

WHY SHOULD one movie executive be worth three times as much as the high-paid executive in any other industry?

Hollywood nabobs treat themselves generously—or convince directorates that they are super-geniuses.

In this one industry thirteen individuals (exclusive of stars and picture directors), according to figures published by Washington, get more than \$150,000 a year, contrasted with only forty-seven receiving that amount in all other industries combined.

Yet America has many enterprises greatly transcending in magnitude any motion picture company—in capital, in employees, in sales. The president of the world's largest business organization, American Telephone & Telegraph, receives only about one-sixth the amount paid Louis B. Mayer, of Metro-Goldwyn-Mayer and Loew's, while the next largest, Metropolitan Life, has only one \$150,000 salary. Even the automobile industry hasn't half as many \$150,000+ giants as the motion picture industry.

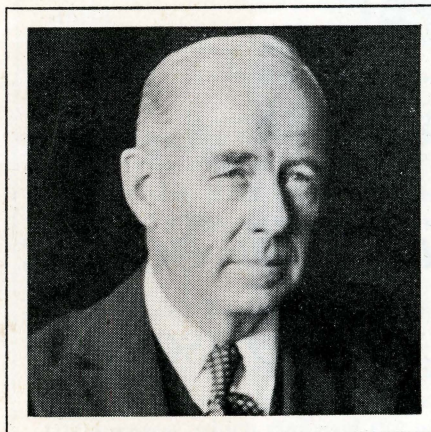
Here are the top salaries among moving picture executives, as recently published:

Louis B. Mayer, M.G.M. and Loew's	\$1,296,503
J. Robert Rubin, M.G.M. and Loew's	754,254
Nicholas M. Schenck, Loew's....	541,602
David Bernstein, Loew's.....	382,816
A. M. Loew, Loew's.....	356,074
Spyros P. Skouras, National Theatres Amusement	320,054
Darryl Zanuck, 20th Century Fox	260,000
Charles P. Skouras, National Theatres Amusement	242,054
Adolph Zukor, Paramount.....	210,479
David O. Selznick, International..	203,500
Samuel Goldwyn, Goldwyn, Inc...	163,000
Edward J. Mannix, B. P. Schulberg Pictures	152,493

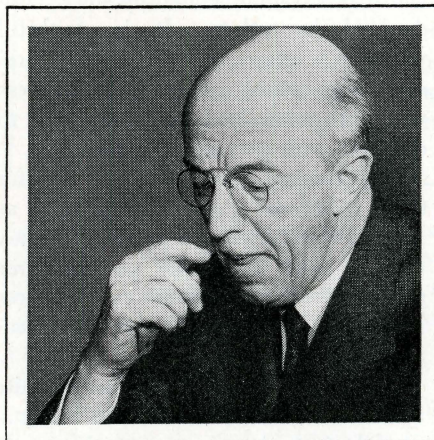
Why the movies should pay so much more to its leaders than chief executives of much larger companies receive isn't explained — perhaps unexplainable. It certainly isn't because the financial achievements of the picture industry have excelled those of all other industries. There has been a shocking amount of wreckage in it, as thousands of stockholders painfully know. Its management record has not, to say the least, set new standards.

BANKERS popularly are supposed to have no sense of humor. Tom Lamont, right-hand partner of J. P. Morgan, has. The presence of President Compton, of the Massachusetts Institute of Technology, at a dinner at the Univer-

CLOSE-UPS OF HIGH-UPS



THOMAS W. LAMONT



PHILIP L. THOMSON

sity Club in New York, prompted him to tell this anecdote:

"An old graduate of Hobart, a clergyman, came back to the college and was asked to speak at the Chapel exercises. He took it upon himself to deliver a long address, using as his text 'Hobart.' He took about ten minutes in explaining the letter 'H,' which stood for 'honor.' He told the students what 'honor' meant to their lives, present and future. The next letter 'O' stood for 'obedience.' He took about ten minutes for that. 'B' stood for 'bravery,' and so on. The students

were a bit fatigued before the hour was over.

"Shortly after, a senior crossing the campus came upon a freshman, down on his knees, praying.

"'Freshy, what are you praying about?' the senior asked.

"'Oh,' said the freshman, 'I was just thanking God that my father didn't send me to the Massachusetts Institute of Technology.'"

Two of the South's most notable characters, Jack Garner and Amon G. Carter, are glue-thick buddies. The latest "poll" records 50% (of those sound-ed) in favor of nominating the Vice-President for the Presidency next year—should Mr. Roosevelt not insist on seeking a third term. Amon Carter, successful Fort Worth publisher, the South's best-known and grandest-scale dispenser of hospitality, isn't very far behind Jim Farley in the myriads of friendships he has won throughout the land. On his farm estate he can entertain a couple of thousand at a time. His gifts of Texas hats and smoked turkeys are famous.

SOME MEN find time to accomplish much outside their bread-and-butter jobs. Philip L. Thomson (59), Western Electric's dynamic director of public relations, is one of them. He is the latest recipient of the Edward Bok gold medal "for distinguished services to advertising."

Like two other Western Electric men recently promoted, Charles L. Rice and John R. Shea, he started at the bottom, at the company's principal plant, the Hawthorne Works, Chicago. Although each was college-bred, all began at \$10 a week.

Phil Thomson exhibited unusual talents advertisingwise, was sent to New York as advertising manager, next became publicity manager and ten years ago took over direction of all public relations. He has striven diligently and intelligently to promote ethical advertising. He early grasped the importance of informative institutional advertising. For twelve years he has been president of the Audit Bureau of Circulations, the publishers' extremely efficient self-regulating body. The advertising world has bestowed on him many honors. Union College made him an honorary A.M. in recognition of his exemplary public achievements.

With it all, Phil has maintained a ready smile, a genial personality, a companionable sense of humor.—B.C.F.