

"BUSINESS AT WAR"

Donald Nelson, Elmer Davis, Judge Fred M. Vinson, Marvin Jones and Chester LaRoche Appeal for Advertising's Support of War—Laud Radio

REQUEST WAR MESSAGE IN EVERY ADVERTISEMENT

In a special broadcast to the business leaders and advertising executives of every state, city and community in the nation, prominent government officials, speaking from Washington, D. C., over the facilities of the National Broadcasting Company, 1:15 to 2:00 P. M., EWT, Wednesday, July 14, praised the part business and advertising are playing in the war and pleaded for even greater support with "A War Message in Every Ad."

Preceded by a closed circuit talk on July 6, this broadcast was directed at specially called meetings of luncheon clubs, business groups of all kinds and thousands of individuals, to mobilize advertising as never before on the war front.

Scripts of both the closed circuit talk and the special broadcast are reproduced in full, as follows:

NBC Closed Circuit Talk, July 6, Opened by Frank Mullen, Vice-Pres., National Broadcasting Company

MR. MULLEN: We in radio have long been proud of our public service record. We have recognized that radio, as a democratic institution, can count its progress only in direct proportion to the service it renders to the people of the nation. Throughout the years, we have expanded our program structure in terms of entertainment, education and information. These are the ingredients in our public service formula.

In arranging this closed circuit hookup, the National Broadcasting Company is motivated by a desire to acquaint you with a new opportunity for public service. We have a special message for you today. It is a vital message, not only because it concerns a critical phase of the war effort, but also because it concerns everybody who hears these words, whether he be station manager, salesman, production man or announcer.

We have asked you to gather in this studio today to tell you about a special program that will be broadcast next week—at 1:30 P. M. EWT, Wednesday, July 14. This program may well prove to be a milestone in the organization of our home front. It will also be a milestone in the relationship between government and business. For both of these segments of our democratic system will join forces to help all the citizens on the home front understand better the meaning of total war.

(Continued on page 312)

COX COMMITTEE TO RESUME

The Cox FCC Investigating Committee plans to resume hearings beginning Monday, July 19, it was announced Wednesday. It is expected that the hearings will continue during the week but names of the witnesses to be heard have not been announced.

With this issue of the REPORTS you will find a Special Legislative Bulletin containing news of developments following the hearing of Friday, July 9, together with statements issued by Chairman Fly and the Cox Committee.

Notice!

The postal zone of the NAB is Washington, 6, D. C. Won't you please send a memo to your staff to advise them to use this zone number on all mail addressed to NAB? Also have them change any addressograph plates necessary. Thanks!

OREGON-WASHINGTON ASK REMEDIAL LEGISLATION

Resolution Passed at Joint Meeting of
OREGON BROADCASTERS ASSOCIATION AND WASHINGTON
BROADCASTING ASSOCIATION

Held in Portland, Oregon

July 2, 1943

THE RADIO BROADCASTERS OF WASHINGTON AND OREGON

In joint session, have recognized a grave danger to the radio industry in existing legislation governing radio, and in its interpretation.

IT IS THE DESIRE OF THIS GROUP

that the Congress of the United States be urged to democratically review this legislation in light of free

(Continued on page 319)



1760 N St., N.W. WASHINGTON Phone National 2080

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

"BUSINESS AT WAR"

(Continued from page 311)

American business, which has already performed production miracles, is rapidly undertaking its second great conversion job—the job of converting its advertising to war needs. The focal point of this contribution to the war program is the War Advertising Council. This was set up immediately after Pearl Harbor to act as liaison between government and business in the development of home front information campaigns. Time does not permit a complete resume of the achievements of this organization, which represents all phases of advertising activity—Advertisers, agencies and the four great media, radio, newspapers, magazines and outdoor. But standing beside me is the man who has been the motivating force in this farsighted activity. He is Chester J. LaRoche, chairman of the War Advertising Council, whose energy and leader-

NAB, through the cooperation of NBC, ordered master recordings made of the broadcast, "*Business at War*." Pressings are available of the complete 45 minute program at a total cost of only \$3.00, express collect.

A complete set includes one double-face record and one single-face record, 16", 33 1/3 R.P.M.

\$3.00 brings you the complete set, express collect, which you may use locally before civic clubs, for private auditions in your studios, etc. The recordings are not to be re-broadcast.

Order your set today!

ship have contributed so much to the Council's success. Mr. LaRoche will give you the details of next week's broadcast and will explain why it is so essential for every advertiser and media representative to participate in this program. Mr. LaRoche:

CLOSED CIRCUIT TALK July 6, 1943

MR. CHESTER LA ROCHE: Thank you, Frank Mullen, for your generous cooperation in making these facilities available and for your desire to make this a cooperative, united effort of all media, rather than of radio alone.

The purpose of this closed circuit broadcast is to ask those who are listening to *organize* meetings of advertisers—national and local—and agency executives, to listen to a nationwide live broadcast over 138 stations of this network at 1:30 Eastern War Time on Wednesday, July 14th.

The subject of the broadcast will be "The Role of Business in Furnishing the People with Essential War Information." The speakers from the government will be Elmer

Davis, Judge Marvin Jones, Donald Nelson and Justice Byrnes.

This broadcast may well be a milestone in the relationship between business and government. Certainly it will represent one of the most important gatherings of business leaders since the outbreak of war.

Why has this July 14th broadcast been arranged?

It is clear that our armed forces can do their job. The momentum of their might increases daily. It is also increasingly clear that our Home Front is sagging. The *certainty* of victory and its *nearness* is threatened, unless we act promptly.

What are we to do? Are we helpless? Must we wait until Washington has settled every policy, has every detail worked out? *No*. Fortunately, there is a greater power than any in Washington. That is the resourcefulness, initiative and will of the people.

Of course, it is important what Washington does about subsidies, inflation and food. The laws and directives that are issued are vital. But no matter what our leaders do, unless the people *understand* and *act*, Democracy cannot go all out in total war. But given understanding, our Democracy can be more efficient than any political organization known.

Tell our people the scope of a problem—the result expected and why—and soon unusual, ingenious solutions come along and the best solution of one is passed along until it often becomes the common method of us all.

What will bring about this understanding?

The speeches of our leaders and the news columns will play their part. But the part advertising can play,—its great responsibility and opportunity,—is not so clearly understood.

Now advertising does not seek to do the complete information job on its own. It should be coordinated with the news. *Both* news and advertising must be used in planned information programs.

But it is the function of the news columns to report. It is the function of advertising to get action; to clarify and interpret; to make readable to masses of people how large social, economic and military problems scale down and touch their daily lives;—to repeat and repeat and inspire until desired actions are taken.

What an opportunity we have to arouse this nation to a mighty wrath, and to finish this war with *amazing speed* and the *minimum loss* of our lives.

Not to understand the part advertising can play in this war job is the equivalent of a military error.

Through the individual actions of many, and through the War Advertising Council, advertising has already done much.

The War Advertising Council is composed of the owners and principals of magazines, radio, outdoor, the country's advertising agencies, and national advertisers. It is sponsored and financed by the following organizations, whose representatives also serve on its board.

Association of National Advertisers
American Association of Advertising Agencies
National (Magazine) Publishers
American Newspaper Publishers
Outdoor Advertising Association
National Association of Broadcasters

It should be made very clear that the War Advertising Council represents no political party, no pressure group, no special interest, no selfish axe-grinders, and it is not concerned with increasing appropriations. Anyone who thinks it seeks to make money for this business is **MILIONS OF DOLLARS WRONG** as what follows will show.

The Council renders all services to government *gratis*. With the exception of a staff of ten principals, the work is done by volunteer experts, who donate their time. The

council asks nothing and wants nothing except a chance to serve the nation in a field it knows best.

It may be fairly said that the War Advertising Council has placed at the disposal of the Federal Government since the outset of the war the creative talents of the entire advertising field. The government wisely saw that the huge machine advertising had built to serve the ways of peace was best qualified to do the war information job. The government, in this case, decided not to raise billions and create departments to spend these billions, if the advertising industry would do the job. Let's see what Advertising has done.

Since the start of the war, the public has over-subscribed two great War Loans, has turned in so much scrap metal as to create a huge national stockpile, has planted 2 million Victory gardens, saved and turned over to munition plants 57 million pounds of fats and grease, has volunteered by the hundreds of thousands for part-time work as civilian defense workers, as ration board members, as auxiliary helpers on farms and in food processing plants.

These things have not just happened. They are the result of an enormous amount of hard, tough fact-finding, opinion study and planning. Let me cite a few examples of this planning.

The entire mechanism by which the nation is given war messages over commercial radio programs was worked out by the War Advertising Council in close cooperation with the Office of War Information.

Every line of Washington-released Advertising supporting the Second War Loan was prepared by the War Advertising Council, without its costing the taxpayers a penny either for the creation of the material or the space and time.

To give you a quick idea of how much advertising is already being contributed at no cost to the government, I think you should know that since April 27, 1942, 120 advertisers have contributed time on 202 coast-to-coast network programs every week. On these shows 115 messages are delivered weekly to an average audience of 300,000,000 listeners a week.

On 85 spot programs 38 messages are delivered to 9,000,000 listeners weekly.

70 advertisers have contributed, at various times, their entire shows to war information projects and without any mention of their own products.

In addition to this national effort, 891 stations broadcast 8,000 messages locally per day.

Combined with the networks' contribution of time and talent for shows, like the Army Hours, This Is Our Enemy, business has made a total contribution of \$100,000,000 through radio to the government's Information Program.

National Magazines, too, have contributed generously. 444 of them have given one page a month to inspirational messages concerning total war. These 444 magazines will continue to contribute a page a month to the new campaign on inflation worked out with Justice Byrnes and Judge Vinson, starting in August. Those anti-inflation ads will reach a circulation of 90,000 monthly.

The Newspapers of the country not only helped organize the scrap drive, but have been instrumental in organizing local and national advertisers to contribute toward the Treasury advertising. As an example of the type of support the government is getting, on the recent Second War Loan Drive, the newspapers through their soliciting efforts, secured from advertisers the equivalent of 36,000 full-page ads which ran during a period of three weeks. This was the largest newspaper campaign in the history of our business.

In 1943 it is estimated that 63% of all outdoor posters will be devoted to wartime advertising. Outdoor will contribute 100,000 wall panels and 30,000 twenty-four sheets to the Third War Loan Drive which starts September 9th, at

no cost for space to the government, and has a soliciting quota of 20,000 twenty-four sheets to be secured from business firms.

More than 450 advertising agencies have contributed \$4,000,000 of the only thing they have to sell—time and skill.

National and local advertisers have devoted more than \$100,000,000 in the past year in magazine and newspaper space to war themes. The drug industry alone devoted \$2,000,000 to the sale of war bonds.

The total contribution of all advertising in the past twelve months was at least \$250,000,000.

And now twice that amount is needed,—\$500,000,000 or one-third of the total of all advertising; twice as much because the job this Fall is easily twice as big.

To help reach this goal, the War Advertising Council is launching a campaign which starts with asking your help to make the July 14th broadcast a well organized, resultful event.

The slogan of this campaign is "A War Message in Every Ad."

In order to make clear exactly what subjects advertising can deal with, our nation's leaders have agreed to participate in the special program on Wednesday, July 14th. These leaders will explain to business men the vital part their advertising can play in creating a better informed army of civilian fighters.

