1 Hub Lenz will resign as art director of Montgomery Ward & Co. to become general manager of Stone-Wright Studios, Inc.

Monroe H. Shaw, formerly assistant advertising manager of the National Biscuit Company, has joined the Jaros Company as account executive.

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Notes

Davis Company, 10-20 Forty-fifth Road, Long Island City, has been formed to manufacture small runs of posters, car cards, window displays, decalcomanias, &c., by the silk screen process.