The keynote of next Wednesday's broadcast will be sounded by Justice Byrnes, Director of the Office of War Mobilization, who will tell the business men of this nation and the public at large how important the Home Front is to a successful and quicker completion of the war. Justice Byrnes will explain what the government's responsibilities are and what the people's responsibilities are. He is accustomed to speaking frankly and convincingly. I believe that he will adhere to this pattern next Wednesday.

Elmer Davis, Director of the Office of War Information, will discuss the many new problems that have arisen in connection with his office. He is both aware and appreciative of the help OWI has had from business.

Donald Nelson, Chairman of the War Production Board, whose support and suggestions helped organize the War Advertising Council, will give us the latest news on production, and his plans to keep our economy vital through production of needed things.

Marvin Jones, newly appointed War Administrator, will discuss the subject that directly affects more citizens than any other—food.

All these government spokesmen will make clear that they cannot do their jobs without understanding and help from the public. War advertising can bring that understanding.

What is war advertising? It is not brag advertising—not advertising which simply shows pictures of tanks, ships, planes. War advertising is advertising which interests people through information, understanding or persuasion to take certain action necessary to speedy winning of the war. It is this type of war advertising with which the July 14 broadcast will concern itself.

The July broadcast will obviously be more successful if in the listening audience there is a high percentage of top management executives as well as sales and advertising executives. For the most part advertising people are better acquainted with the role of advertising in wartime than are management people. But the story must be impressed upon both, if business is to discharge this public service.

For this reason, it is essential that every ounce of energy be exerted on the part of all media representatives to be certain that the top business men of the nation sit before the loud speakers at 1:30 P. M. Eastern War Time on Wednesday, July 14th.

I strongly urge everyone within the sound of my voice

to constitute himself a committee of one to turn out the listenership that we must have if the objectives of this program are to be achieved.

The way to organize listening meetings is a matter for individual or company decision. In the smaller cities possibly the media will get together and arrange joint meetings of their own to which advertisers and agency men will be asked.

In the larger cities, *numbers* will make joint meetings difficult, so it is suggested that each media and each company work out its own method of separate meetings, preferably at luncheon time. There will be overlapping invitations, to be sure. But the advertiser is used to being approached by the different media for a share in his business, so he won't be confused or mind if he gets several invitations to lunch. In the West, the meetings can either be a *late* breakfast or an *early* luncheon. In all cases time should be allowed for discussion as to what follow-up action is suggested by the talks.

You, the members of the Radio Industry and all advertising men, carry a heavy responsibility to see it goes well. You have helped to create this great information machine. In effect, you are the West Pointers and Annapolis men of our information army. The importance and size of the audience of this broadcast is very largely in your hands. On its success depends the first organized attempt to create the fighting Home Front we must have to back up our invading armies.

"BUSINESS AT WAR"

WEDNESDAY, JULY 14, 1943

NATIONAL BROADCASTING COMPANY

1:15-2:00 P.M. EWT

ANNOUNCER: "Business At War" . . . the National Broadcasting Company, in association with the War Advertising Council, invites you to participate in one of the most important business meetings held since the beginning of the war. Gathered before radios and speakers in conference rooms all over the nation, in radio studios, and at special luncheon meetings, are the business leaders of America. In hundreds of communities management, sales, and advertising executives have met to hear this broadcast during which the leading government officials will speak to American business. Elmer Davis, Director of the Office of War Information will open the meeting and introduce the speakers . . . Mr. Davis.

DAVIS: The purpose of this broadcast meeting is to complete the mobilization of American advertising to help win this war. Each of the speakers to be heard on this program is in charge of one or more aspects of the home-front war effort that affect the lives of every citizen. Justice James F. Byrnes, Director of the Office of War Mobilization, who had hoped to be with us, is detained by unavoidable commitments; but you will hear from Judge Fred M. Vinson, the head of the Office of Economic Stabilization; from Donald Nelson, Chairman of the War Production Board; from Marvin Jones, War Food Administrator, and finally from Chester J. La Roche, Chairman of the War Advertising Council.

Now, these operations are very satisfactory beginnings; but the liberation of Europe, the Pacific Islands, and south-east Asia will not be briefly or easily accomplished. We can expect our offensive action to grow swifter and heavier, which means that we shall have to expend larger and larger amounts of material, and suffer heavier casualties. And that means that we need a better organized, more efficient home front.

Our Army and Navy have the tough part of the job, and they are doing all right. But it is up to the rest of us to help them just as much as we can. What the supporting

cast of civilian fighters on the home front may do can either hasten the victory, or delay it; but the difference between an earlier and a later victory is worth working for just as hard as we can. Every twenty-four hours the government of the United States spends three hundred million dollars on the war. Shorten the war by one day, you save three hundred million dollars; also, almost certainly, you will save hundreds or thousands of American lives. Every man, woman and child in this country ought to be doing everything we can to shorten the road to victory.

To help attain this objective, some of our war leaders on the civilian front are today outlining some of the urgent problems they face. They are asking that business, through its advertising, help create the public understanding that is essential to whole-hearted cooperation by the people. We know from experience that if the people know what is expected of them, and why, and believe that it makes sense, they will respond magnificently. But the job of bringing them essential war information, in a war so complex as this, is gigantic. It calls for the use of all the channels of communication—the news and editorial columns of newspapers and magazines; radio broadcasting—and the radio industry has done an immensely valuable job of transmitting war information to the public; the job needs also books, and posters; and it needs the technique that is the voice of American business—advertising.

The Office of War Information is fully aware and deeply appreciative of the help that business has already given us, by contributing advertising space and time for war messages. This would not have been possible without the help of the War Advertising Council—the voluntary, non-profit organization representing all branches of advertising, which has served so ably and effectively since Pearl Harbor. We in the Office of War Information, who have worked with the Advertising Council ever since our organization was established, can testify to the work it has accomplished; for we have seen the results—results that can be measured.

In telling the people about every one of these home-front projects, the War Advertising Council, the Office of War Information, and the Federal agency or agencies involved have worked as a team; and this team work has resulted in advertising space and time contributions estimated at more than a quarter of a billion dollars during the past year. Yet all this, like our military offensive operations, is just a start. It is clear that our men on the fighting fronts can do their jobs; that is being made plain every day. What is not yet quite so clear is our ability to organize a home front which in energy, morale and fighting power is worthy to be compared with them. In the months ahead, the need for people to do and not to do certain things having a direct bearing on the war will multiply enormously. Every move by every citizen is a factor that will help determine the speed of the victory. The government leaders gathered at this microphone want to explain to the business men of the nation how urgent is this job of getting people to do what must be done, and how business can help enormously, by contributing even more space and time for war messages than heretofore.

Your government has adopted a policy on the use of advertising for war needs that seems to be sound and practicable. We have recognized the need for harnessing this great American force to do the job that all citizens, as well as the government that serves them all, want to get done. Two alternatives presented themselves: the government could either appropriate a huge advertising budget—hundreds of millions of dollars, perhaps a billion, would be necessary to do the job; or government could turn to the people who are experts in using the advertising mechanism that already exists, and ask them to assume this responsibility.

We decided against huge government advertising appropriations. We decided in favor of asking business to assume the responsibility of converting its advertising to war themes. And in view of the magnitude of the job ahead, we believe it is important that business should support the War Advertising Council's campaign—"A War Message in Every Ad"—of which you will hear more later.

Now here is Judge Fred M. Vinson, the new director of the Office of Economic Stabilization.

VINSON: On the home front, our deadliest and most insidious enemy is inflation. Inflation threatens the security of the people's savings. It is the mortal foe of every bank deposit, every insurance policy and every war bond.

To the average man and woman, inflation reveals itself in a soaring cost of living. You may rest assured that those associated with me and I will exercise all the powers which we possess to hold this line. If we allow prices and wages to rise, the cost of war will be materially increased. The resulting economic confusion and the bitter struggle among pressure groups which would follow from it, would reduce the effectiveness of our productive effort and cost needless thousands of American lives. Rising prices now mean falling prices later. Inflation in wartime means deflation after the war; and with deflation come panic, bankruptcy, unemployment and financial ruin. To speed the day of victory and to build a solid foundation for a prosperous peace, we must hold the line against inflation.

Here is the situation we face: Total war demands that we strain every nerve to produce the munitions of war. We can meet our production goals only by converting all our available resources to the production of military goods. In order to produce more of the things which the fighting forces need, we must produce less of the goods which we at home are accustomed to use. At the same time, we must put every available man and woman to useful work at longer hours.

The job of stopping inflation is almost unbelievably difficult. In all frankness I must tell you that, up to now, we have not entirely succeeded. Neither have we failed. Between May, 1941, and May, 1942, when the first General Maximum Price Regulation was imposed, the cost of living rose 12%. In the next twelve months, between May, 1942, and May, 1943, the cost of living rose only 7.8%. We did not lose as much ground during the second year as we lost during the first.

But we lost too much, and we cannot afford to lose more. Indeed, we must regain some of the ground we have lost, and that is the purpose of the so-called "rollback" program about which you have heard so much.

Most of the ground we have lost has been in the field of food costs, and we are fighting hard to hold this line. Simpler and more easily enforced ceilings have been placed upon food prices—ceilings which every housewife can understand. These new dollars and cent ceilings, along with the limited use of subsidies, should enable us more nearly to achieve our goal of stabilizing food prices at the level directed by the Congress last October.

In other fields, we have been more successful. Between May, 1942, and May, 1943, the level of rents was actually reduced by 1.7%. Clothing prices, during the same period, rose only 1.3%, despite the fact that during the previous year they had gone up 23%.

The battle is not won, but I believe that the tide is turning. To win, the Government must offer firm and vigorous leadership. You, the people, must also take firm and vigorous action. Those who are fighting inflation can act more firmly and more vigorously if they know that you are backing them in their fight against inflation.

In my job as Economic Stabilization Director, I must lead the fight against inflation. I cannot win without the energetic support of an informed public opinion. For our country's sake, I ask you business men who are listening

to me now to make full use of Advertising—that powerful information machine which serves you so well in peacetime—to help secure for us the support which we now must have.

There is not a single battlefield in this struggle against inflation where the support, the understanding and the informed opinion of the American people are not more important than any law or regulation.

There are some who doubt the willingness of our people to accept the hardships and restrictions that total war requires. On this score I have no doubts. But I am not so certain that all of our people have yet been given sufficient information to understand the specific needs and the specific requirements of total war on the home front. I realize that it is difficult, at best, to determine how far a free Government can go in guiding the opinions and the habits of a free people. I realize also that there are many who honestly and sincerely disagree with the Government's anti-inflation policy.

But, regardless of what we do in Washington, it is essential that we have the understanding cooperation of you, the business leaders of this nation.

Perhaps I am a special pleader, but I shall run the risk of being called a special pleader to suggest that, in considering controversial economic questions, we must take special account of the other fellow's difficulties. To hold the cost of living, we must hold wages, prices and profits, and we must impose a heavier burden of taxation. Naturally, therefore, each of us is likely to be slightly more eager to hold down the other fellow's prices, wages or profits, and to raise the other fellow's taxes. Each of us will feel the squeeze of total war, each of us is only human, and each of us will be looking for the moat in the other fellow's eye. Yet, unless we all stand together, there will be little or nothing for any of us. If the American people understand exactly what we are doing and why we are doing it, I am convinced that they will stand together. Our people need to know why they should buy and hold war bonds, why they should pay higher taxes and save more money, why they should abominate black markets and chiselers, buy only what they need, at only ceiling prices, and only, in the case of rationed goods, with ration stamps, and why they should not demand higher prices, higher wages or greater profits.

In large measure, this is an advertising job. Advertising is not a charitable institution—it is the handmaiden of business. And there is no business in this nation so strong that inflation will not work havoc and ruin upon it.

That is why the War Advertising Council has seen the issue so clearly. Cooperating with that Council, almost 450 magazines are going to contribute a full-page advertisement every month. These advertisements will spread information as to what every American citizen can do to help hold the line. It will not cost the Federal Government a single cent.

I am also informed that the insurance companies of the nation are considering a similar major advertising effort. I hope that others will join in the procession. I am making a special plea that you business men everywhere work with the War Advertising Council and the Office of War Information to inform every individual in America how he can help fight inflation. As advertisers, each one of you can, like Paul Revere, warn that inflation is coming unless the American people take up arms against it.

DAVIS: Thank you, Judge Vinson. The Office of War Information is, of course doing all it can to help in this campaign, but the job is so enormous that it needs the help of everyone in a position, as advertisers are, to reach the public eye and ear. Judge Vinson, do you think the job of holding down the cost of living can be done successfully?

VINSON: It can, Mr. Davis—but we can't do the job without the help of every citizen. And we'll get that help to the

degree that the people understand the importance of fighting rises in the cost of living, and how they can join in the fight. Advertising can give them that understanding.

DAVIS: Our next speaker is a man who is an expert on the relationship between government and business. He was one of the nation's leading management and merchandising executives when he came to Washington to tackle one of the biggest of all war jobs. As head of the War Production Board, he is perhaps in closer touch with business men than any other leader in Washington. From the outset Mr. Nelson recognized the tremendous importance of war information. He played an important role in the creation of the War Advertising Council.

Mr. Nelson. . . .

NELSON: One of the questions which every American should ask himself these days is this:

"How are we getting on with war production?"

It is about the answer to this question that I want to talk for a few minutes.

Let me make it clear at once that there is no one, quick, glib, easy answer. When talking about a program so complex and so vast as ours, oversimplification is full of hazards, and it is easy to select a few random figures and produce a series of different answers.

Here, for example, are two facts:

First, we are still behind schedule in our production effort, and we face a really staggering job in the months immediately ahead if we are to meet those schedules.

Second, production in May, as I reported, was not so good, and the preliminary figures for last month, though better, did not show enough improvement to satisfy me.

These are the kinds of facts which give daily, hourly concern to those of us in Washington who are engaged in the production effort. But now, let me give you two other facts that sound a little different:

First, we produced over 7,000 airplanes last month, according to preliminary figures, and that means about 270 every working day, or about ten very hour, around the clock. Compare this 7,000 plane figure for June with the production of 5,000 planes back in January, at the start of the year. The increase in the January-June period for planes is about 40 percent.

Second, our munitions and construction program for last month ran over the \$3,000,000,000 mark, compared with an output of only \$5,293,000,000 during the first month of the year. And remember that the construction part of this figure is declining according to plan. The munitions figure alone increased about 25 percent during the first half of the year.

Such figures, you see, when considered alone, are likely to give only part of the picture. For the real fact of the matter is that the picture is mixed—production has risen greatly this year; some important items are *on* schedule; other items are *behind* schedule. I might sum up with a paradox and say that, although American industry has done a job which in part is amazing, it is just not nearly amazing enough to suit me, or to suit the high goals we have set. We must do better—a lot better. I cannot say with too much vigor that we have not done enough.

It is true that some problems have been solved and are behind us, such as building the basic plants and factories for war production. But these problems give way to new ones, and we must still struggle over such tough problems as steel production, and airplane building, and petroleum questions, and the job of adequately engineering some of our newer devices of war. Perhaps it will serve to clarify the distinction between the rather creditable job we have done and the harder task that lies ahead if I remind you of what I said last week in an address I gave in Toronto.

At that time, I said that the United Nations output this year will probably be nearly three times as high as total Axis production and that some of our production figures for certain important items are almost astronomical. But in that same speech, I went on to say—and I must emphasize it again today:

"We can clearly see that the hardest part of our job remains ahead, both for our fighting men and for the producers of the home front . . . this is no time to speak of easing up in our efforts. . . . Our production schedules for this year and the next will tax us to the utmost."

All of you who are listening to these figures may wonder what they have to do with the subject of this especially arranged broadcast—advertising and the war. Well, the connection is simple, for advertising is one of the instruments that can be used to get more facts before the people and thereby help the people cooperate on the home front in getting the production job done.

Let me show you why this is true. The War Production Board does not produce airplanes with a magician's wand, nor by waving the big stick of legal power. We get planes, in the final analysis, by the cooperation of the men and women who make them. And the same thing is true all along the line. In case after case, war production succeeds because of the cooperation of *all* the people—not just the people on the production line, but also the people who quietly save tin cans and metal and who join car pools and who insulate their homes to make precious oil go farther and who save waste fats.

I need not list all the many campaigns in which the War Production Board is interested, but I must emphasize that the programs just mentioned, together with such other efforts as industrial safety and the correction of absenteeism, are all extremely important to the winning of the war.

Moreover, every one of these campaigns is a job that cannot be done merely by rules and regulations; every one is a task that can only be done on the basis of willing cooperation—a cooperation given willingly, because the facts have been made clear, and because the cooperators are well informed.

Since the fulfillment of our goals in these fields depends on a free flow of accurate and clear information, it is fitting during this special broadcast to point out that industry's own special medium—advertising—can benefit both the people and the Government by the inclusion of war messages. I have no hesitation in saying that, in my opinion, the well coordinated use of advertising to give the people more facts about the war will mean an earlier victory, faster solutions for our production problems, less bloodshed, and less red tape for industry.

It has already been demonstrated that the American people, once they know what is needed, and why, will do a tremendous job. Think back, for example, to the newspaper scrap salvage campaign, in which the War Advertising Council had a part, when more than 6,000,000 tons of metal were collected. Or recall that just last month, despite the rationing of meats, housewives turned in an estimated 8,000,000 pounds of waste fats and grease. These things came about not by accident, but because the people were informed of the need—and in my opinion no request that we make can be effective unless that request is made clear to the people who must answer the call.

So far on the information front, as in the case of war production, a mixed job has been done. And, frankly speaking, I think that there is also a much bigger job still to be done here in informing the people about the progress of the war and in letting them know *concretely*, how they can help. Industry has converted its tools and machines to war production—yes; but now there is an

opportunity for industry to convert its *advertising* to the same goal.

I have a special interest in this kind of conversion—not only because of the immediate help it can give us in solving some of the problems I spoke of, but also because I have been interested in the War Advertising Council since it was created in those days when advertisers and advertising men and magazine and newspaper owners and others came together to make their facilities available to the war effort. Now, because of the continuing and growing problems we face, this kind of cooperation is more important than ever, and we all have an opportunity to make the cooperative effort more effective.

One final note: During the next twenty-four hours, by the middle of the tomorrow, this nation will turn out 270 more airplanes to hurl at the Axis. That is not enough. If everyone in America knew all the issues, knew exactly *what* to do and *how* and *when* to do it, and knew *why*, we might be making 300 or 350 planes a day. We could use them. And one quick way of boosting that production total higher and higher is to complete the conversion of advertising—by putting “A War Message In Every Ad.”

DAVIS: One question, Mr. Nelson. Are your WPB problems such that they can best be handled in the so-called mass-media, which carry messages to the general public?

NELSON: Not at all. *Some* of our campaigns require the help of everybody—like car-sharing—but others, like conservation of cutting tools, and the absenteeism, and industrial safety, are particularly good for handling in the business press and trade journals.

DAVIS: Among all our war problems, none strikes home to the average citizen so intimately as does the question of food. Whereas many a war problem may seem remote and abstract, the subject of when, where, and how much do we eat is as personal as breathing. We have had 100 years of thinking in this country behind the point of view that our food supply was inexhaustible. Now, in our first total war, we find that there is a bottom to our food basket just as there is a bottom to everything else.

The men charged with the responsibility of shaping the country's food program is War Food Administrator Marvin Jones. No one knows better than Judge Jones that he faces an educational job of enormous scope, that he must adjust the food producing and eating habits of 130 million Americans to war conditions. Judge Jones, in his first radio broadcast since taking office, will tell you how he sees the picture.

JONES: Today we are announcing the allocations of canned fruits and vegetables for the coming 12 months. Because of increased war demands, civilians will get considerable less canned fruits and somewhat less canned vegetables than average. On Monday we announced allocations of dairy products. Civilians will get less than average of several products including butter, cheese and condensed milk.

Is this because farmers are turning out less? No, far from it! Farm Production is on the increase and new high records have been set in each of the past six years. But war is a very hearty eater. As it increases in size and overseas strength the armed forces require greater quantities of canned fruits and vegetables. Our armed forces and our allies require large amounts of dairy products. To make food fight most effectively civilians are limiting their consumption of foods like these so that these other claims may be met. We are going to try to push production even higher than in the past. The July crop report indicated that farmers have increased their crop acreage by 7 million acres more than in 1942. They have done this in the face of adverse Spring weather and shortages of labor and equipment. Yesterday, we announced a food production program for 1944 that calls

for planting the largest acreage of crops ever put in by American farmers.

But great as is our accomplishment in production, we could not last year, we cannot this year or next year produce enough to supply all claimants with all the kinds of food they want. This year, our food stocks are called on to supply the people at home, our armed forces on 60 fighting fronts, our fighting Allies, and the liberated peoples. Still, of our total food supply, three-quarters will be consumed on our home front. All remaining claimants will get one-fourth of our output.

Every group would like to have more than can be apportioned to it. If we can provide more, we can help shorten the war. Therefore, the management of food is a wartime job of top importance. It is a front for all of us. Every one of America's 40 million families has a battle station on the food front.

For example, in peacetime the average American wastes some 380 pounds of food each year. Multiplied by 130 million, this represents almost 50 billion pounds of food thrown out into American garbage pails—enough to supply a large part of our Army and Navy and our Lend-Lease commitments as well. This waste is criminal in wartime and must stop.

As we study the wartime food problem we find there are four pillars upon which our program must be built. First, we must secure maximum production of the needed crops and livestock; second, we must conserve food and use it wisely; third, we must share—share with our armed forces and allies, share fairly among civilians; and fourth, we must change food buying and eating habits as required by wartime circumstances.

We must see to it that our citizens understand the facts about how our food is being used to fight this war. We must engender a new respect for food as a crucial weapon of war and establish a wartime code of food conduct so that every American—whether he be a farmer—producer—a processor or packer—a food distributor or consumer will help make our food fight by doing their best with what's available.

Helping citizens understand and adopt such a wartime code of food conduct is one job on which we are asking the assistance of business, through its advertising. This is one of the vital problems I hope you will think about, as you proceed with the work of putting “A War Message in Every Ad.” If you will roll up your sleeves and become partners with us in this task, it is not too much to say you will be helping to shorten the war. For there is not just food at stake; there are the lives of tens of thousands of American fighting men.

DAVIS: We have heard Judge Marvin Jones, War Food Administrator. And before he leaves this microphone, I'd like him to answer one question for me. Judge, am I correct in summing up the points you have just made by saying that as the war progresses and we come closer to final victory, the more all of us may have to tighten our belts?

JONES: That is right, Mr. Davis, but if we can make the best possible use of our food at home and accept calmly and cheerfully the changes and inconveniences in our eating habits, we'll be helping food help win the war.

DAVIS: Our final speaker on this program comes not from government, but from business. He heads a voluntary non-profit organization that enjoys a semi-official status in Washington—the War Advertising Council. This group of earnest, public-spirited business men is one of which American business may well be proud. They have been serving the interest of the war unselfishly, almost before the echo of Pearl Harbor died away. I, for one, think the work of the War Advertising Council typifies in the best sense the teamwork between government and business with

the common aim of winning the war. Here is Mr. Chester J. LaRoche, Chairman of the War Advertising Council.

CHESTER J. LAROCHE: As Mr. Davis and the previous speakers have recognized, we have, in this nation, channels of communication unmatched anywhere in the world. Through the combination of news and advertising—news to report, advertising to inform and persuade—we can reach the eyes, ears, and hearts of 130 million Americans. We can secure a degree of unity, understanding and fervor which can help us end more quickly the waste and slaughter of war.

The organization formed by business to harness the great power of advertising to the war is the War Advertising Council. The War Advertising Council is a peculiarly American organization. I know of no other country where such a group could be brought together, or so much combined power could be geared to an entirely unselfish purpose. The Council is composed of owners and principals of magazines, newspapers, radio, outdoor, printing and direct mail, the country's advertising agencies, and the great industrialists who use advertising.

I want to emphasize here that the War Advertising Council has no selfish axe to grind. It is a business group representing no political party, and no pressure groups. Anyone who thinks it seeks to make money for the advertising business is wrong—*millions of dollars* wrong—as the following facts will show:

The advertising agencies of the country—the people who have written the Washington-released advertising on war bonds, scrap, black markets, etc.—have contributed more than four million dollars worth of the only thing they have to sell—their time and skill. Radio advertisers and the radio industry have contributed \$100,000,000 worth of time and talent during the past year to promote war messages. 440 magazines have been contributing at least one page of space a month for a campaign on total war. The newspapers of the country during the Second War Loan drive organized the contribution of 36,000 full pages of advertising, 25% of which they contributed themselves. 63 per cent of all outdoor posters are devoted to war messages. The car-card industry contributed 100,000 units of space monthly for war messages. In addition to their contribution on radio, national and local advertisers have contributed more than \$100,000,000 worth of space in magazines and newspapers. The drug industry alone is devoting \$2,000,000 for a special war bond drive.

The total contribution of the entire advertising field in the past 12 months was at least \$250,000,000.

And now *twice* that amount, or \$500,000,000 worth of space and time—is needed. Twice as much because the job ahead is twice as big. \$500,000,000 is roughly one-third the total annual amount of all advertising expenditures.

Our goal for the coming year is therefore two-fold:

First, one-third of all advertising space devoted exclusively to war messages.

Second, a war message in *every* ad.

As an advertiser this means that *some* of your space should be devoted entirely to war messages, and *all* of your space should *contain* a war message.

In other words, because your ad devotes most of its space to a product is no reason why a war message cannot also be included. A lot of information can be packed into a few paragraphs.

Let me say right here that this proposal does not in any way conflict with the radio network allocation plan or the various other radio allocation plans of the Office of War Information. These need supplementing, not disrupting.

One-third of all space devoted *exclusively* to war advertising. And a war message in *every* ad. If these two goals are realized, the cumulative power behind war messages will penetrate into every community and every home in the land. Understanding will replace uncertainty. There will

be no room for indifference and life-as-usual. No longer will one-half the population say about the other half, "They don't know there's a war on."

Nor is this a program for national advertisers alone. The biggest percentage of advertising is local advertising. Dislocations in life and living strike into every community. Our great national problems are merely the sum of hundreds of thousands of local problems.

This is why local advertising media and local business men should arrange pools of space or money large enough to cover the local war advertising needs for the next six months. Such cities as Houston, Cleveland, Louisville, Portland, Hartford have already done this. No community in this country can fairly say that it is doing its war job until its is similarly organized.

During these talks, you have heard many references to "war advertising." When we speak of war advertising, exactly what do we mean?

We do not mean advertising that simply shows pictures of planes or tanks or guns. Everybody knows we're at war—it is eighteen months since Pearl Harbor. Is war advertising that which tells how a company's products are helping win the war? Generally no. It certainly is not if it doesn't help get action by the people. In the midst of a struggle for survival, while American boys are dying by the thousands, blatant brag advertising is in questionable taste.

By war advertising we mean advertising which induces people, through information, understanding or persuasion, to take certain actions necessary to the speedy winning of the war.

War advertising follows agreed-upon themes. As every advertising man knows, best results are achieved when all advertising on a given subject adopts the same approach, tells more or less the same story, makes more or less the same appeals.

These official campaigns are all things that virtually anyone would agree need doing. They have nothing to do with *politics*; they have a lot to do with winning the war.

What are some of these official campaigns? In the months ahead we will be called upon to help recruit housewives by the millions to leave their kitchens for the jobs men left behind, we will have to persuade millions to help harvest the food, can and process it, see that it is shared; we will have to persuade Americans to eat nutritious foods, to shun black markets, to understand the overall food picture; we will have to recruit part-time volunteers by the hundreds of thousands for rationing boards, Civilian Defense Councils, Army ground observers or spotters; we will have to help get our people to buy more and more war bonds, to spend less; they will have to learn to conserve—to eat it up, wear it out, make it do. We will be called upon to quicken public responsibility to stay on jobs every working minute, to work harder, without grumbling. We will need to make the meaning of the war clearer, to curb disunity, to halt loose talk, to de-bunk rumors. These are the action messages which badly need consistent mass circulation.

The War Advertising Council and the Office of War Information are ready and eager to assist advertisers in the development of war theme advertising. Many of you will receive shortly a booklet entitled "A War Message in Every Ad" which will, we hope, enable you to make an immediate start on advertising that is really "converted for war." If you wish further information on any war campaign, get in touch either with OWI in Washington or the War Advertising Council, 60 East 42nd Street, New York City.

On the other side of the world, our invasions have now begun. During the hard months to come, American boys from your home town and mine will fight and die on foreign soil. As they endure suffering and hardships

that put our petty inconveniences to shame, we who stay at home—if we have a spark of conscience—must form a solid front line behind them.

There must be an end to bickering, petty jealousies, suspicion of one group of Americans for another. At this time, of all times, we must have unity. That is why this group of war leaders have taken time from their busy lives to speak to you today. We can achieve that unity, provided only that our people understand clearly what must be done, and why.

What will an invading soldier see as he looks to his homeland? Will he see a nation aroused—effective in action? Upon what he sees depends in no small part his morale. And upon his morale, his fighting spirit, depends our way of life.

DAVIS: Thank you, Mr. LaRoche.

ANNOUNCER: (WASHINGTON—WRC) The National Broadcasting Company in association with the War Advertising Council has presented a special program broadcast as a meeting between American business and the United States Government. The speakers included Judge Fred M. Vinson, Director of the Office of Economic Stabilization; Donald Nelson, Chairman of the War Production Board; Marvin Jones, War Food Administrator; Elmer Davis, Director of the Office of War Information, and Chester J. LaRoche, Chairman of the War Advertising Council. This program came to you from Washington. This is the National Broadcasting Company.

OREGON-WASHINGTON ASK REMEDIAL LEGISLATION

(Continued from page 311)

enterprise and free speech and to propose and enact remedial legislation.

RADIO-TRANSCRIPTION BILL INTRODUCED

78TH CONGRESS, 1ST SESSION

S. 1332

IN THE SENATE OF THE UNITED STATES

JULY 8 (legislative day, MAY 24), 1943

Mr. TUNNELL introduced the following bill; which was read twice and referred to the Committee on the Judiciary

A BILL

To make unlawful certain practices relating to the making of records for radio transcription, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That from and after the date of enactment of this Act, it shall be unlawful for any person, for the purpose of preventing the manufacture or production of records for radio transcription, whether made of wood, wax, metal, or any other material, to counsel, persuade, direct, induce, threaten, or compel either singly or through conspiracies any employee or employees or prospective employee or employees from working to produce or manu-

facture such records for transcription. Further, it shall be unlawful for any person to threaten or compel radio-broadcasting stations or other broadcasters to refrain from the use of radio-transcription records because of objection to the manner in which such records were manufactured or produced, or because the same were not produced by particular persons or organizations. Any person convicted of a violation of any of the provisions of this Act shall be deemed guilty of a felony, and shall be punishable by fine of not more than \$5,000 or imprisonment for not more than five years, or both fine and imprisonment in the discretion of the court.

Broadcast Advertising

SALES MANAGERS EXECUTIVE COMMITTEE MEETS IN NEW YORK

"The Community War Advertising Plan is one which every radio station should embrace and promote to the fullest extent," declared Dietrich Dirks of KTRI-Sioux City, Iowa, Chairman of the Sales Managers Committee, following a luncheon at the Hotel Roosevelt in New York on Thursday, July 14, 1943, at which the group and several invited guests listened to the forty-five minute broadcast by the War Advertising Council, Inc., over the National Broadcasting Company.

"This nationwide, localized campaign offers radio stations both an obligation and an opportunity," he added, pointing out that the program would provide vastly increased promotion of the government programs of war information as well as opening new sources of revenue to many radio stations.

Following the luncheon the committee passed a resolution unanimously commending and endorsing the Community War Advertising Plan and urging radio stations to co-operate with all other media in their communities in order to develop the project to the fullest possible extent.

The two-day meeting of the committee was called to order at 10:30 a. m. by Chairman Dirks with the following members present: C. K. Beaver, KARK, Little Rock, Ark.; Sam H. Bennett, KMBC, Kansas City, Mo.; Arthur Hull Hayes, CBS, New York; James V. McConnell, NBC, New York; John M. Outler, Jr.; WSB, Atlanta, Ga.; and John E. Surrick, WFIL, Philadelphia, Pa.

Because of the pressure of business, W. B. Stuht, KOMO-KJR, Seattle, Wash., was unable to come east for the meeting. Lewis H. Avery of NAB served as secretary of the committee.

At the outset of the meeting, the committee reviewed the recent releases of the department of broadcast advertising, expressed approval of the form and material and voiced the hope that circumstances will permit the issuance of frequent stories and case histories of the type recently sent to NAB member stations.

After a lengthy review of the proposed Sales Manual on Local Accounts (authorized at the committee meeting in New York on March 9, 1943), the committee instructed Avery to proceed with its preparation even though most small stations have shown a lack of interest in the publication.

Preceding a discussion of the proposed revision of the NAB-AAAA Recommended Standard Contract form to incorporate a continuing discount clause, William A. Fricke, Assistant Secretary of the AAAA, was invited to present the views of the agencies on the proposal. Fricke reported that the Time Buyers' Committee is unanimously in favor of such a provision and distributed copies of the

text proposed by that group. He pointed out that advertising agencies believe the clause will help to keep advertisers on the air who are not in a position to sign a 52-week renewal upon the expiration of an initial 52-week contract.

Following a detailed discussion of the problem, the committee went on record as unanimously favoring the principle of the continuing discount, but rejecting all of the proposed texts. It instructed Avery to prepare a new version of the clause and to submit it to the committee as soon as possible.

In addition to Fricke, Miss Linnea Nelson of J. Walter Thompson Company and Charles Ayres of Ruthrauff & Ryan, Inc., were guests of the committee at luncheon and listened with the committee to the War Advertising Council broadcast.

Following luncheon, the committee reviewed the proposed releases of the department of broadcast advertising and endorsed the material to be covered in these releases as well as their method of presentation. It also urged Avery to study industries, which are not now prospects for broadcast advertising, but which may develop into important consumer advertisers after the war. He is to submit recommendations at the next meeting of the committee with a view toward the preparation of presentations to such industries on the advantages and uses of broadcast advertising.

In a discussion of five-minute commercial programs, stations were urged to remember the provisions of the NAB Code of Ethics relating to such programs and to abide by its self-imposed restrictions. Stations were also urged to restrict the number of announcements in participating programs to improve the showmanship and listenership of such broadcasts.

Recognizing the confusion that exists where an advertiser pays the one-minute rate but uses live copy, the committee urged NAB to make a study of the problem with the ultimate aim of preparing recommended industry standards.

The increasingly irritating problem of "cow-catcher" and "hitch-hike" announcements was discussed in some detail. Outler finally introduced a motion condemning the practice on both network and spot programs and announcements, and urging the NAB Board of Directors to investigate remedial action. The motion was seconded by Beaver and passed unanimously.

The meeting recessed at 5:00 p. m. to reassemble at 11:00 a. m. on Friday to see a preview of the Retail Promotion Plan. Full details of the Friday meeting will appear in the next issue of the NAB REPORTS.

DISTRICT PUBLIC RELATIONS CHAIRMAN APPOINTED

The following Public Relations Chairmen have been appointed by their District Directors, to work with the Public Relations Committee and Willard D. Egolf, Assistant to the President of NAB, in formulating and executing a plan for industry activity.

This is in line with the decision of the Public Relations Committee, meeting in Chicago, June 23-24, that responsibility for public relations rests primarily with local station management, coordinated through national headquarters and a Public Relations Chairman for each NAB District. Other appointments are expected in due course from District Directors.

District 1—Edward E. Hill, WTAG, Worcester, Mass.

District 7—Vernon H. Pribble, WTAM, Cleveland, Ohio.

District 8—Clarence Leich, WGBF-WEOA, Evansville, Ind.

District 13—Karl O. Wyler, KTSM, El Paso, Texas.

District 17—Harry Buckendahl, KALE, Portland, Ore.

District 2—Michael Hanna, WHCU, Ithaca, N. Y.

WHITE HOUSE PRESS MEETINGS NOW "PRESS AND RADIO"

The following exchange of correspondence occurred between Walt Dennis, NAB news bureau chief, and Stephen T. Early, secretary to President Roosevelt. The correspondence is self-explanatory. Station managers are asked to act on paragraph 5 of Dennis' letter by advising their news editors. Similar letters have been sent to James F. Byrnes, Edward R. Stettinius, Harold Ickes, Mrs. Roosevelt, Secretaries Hull, Stimson and Knox, Donald Nelson and Elmer Davis.

June 29, 1943.

Dear Mr. Early:

This is a small request in a time of big things, but having dealt with you as a newsman in several sections of the country on various occasions I know you will give it your usual generous consideration.

The conferences President Roosevelt holds with newspaper and radio reporters are generally referred to as "press" conferences. This does an injustice to what is now the greatest news medium in the world—radio.

I realize that the word "press" may be considered now to have a general meaning and not apply specifically to newspapers in connection with "press" conferences, but we offer an easy way out—

Substitute the word "news" and you have "news" conference.

The radio industry through our association is being urged to effect this changeover and to edit all copy for broadcasting to read "news" conference or "news" source, or "news" association, etc.

We ask your consideration on this matter and hope to have the favor of your approval so far as the White House official naming of "news" conferences is concerned.

July 1, 1943.

Dear Mr. Dennis:

This is in acknowledgment of your letter of June twenty-ninth. The suggestion that you make is entirely consistent and in principle I am quite willing to go along with you. Accordingly, we will hereafter at the White House designate the President's stated meetings with the news gatherers as "press and radio conferences."

A CASE STORY ON THE VALUE OF CHECKING FREE-TIME REQUESTS

To give you a suggestion on the advisability of trying to sell a person or organization commercial time when the request for free-time is based on appeal which, if granted, would result either directly or indirectly in financial profit for the person or organization, the NAB department of broadcast advertising offers the following case history:

The S. B. Penick company of New York City requested free time on a station to promote stimulation of production among farmers who produce the raw material from which the Penick company processes its products.

Basis of the appeal was to request farmers and their families to gather (which provide essential oils) and to advise the farmers of the market conditions.

As such stimulated production would indirectly result in more income for the Penick company, it was advised to buy a regular series of spot commercials through an advertising agency.

The company at once complied and is now testing with a campaign over a southern station.

Special Mailings Notice

This week you should have received the following special mailings: "The Beam," second issue; transcripts of the Cox Committee Hearings, session No. 2, and the Petrillo hearings. If you wish extra copies, please advise C. E. Arney, Jr., at NAB Washington headquarters.

KERN TIPS IS NAMED HOME COUNTY OCD DIRECTOR

Kern Tips, manager of KPRC, has been appointed civilian defense director of Harris County, Texas.

A veteran of OCD work in the county, Mr. Tips is an air raid warden. He was cited for the position of director in a statement issued by the mayors of the 12 cities and towns in the county and a county judge.

Mr. Tips will immediately bend his efforts to enlarging and expanding the staff and work of the county defense units, he advised the county leaders.

WAR TALKS AVAILABLE TO LOCAL RADIO STATIONS

American radio stations are now being offered free use of a large group of brief talks on various phases of the war effort. Through the facilities of the Writers' War Board, New York City, speeches have been written by some of America's foremost writers. These speeches which must be presented without any reference to the individuals who wrote them, run from 8 to 13 minutes in length and deal with such diverse war topics as: the nature of the enemy; the need for post-war planning; the civilian's place in the war effort; the origins of the war, etc.

ACCOUNTING COMMITTEE

The NAB accounting committee is in session at the Statler Hotel in Washington as this issue of the "Reports" goes to press. A full report of the meeting will be issued with next week's "Reports."

Any or all of them are available to radio stations for use on either sustaining or sponsored programs. No charge is made for their use and, although it is preferred that credit for their preparation by the Writers' War Board be given, it is not obligatory.

A full list of these speeches with a brief description of each can be obtained by addressing the committee on speeches and speakers, Writers' War Board, 122 East 42nd Street, New York 17, N. Y.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 19th. They are subject to change.

Thursday, July 22

Further Hearing

WOKO—WOKO, Incorporated—Albany, N. Y.—Renewal of License (main and auxiliary), 1460 kc., Main: 500 W night, 1 KW day; Auxil.: 500 W, unlimited.

Friday, July 23

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Modification of license, 600 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

—Baylor University and Carr P. Collins, Corpus Christi, Texas.—Granted construction permit (B3-P-3524) for a new station to operate on 1010 kc. 50 KW directional antenna, from daytime to sunset at Little Rock, Ark.

KFMB—Worcester Broadcasting Corp., San Diego, Cal.—Approved amended application for consent to transfer control of the Worcester Broadcasting Corp. from the Estate of Warren B. Worcester, deceased, to the First National Trust and Savings Bank of San Diego, (B5-TC-315), and renewal of license application for a period of one year.

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending August 1, 1945.

KFVS, Cape Girardeau, Mo.—KGFL, Roswell, New Mex.; KIUP, Durango, Colo.; KRCL, Lewiston, Idaho; KVRB, Rock Springs, Ky.; WBTH, Williamson, W. Va.; WDAS and auxiliary, Philadelphia; WHBQ, Memphis, Tenn.; WJLD, Bessemer, Ala.; WMIN, St. Paul, Minn.; WRRN, Warren, Ohio.

The following stations were granted renewals for the period ending June 1, 1945:

WDAK, West Point, Ga.; WGAA, Cedartown, Ga.; WGH, Newport News, Va.; WKEY, Covington, Va.

KICA—Hugh DeWitt Landis, Clovis, New Mexico.—Granted renewal of license for the period ending April 1, 1945.

MISCELLANEOUS

KFOR—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1527).

WMT—Iowa Broadcasting Co., Inc., Cedar Rapids, Iowa.—Adopted an Order granting petition of Iowa Broadcasting Co., Inc., for a continuance of the hearing in re application of Jamestown Broadcasting Co., Inc., KSJB, Jamestown, N. D., for modification of license; hearing continued until July 23, 1943 (Docket No. 6519).

APPLICATIONS FILED AT FCC

1230 Kilocycles

KRLH—Millard Eidson, Independent Executor of the Estate of Clarence Scharbauer, Deceased, Midland, Texas.—Involuntary Assignment of License from Clarence Scharbauer to Millard Eidson, Independent Executor of the Estate of Clarence Scharbauer, Deceased.

1240 Kilocycles

WFVA—Fredericksburg Broadcasting Corp., Fredericksburg, Va.—Modification of license to change frequency from 1290 kc. to 1240 kc. change hours of operation from Daytime

to Sharing Time with WBBL. Amended to change hours of operation to unlimited, except on Sunday when WBBL operates.

1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—Transfer of control of corporation from J. H. Uhalt to E. A. Stephens, H. G. Wall and Fred Weber (150 shares).

830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Special service authorization to operate from 6 a. m. to 10 p. m. with power of 1 KW. Amended re directional antenna.

MISCELLANEOUS APPLICATIONS

NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Construction permit for a new International Broadcast Station to be operated on 6100, 9670, 11830, 15150, 15190, 17780, and 21630 kc., 50 KW power, A3 emission.

NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Construction permit for a new International broadcast station with power of 50 KW, A3 emission.

NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Construction permit for a new International broadcast station with power of 50 KW, A3 emission.

NEW—National Broadcasting Co., Inc., Bound Brook, N. J.—Construction permit for a new International broadcast station with power of 50 KW, A3 emission.

WAHL—Paducah Broadcasting Co., Inc., Area of Paducah, Ky.—Modification of license of relay broadcast station to add to the service area Henderson, Ky., to be used with Standard Station WSON in addition to WPAD.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Bemis Bro. Bag Company et al.—Four corporations and a copartnership engaged in the manufacture and sale of tarpaulins are charged in separate complaints with mislabeling their products with respect to their dimensions. Respondents in the five complaints are:

Bemis Bro. Bag Co., 601 South Fourth St., St. Louis (4994); Canvas Products Co., 1240 South Seventh St., St. Louis (4995); The Hettrick Manufacturing Co., Summit and Magnolia Sts., Toledo, Ohio (4996); Frank M., David W., and Thomas C. Powers, copartners trading as Powers & Co., 18 South Throop St., Chicago (4997); and H. Wenzel Tent & Duck Co., 1035 Paul St., St. Louis (4998). (4994-4998, inc.)

Bishop & Babb, Inc., Atlanta, Ga., engaged in the sale and distribution of potatoes, is charged in a complaint with falsely representing potatoes grown in New York State as having come from Maine. (5000)

W. W. Gambill, Jr., et al.—Misrepresentation of the properties and effectiveness of so-called anti-freeze solutions, advertised for use in automobile cooling systems, is alleged in a complaint issued against Wheelless W. Gambill, Jr., Russell M. Campbell and M. Yuhas, who manufacture the products at their place of business at 117 Ninth Ave. North, Nashville, Tenn. (4999)

General Dairies, Inc.—A complaint has been issued charging General Dairies, Inc., 145 West 41st St., New York, and its officers, Albert A. Friedman and Mrs. Elizabeth Friedman, with misrepresentation in the sale of a book designated "Dial," used by professional people for recording appointments. (5002)

Miller Manufacturing Co., 1100 32nd St., Camden, N. J. is charged in a complaint with misrepresentation in the sale of a compound designated "Wonderweld," which he recommends for use in repairing water jackets, cylinders or other metal parts of machinery. (5001)

Miles Laboratories, Inc., Elkhart, Ind., is charged in a complaint with disseminating advertisements which fail to reveal the harmful potentialities that may result from excessive use of Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. The complaint also charges that the respondent corporation's advertisements misrepresent the therapeutic value of Liquid Nervine and Nervine Tablets. (4993)

E. E. Paddock—A complaint has been issued alleging misrepresentation of the therapeutic properties of medicinal preparations designated "Dr. Paddock's Palliative and Symptomatic Treatment for Gallbladder Irritations, Gallstones and Associated Conditions" against E. E. Paddock, trading as Doctor E. E. Paddock and E. E. Paddock, M.D., 103 Glen Ridge Building, Kansas City, Mo. The treatment sold by the respondent consists of three tablets known as No. 1 (Blue Tablet), No. 2 (Yellow Tablet) and No. 3 (White Tablet). (4992)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

American Button Mould Manufacturers Association, Inc., 274 Madison Ave., New York; its officers, Isidore A. Weidhorn, Sidney Baritz, Harry Chalfin, and Samuel Luloff; and its members, Liberty Die & Button Mould Company, Inc.; C & C Button & Trimming Company, Inc.; Jacob Rabinowitz, Inc.; Handy Button Machine Company of New York, Inc., Defiance Button Machine Company, and Elias Jaffe and Solomon Jaffe, copartners trading as Jaffe & Jaffe, all of New York City, and their agents, representatives and employees have been ordered to cease and desist from entering into or cooperating in any planned common course of action to restrain and suppress competition in the sale and distribution of button and buckle moulds. (4726)

Central Sales Co., 108 West 19th St., Kansas City, Mo., engaged in the sale of smokers' supplies, sporting goods and novelties, have been ordered to cease and desist from selling or distributing any merchandise so packed and assembled that sales are to be made, or may be made, by means of a game of chance, gift enterprise or lottery scheme. (4948)

Fisher Nut & Chocolate Co., 2327 Wycliff St., St. Paul, has been ordered to cease and desist from selling or distributing candy and nut products so packed or assembled that sales of such merchandise are to be made, or may be made, by means of a game of chance, gift enterprise or lottery scheme. (4594)

General Dairies, Inc.—Samuel Perloff, Harry Perloff, Earl Perloff and Morris Perloff, 919 No. Front St., Philadelphia, engaged in the wholesale distribution of food products, have been ordered to discontinue using the trade name Atlantic Packing Co., or any trade name containing the word "Packing," in connection with the sale or distribution of any product which is not packed by them. They are also ordered to cease and desist from representing that any product is packed by them when such is not a fact. (4882)

International Trustees—An order to cease and desist from misrepresentation in the sale of form letters and questionnaires used to facilitate the collection of delinquent accounts has been issued against Guy C. Beals, trading as International Trustees, 217 East Third St., Des Moines, and Spiegel, Inc., 1061 West 35th St., Chicago. (4863)

Maurice J. Kellner, Eighth and Madison Sts., Springfield, Ill., broker and jobber of general food products, has been ordered to cease and desist from violation of the brokerage section of the Robinson-Patman Act. The respondent trades as M. J. Kellner Brokerage Co., M. J. Kellner, broker, Illinois Brokerage Co., and O-K Sales Co. (4796)

Lekas & Drivas, Inc., 19-21 Roosevelt St., New York, importer and distributor of olive oil, has been ordered to cease and desist from disseminating any advertisement which represents that its products designated "Aristocratic Imported Virgin Olive Oil" and "L. & D. Olive Oil" have any specific therapeutic value in the treatment or prevention of any disease or condition. (4815)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Brown & Williamson Tobacco Corp., Louisville, Ky., stipulated that in advertising its Avalon Cigarettes it will discontinue representing that the report of laboratory tests appearing in the July, 1942, issue of The Reader's Digest proves that Avalons are the finest quality. The stipulation also was entered into by Russel M. Seeds Co., Inc., Chicago advertising agency, which prepared and disseminated advertisements for Avalon Cigarettes. (03121)

Cabinet Manufacturing Co., Quincy, Ill., and Mace Advertising Agency, Inc., Peoria, Ill., have stipulated that they will cease representing that the device designated "Superior Bath Cabinet" is safe, economical or effective in reducing weight and that it will help to build or maintain resistance against disease. Advertisements for the bath cabinet, which is sold by Cabinet Manufacturing Co., are prepared and disseminated by Mace Advertising Co. (03118)

Craftsman Sales Co. and trading as Sterling Sales Co., 775 West Jackson Blvd., Chicago, stipulated with the Federal Trade Commission that he will cease and desist from representing in his advertising matter that cameras he sells under the designation "Cinex-V" will take pictures in color without the use of special films. (3680)

Great Western Paint Mfg. Corp.—A stipulation to discontinue certain misrepresentations in the sale of paint products has been entered into by Great Western Paint Manufacturing Corp., 1207 West 11th St., Kansas City, Mo., and Rolla E. Showalter, who at one time was a distributor of certain paints manufactured by the Great Western corporation in accordance with formulas worked out by him in cooperation with an official of the company. (36791)

Monarck Camera Co., 2222 Diversey St., Chicago, has entered into a stipulation to cease and desist from representing, through use of the word "color" in brand names, that the cameras it sells under the designations "Monarck Color Camera" and "Regal Color Camera" are in fact color cameras. (03117)

R. Q. Laboratories, 1117 South Ninth St., Alhambra, Calif., has entered into a stipulation to discontinue certain misrepresentations in connection with the advertising and sale of a medicinal preparation designated "R-Q," recommended for the treatment of various diseases and conditions of the skin. (03120)

Benjamin Zwanger, 793 Wyckoff Ave., Brooklyn, stipulated in connection with the sale of his "Laxo Method" of dieting, which includes the use of a laxative designated "Laxo," he will cease and desist from the dissemination of any advertisements which fail to reveal that the preparation should not be used when abdominal pain, nausea or other symptoms of appendicitis are present and that its frequent or continued use may result in dependence on laxatives. The stipulation provides that such advertisements need only contain the statement, "CAUTION: Use Only as Directed," if the directions for use, wherever they appear on the label or in the labeling, contain a warning to the same effect. (03119)

FTC DISMISSES PART OF CASE

In its case against The Best Foods, Inc., New York, the Federal Trade Commission has dismissed those portions of the complaint which charged the respondent corporation with misrepresentation of the color of Nucoa Oleomargarine and with misrepresenting that the product is churned in milk. The dismissal was ordered because the respondent had abandoned the practices in question.

Under an order previously entered in the same case, the Commission had closed without prejudice the other portions of the complaint in which it had alleged as misleading and deceptive the respondent's representations that Oleomargarine "is a fit food for children" and that "wholesome margarine and butter are equally delicious and nutritious."

The National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

No. 5

SPECIAL INFORMATION BULLETIN

July 16, 1943

WHITE HOUSE PRESS MEETINGS NOW 'PRESS AND RADIO'

(The following exchange of correspondence occurred between Walt Dennis, NAB news bureau chief, and Stephen T. Early, secretary to President Roosevelt. The correspondence is self-explanatory. Station managers are asked to act on paragraph 5 of Dennis' letter by advising their news editors. Similar letters have been sent to James F. Byrnes, Edward R. Stettinius, Harold Ickes, Mrs. Roosevelt, Secretaries Hull, Stimson and Knox, Donald Nelson and Elmer Davis.)

June 29, 1943.

DEAR MR. EARLY:

This is a small request in a time of big things, but having dealt with you as a newsman in several sections of the country on various occasions I know you will give it your usual generous consideration.

The conferences President Roosevelt holds with newspaper and radio reporters are generally referred to as "press" conferences. This does an injustice to what is now the greatest news medium in the world—radio.

I realize that the word "press" may be considered now to have a general meaning and not apply specifically to newspapers in connection with "press" conferences, but we offer an easy way out—

Substitute the word "news" and you have "news" conference.

The radio industry through our association is being urged to effect this changeover and to edit all copy for broadcasting to read "news" conference or "news" source, or "news" association, etc.

We ask your consideration on this matter and hope to have the favor of your approval so far as the White House official naming of "news" conferences is concerned.

July 1, 1943.

DEAR MR. DENNIS:

This is in acknowledgment of your letter of June twenty-ninth. The suggestion that you make is entirely consistent and in principle I am quite willing to go along with you. Accordingly, we will hereafter at the White House designate the President's stated meetings with the news gatherers as "press and radio conferences."

The National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

No. 6

SPECIAL INFORMATION BULLETIN

July 16, 1943

"BUSINESS AT WAR"

Donald Nelson, Elmer Davis, Judge Fred M. Vinson, Marvin Jones and Chester LaRoche Appeal for Advertising's Support of War—Laud Radio

REQUEST WAR MESSAGE IN EVERY ADVERTISEMENT

In a special broadcast to the business leaders and advertising executives of every state, city and community in the nation, prominent government officials, speaking from Washington, D. C., over the facilities of the National Broadcasting Company, 1:15 to 2:00 P. M., EWT, Wednesday, July 14, praised the part business and advertising are playing in the war and pleaded for even greater support with "A War Message in Every Ad."

Preceded by a closed circuit talk on July 6, this broadcast was directed at specially called meetings of luncheon clubs, business groups of all kinds and thousands of individuals, to mobilize advertising as never before on the war front.

Scripts of both the closed circuit talk and the special broadcast are reproduced in full, as follows:

NBC Closed Circuit Talk, July 6, Opened by Frank Mullen, Vice-Pres., National Broadcasting Company

MR. MULLEN: We in radio have long been proud of our public service record. We have recognized that radio, as a democratic institution, can count its progress only in direct proportion to the service it renders to the people of the nation. Throughout the years, we have expanded our program structure in terms of entertainment, education and information. These are the ingredients in our public service formula.

In arranging this closed circuit hookup, the National Broadcasting Company is motivated by a desire to acquaint you with a new opportunity for public service. We have a special message for you today. It is a vital message, not only because it concerns a critical phase of the war effort, but also because it concerns everybody who hears these words, whether he be station manager, salesman, production man or announcer.

We have asked you to gather in this studio today to tell you about a special program that will be broadcast next week—at 1:30 P. M. EWT, Wednesday, July 14. This program may well prove to be a milestone in the organization of our home front. It will also be a milestone in the relationship between government and business. For both of these segments of our democratic system will join forces to help all the citizens on the home front understand better the meaning of total war.

American business, which has already performed production miracles, is rapidly undertaking its second great conversion job—the job of converting its advertising to

NAB, through the cooperation of NBC, ordered master recordings made of the broadcast, "*Business at War*." Pressings are available of the complete 45 minute program at a total cost of only \$3.00, express collect.

A complete set includes one double-face record and one single-face record, 16", 33 1/3 R.P.M.

\$3.00 brings you the complete set, express collect, which you may use locally before civic clubs, for private auditions in your studios, etc. The recordings are not to be re-broadcast.

Order your set today!

war needs. The focal point of this contribution to the war program is the War Advertising Council. This was set up immediately after Pearl Harbor to act as liaison between government and business in the development of home front information campaigns. Time does not permit a complete resume of the achievements of this organization, which represents all phases of advertising activity—Advertisers, agencies and the four great media, radio, newspapers, magazines and outdoor. But standing beside me is the man who has been the motivating force in this farsighted activity. He is Chester J. LaRoche, chairman of the War Advertising Council, whose energy and leadership have contributed so much to the Council's success. Mr. LaRoche will give you the details of next week's broadcast and will explain why it is so essential for every advertiser and media representative to participate in this program. Mr. LaRoche:

CLOSED CIRCUIT TALK

July 6, 1943

MR. CHESTER LA ROCHE: Thank you, Frank Mullen, for your generous cooperation in making these facilities available and for your desire to make this a cooperative, united effort of all media, rather than of radio alone.

The purpose of this closed circuit broadcast is to ask those who are listening to *organize* meetings of advertisers—national and local—and agency executives, to listen to a nationwide live broadcast over 138 stations of this network at 1:30 Eastern War Time on Wednesday, July 14th.

The subject of the broadcast will be "The Role of Business in Furnishing the People with Essential War Information." The speakers from the government will be Elmer Davis, Judge Marvin Jones, Donald Nelson and Justice Byrnes.

This broadcast may well be a milestone in the relation-

ship between business and government. Certainly it will represent one of the most important gatherings of business leaders since the outbreak of war.

Why has this July 14th broadcast been arranged?

It is clear that our armed forces can do their job. The momentum of their might increases daily. It is also increasingly clear that our Home Front is sagging. The *certainty* of victory and its *nearness* is threatened, unless we act promptly.

What are we to do? Are we helpless? Must we wait until Washington has settled every policy, has every detail worked out? No. Fortunately, there is a greater power than any in Washington. That is the resourcefulness, initiative and will of the people.

Of course, it is important what Washington does about subsidies, inflation and food. The laws and directives that are issued are vital. But no matter what our leaders do, unless the people *understand* and *act*, Democracy cannot go all out in total war. But given understanding, our Democracy can be more efficient than any political organization known.

Tell our people the scope of a problem—the result expected and why—and soon unusual, ingenious solutions come along and the best solution of one is passed along until it often becomes the common method of us all.

What will bring about this understanding?

The speeches of our leaders and the news columns will play their part. But the part advertising can play,—its great responsibility and opportunity,—is not so clearly understood.

Now advertising does not seek to do the complete information job on its own. It should be coordinated with the news. *Both* news and advertising must be used in planned information programs.

But it is the function of the news columns to report. It is the function of advertising to get action; to clarify and interpret; to make readable to masses of people how large social, economic and military problems scale down and touch their daily lives;—to repeat and repeat and inspire until desired actions are taken.

What an opportunity we have to arouse this nation to a mighty wrath, and to finish this war with *amazing speed* and the *minimum loss* of our lives.

Not to understand the part advertising can play in this war job is the equivalent of a military error.

Through the individual actions of many, and through the War Advertising Council, advertising has already done much.

The War Advertising Council is composed of the owners and principals of magazines, radio, outdoor, the country's advertising agencies, and national advertisers. It is sponsored and financed by the following organizations, whose representatives also serve on its board.

Association of National Advertisers
American Association of Advertising Agencies
National (Magazine) Publishers
American Newspaper Publishers
Outdoor Advertising Association
National Association of Broadcasters

It should be made very clear that the War Advertising Council represents no political party, no pressure group, no special interest, no selfish axe-grinders, and it is not concerned with increasing appropriations. Anyone who thinks it seeks to make money for this business is **MIL-LIONS OF DOLLARS WRONG** as what follows will show.

The Council renders all services to government *gratis*. With the exception of a staff of ten principals, the work is done by volunteer experts, who donate their time. The council asks nothing and wants nothing except a chance to serve the nation in a field it knows best.

It may be fairly said that the War Advertising Council has placed at the disposal of the Federal Government since

the outset of the war the creative talents of the entire advertising field. The government wisely saw that the huge machine advertising had built to serve the ways of *peace* was best qualified to do the *war* information job. The government, in this case, decided not to raise billions and create departments to spend these billions, if the advertising industry would do the job. Let's see what Advertising has done.

Since the start of the war, the public has over-subscribed two great War Loans, has turned in so much scrap metal as to create a huge national stockpile, has planted 2 million Victory gardens, saved and turned over to munition plants 57 million pounds of fats and grease, has volunteered by the hundreds of thousands for part-time work as civilian defense workers, as ration board members, as auxiliary helpers on farms and in food processing plants.

These things have not just happened. They are the result of an enormous amount of hard, tough fact-finding, opinion study and planning. Let me cite a few examples of this planning.

The entire mechanism by which the nation is given war messages over commercial radio programs was worked out by the War Advertising Council in close cooperation with the Office of War Information.

Every line of Washington-released Advertising supporting the Second War Loan was prepared by the War Advertising Council, without its costing the taxpayers a penny either for the creation of the material or the space and time.

To give you a quick idea of how much advertising is already being contributed at no cost to the government. I think you should know that since April 27, 1942, 120 advertisers have contributed time on 202 coast-to-coast network programs every week. On these shows 115 messages are delivered weekly to an average audience of 300,000,000 listeners a week.

On 85 *spot* programs 38 messages are delivered to 9,000,000 listeners weekly.

70 advertisers have contributed, at various times, their *entire shows* to war information projects and without any mention of their own products.

In addition to this national effort, 891 stations broadcast 8,000 messages locally per day.

Combined with the networks' contribution of time and talent for shows, like the Army Hours, This Is Our Enemy, business has made a total *contribution* of \$100,000,000 through radio to the government's Information Program.

National Magazines, too, have contributed generously. 444 of them have given one page a month to inspirational messages concerning total war. These 444 magazines will continue to contribute a page a month to the *new campaign* on *inflation* worked out with Justice Byrnes and Judge Vinson, starting in August. Those anti-inflation ads will reach a circulation of 90,000 monthly.

The Newspapers of the country not only helped organize the scrap drive, but have been instrumental in organizing local and national advertisers to contribute toward the Treasury advertising. As an example of the type of support the government is getting, on the recent Second War Loan Drive, the newspapers through their soliciting efforts, secured from advertisers the equivalent of 36,000 full-page ads which ran during a period of three weeks. This was the largest newspaper campaign in the history of our business.

In 1943 it is estimated that 63% of all outdoor posters will be devoted to wartime advertising. Outdoor will contribute 100,000 wall panels and 30,000 twenty-four sheets to the Third War Loan Drive which starts September 9th, at no cost for space to the government, and has a soliciting quota of 20,000 twenty-four sheets to be secured from business firms.

More than 450 advertising agencies have contributed

\$4,000,000 of the only thing they have to sell—time and skill.

National and local advertisers have devoted more than \$100,000,000 in the past year in magazine and newspaper space to war themes. The drug industry alone devoted \$2,000,000 to the sale of war bonds.

The total contribution of all advertising in the past twelve months was at least \$250,000,000.

And now twice that amount is needed,—\$500,000,000 or one-third of the total of all advertising; twice as much because the job this Fall is easily twice as big.

To help reach this goal, the War Advertising Council is launching a campaign which starts with asking your help to make the July 14th broadcast a well organized, resultful event.

The slogan of this campaign is "A War Message in Every Ad."

In order to make clear exactly what subjects advertising can deal with, our nation's leaders have agreed to participate in the special program on Wednesday, July 14th. These leaders will explain to business men the vital part their advertising can play in creating a better informed army of civilian fighters.

The keynote of next Wednesday's broadcast will be sounded by Justice Byrnes, Director of the Office of War Mobilization, who will tell the business men of this nation and the public at large how important the Home Front is to a successful and quicker completion of the war. Justice Byrnes will explain what the government's responsibilities are and what the people's responsibilities are. He is accustomed to speaking frankly and convincingly. I believe that he will adhere to this pattern next Wednesday.

Elmer Davis, Director of the Office of War Information, will discuss the many new problems that have arisen in connection with his office. He is both aware and appreciative of the help OWI has had from business.

Donald Nelson, Chairman of the War Production Board, whose support and suggestions helped organize the War Advertising Council, will give us the latest news on production, and his plans to keep our economy vital through production of needed things.

Marvin Jones, newly appointed War Administrator, will discuss the subject that directly affects more citizens than any other—food.

All these government spokesmen will make clear that they cannot do their jobs without understanding and help from the public. War advertising can bring that understanding.

What is war advertising? It is not brag advertising—not advertising which simply shows pictures of tanks, ships, planes. War advertising is advertising which interests people through information, understanding or persuasion to take certain action necessary to speedy winning of the war. It is this type of war advertising with which the July 14 broadcast will concern itself.

The July broadcast will obviously be more successful if in the listening audience there is a high percentage of *top management executives* as well as sales and advertising executives. For the most part advertising people are better acquainted with the role of advertising in wartime than are management people. But the story must be impressed upon both, if business is to discharge this public service.

For this reason, it is essential that every ounce of energy be exerted on the part of all media representatives to be certain that the top business men of the nation sit before the loud speakers at 1:30 P. M. Eastern War Time on Wednesday, July 14th.

I strongly urge everyone within the sound of my voice to constitute himself a committee of one to turn out the listenership that we must have if the objectives of this program are to be achieved.

The way to organize listening meetings is a matter for individual or company decision. In the smaller cities possibly the media will get together and arrange joint meetings of their own to which advertisers and agency men will be asked.

In the larger cities, *numbers* will make joint meetings difficult, so it is suggested that each media and each company work out its own method of separate meetings, preferably at luncheon time. There will be overlapping invitations, to be sure. But the advertiser is used to being approached by the different media for a share in his business, so he won't be confused or mind if he gets several invitations to lunch. In the West, the meetings can either be a *late* breakfast or an *early* luncheon. In all cases time should be allowed for discussion as to what follow-up action is suggested by the talks.

You, the members of the Radio Industry and all advertising men, carry a heavy responsibility to see it goes well. You have helped to create this great information machine. In effect, you are the West Pointers and Annapolis men of our information army. The importance and size of the audience of this broadcast is very largely in your hands. On its success depends the first organized attempt to create the fighting Home Front we must have to back up our invading armies.

"BUSINESS AT WAR"

WEDNESDAY, JULY 14, 1943

NATIONAL BROADCASTING COMPANY—1:15-2:00 P.M. EWT

ANNOUNCER: "Business At War" . . . the National Broadcasting Company, in association with the War Advertising Council, invites you to participate in one of the most important business meetings held since the beginning of the war. Gathered before radios and speakers in conference rooms all over the nation, in radio studios, and at special luncheon meetings, are the business leaders of America. In hundreds of communities management, sales, and advertising executives have met to hear this broadcast during which the leading government officials will speak to American business. Elmer Davis, Director of the Office of War Information will open the meeting and introduce the speakers . . . Mr. Davis.

DAVIS: The purpose of this broadcast meeting is to complete the mobilization of American advertising to help win

this war. Each of the speakers to be heard on this program is in charge of one or more aspects of the home-front war effort that affect the lives of every citizen. Justice James F. Byrnes, Director of the Office of War Mobilization, who had hoped to be with us, is detained by unavoidable commitments; but you will hear from Judge Fred M. Vinson, the head of the Office of Economic Stabilization; from Donald Nelson, Chairman of the War Production Board; from Marvin Jones, War Food Administrator, and finally from Chester J. La Roche, Chairman of the War Advertising Council.

Now, these operations are very satisfactory beginnings; but the liberation of Europe, the Pacific Islands, and south-east Asia will not be briefly or easily accomplished. We can expect our offensive action to grow swifter and

heavier, which means that we shall have to expend larger and larger amounts of material, and suffer heavier casualties. And that means that we need a better organized, more efficient home front.

Our Army and Navy have the tough part of the job, and they are doing all right. But it is up to the rest of us to help them just as much as we can. What the supporting cast of civilian fighters on the home front may do can either hasten the victory, or delay it; but the difference between an earlier and a later victory is worth working for just as hard as we can. Every twenty-four hours the government of the United States spends three hundred million dollars on the war. Shorten the war by one day, you save three hundred million dollars; also, almost certainly, you will save hundreds or thousands of American lives. Every man, woman and child in this country ought to be doing everything we can to shorten the road to victory.

To help attain this objective, some of our war leaders on the civilian front are today outlining some of the urgent problems they face. They are asking that business, through its advertising, help create the public understanding that is essential to whole-hearted cooperation by the people. We know from experience that if the people know what is expected of them, and why, and believe that it makes sense, they will respond magnificently. But the job of bringing them essential war information, in a war so complex as this, is gigantic. It calls for the use of all the channels of communication—the news and editorial columns of newspapers and magazines; radio broadcasting—and the radio industry has done an immensely valuable job of transmitting war information to the public; the job needs also books, and posters; and it needs the technique that is the voice of American business—advertising.

The Office of War Information is fully aware and deeply appreciative of the help that business has already given us, by contributing advertising space and time for war messages. This would not have been possible without the help of the War Advertising Council—the voluntary, non-profit organization representing all branches of advertising, which has served so ably and effectively since Pearl Harbor. We in the Office of War Information, who have worked with the Advertising Council ever since our organization was established, can testify to the work it has accomplished; for we have seen the results—results that can be measured.

In telling the people about every one of these home-front projects, the War Advertising Council, the Office of War Information, and the Federal agency or agencies involved have worked as a team; and this team work has resulted in advertising space and time contributions estimated at more than a quarter of a billion dollars during the past year. Yet all this, like our military offensive operations, is just a start. It is clear that our men on the fighting fronts can do their jobs; that is being made plain every day. What is not yet quite so clear is our ability to organize a home front which in energy, morale and fighting power is worthy to be compared with them. In the months ahead, the need for people to do and not to do certain things having a direct bearing on the war will multiply enormously. Every move by every citizen is a factor that will help determine the speed of the victory. The government leaders gathered at this microphone want to explain to the business men of the nation how urgent is this job of getting people to do what must be done, and how business can help enormously, by contributing even more space and time for war messages than heretofore.

Your government has adopted a policy on the use of advertising for war needs that seems to be sound and practicable. We have recognized the need for harnessing this great American force to do the job that all citizens, as well as the government that serves them all, want to get

done. Two alternatives presented themselves: the government could either appropriate a huge advertising budget—hundreds of millions of dollars, perhaps a billion, would be necessary to do the job; or government could turn to the people who are experts in using the advertising mechanism that already exists, and ask them to assume this responsibility.

We decided against huge government advertising appropriations. We decided in favor of asking business to assume the responsibility of converting its advertising to war themes. And in view of the magnitude of the job ahead, we believe it is important that business should support the War Advertising Council's campaign—"A War Message in Every Ad"—of which you will hear more later.

Now here is Judge Fred M. Vinson, the new director of the Office of Economic Stabilization.

VINSON: On the home front, our deadliest and most insidious enemy is inflation. Inflation threatens the security of the people's savings. It is the mortal foe of every bank deposit, every insurance policy and every war bond.

To the average man and woman, inflation reveals itself in a soaring cost of living. You may rest assured that those associated with me and I will exercise all the powers which we possess to hold this line. If we allow prices and wages to rise, the cost of war will be materially increased. The resulting economic confusion and the bitter struggle among pressure groups which would follow from it, would reduce the effectiveness of our productive effort and cost needless thousands of American lives. Rising prices now mean falling prices later. Inflation in wartime means deflation after the war; and with deflation come panic, bankruptcy, unemployment and financial ruin. To speed the day of victory and to build a solid foundation for a prosperous peace, we must hold the line against inflation.

Here is the situation we face: Total war demands that we strain every nerve to produce the munitions of war. We can meet our production goals only by converting all our available resources to the production of military goods. In order to produce more of the things which the fighting forces need, we must produce less of the goods which we at home are accustomed to use. At the same time, we must put every available man and woman to useful work at longer hours.

The job of stopping inflation is almost unbelievably difficult. In all frankness I must tell you that, up to now, we have not entirely succeeded. Neither have we failed. Between May, 1941, and May, 1942, when the first General Maximum Price Regulation was imposed, the cost of living rose 12%. In the next twelve months, between May, 1942, and May, 1943, the cost of living rose only 7.8%. We did not lose as much ground during the second year as we lost during the first.

But we lost too much, and we cannot afford to lose more. Indeed, we must regain some of the ground we have lost, and that is the purpose of the so-called "rollback" program about which you have heard so much.

Most of the ground we have lost has been in the field of food costs, and we are fighting hard to hold this line. Simpler and more easily enforced ceilings have been placed upon food prices—ceilings which every housewife can understand. These new dollars and cent ceilings, along with the limited use of subsidies, should enable us more nearly to achieve our goal of stabilizing food prices at the level directed by the Congress last October.

In other fields, we have been more successful. Between May, 1942, and May, 1943, the level of rents was actually reduced by 1.7%. Clothing prices, during the same period, rose only 1.3%, despite the fact that during the previous year they had gone up 23%.

The battle is not won, but I believe that the tide is turning. To win, the Government must offer firm and vigorous leadership. You, the people, must also take firm and vigor-

ous action. Those who are fighting inflation can act more firmly and more vigorously if they know that you are backing them in their fight against inflation.

In my job as Economic Stabilization Director, I must lead the fight against inflation. I cannot win without the energetic support of an informed public opinion. For our country's sake, I ask you business men who are listening to me now to make full use of Advertising—that powerful information machine which serves you so well in peacetime—to help secure for us the support which we now must have.

There is not a single battlefield in this struggle against inflation where the support, the understanding and the informed opinion of the American people are not more important than any law or regulation.

There are some who doubt the willingness of our people to accept the hardships and restrictions that total war requires. On this score I have no doubts. But I am not so certain that all of our people have yet been given sufficient information to understand the specific needs and the specific requirements of total war on the home front. I realize that it is difficult, at best, to determine how far a free Government can go in guiding the opinions and the habits of a free people. I realize also that there are many who honestly and sincerely disagree with the Government's anti-inflation policy.

But, regardless of what we do in Washington, it is essential that we have the understanding cooperation of you, the business leaders of this nation.

Perhaps I am a special pleader, but I shall run the risk of being called a special pleader to suggest that, in considering controversial economic questions, we must take special account of the other fellow's difficulties. To hold the cost of living, we must hold wages, prices and profits, and we must impose a heavier burden of taxation. Naturally, therefore, each of us is likely to be slightly more eager to hold down the other fellow's prices, wages or profits, and to raise the other fellow's taxes. Each of us will feel the squeeze of total war, each of us is only human, and each of us will be looking for the moat in the other fellow's eye. Yet, unless we all stand together, there will be little or nothing for any of us. If the American people understand exactly what we are doing and why we are doing it, I am convinced that they will stand together. Our people need to know why they should buy and hold war bonds, why they should pay higher taxes and save more money, why they should abominate black markets and chiselers, buy only what they need, at only ceiling prices, and only, in the case of rationed goods, with ration stamps, and why they should not demand higher prices, higher wages or greater profits.

In large measure, this is an advertising job. Advertising is not a charitable institution—it is the handmaiden of business. And there is no business in this nation so strong that inflation will not work havoc and ruin upon it.

That is why the War Advertising Council has seen the issue so clearly. Cooperating with that Council, almost 450 magazines are going to contribute a full-page advertisement every month. These advertisements will spread information as to what every American citizen can do to help hold the line. It will not cost the Federal Government a single cent.

I am also informed that the insurance companies of the nation are considering a similar major advertising effort. I hope that others will join in the procession. I am making a special plea that you business men everywhere work with the War Advertising Council and the Office of War Information to inform every individual in America how he can help fight inflation. As advertisers, each one of you can, like Paul Revere, warn that inflation is coming unless the American people take up arms against it.

DAVIS: Thank you, Judge Vinson. The Office of War

Information is, of course doing all it can to help in this campaign, but the job is so enormous that it needs the help of everyone in a position, as advertisers are, to reach the public eye and ear. Judge Vinson, do you think the job of holding down the cost of living can be done successfully?

VINSON: It can, Mr. Davis—but we can't do the job without the help of every citizen. And we'll get that help to the degree that the people understand the importance of fighting rises in the cost of living, and how they can join in the fight. Advertising can give them that understanding.

DAVIS: Our next speaker is a man who is an expert on the relationship between government and business. He was one of the nation's leading management and merchandising executives when he came to Washington to tackle one of the biggest of all war jobs. As head of the War Production Board, he is perhaps in closer touch with business men than any other leader in Washington. From the outset Mr. Nelson recognized the tremendous importance of war information. He played an important role in the creation of the War Advertising Council.

Mr. Nelson. . . .

NELSON: One of the questions which every American should ask himself these days is this:

"How are we getting on with war production?"

It is about the answer to this question that I want to talk for a few minutes.

Let me make it clear at once that there is no one, quick, glib, easy answer. When talking about a program so complex and so vast as ours, oversimplification is full of hazards, and it is easy to select a few random figures and produce a series of different answers.

Here, for example, are two facts:

First, we are still behind schedule in our production effort, and we face a really staggering job in the months immediately ahead if we are to meet those schedules.

Second, production in May, as I reported, was not so good, and the preliminary figures for last month, though better, did not show enough improvement to satisfy me.

These are the kinds of facts which give daily, hourly concern to those of us in Washington who are engaged in the production effort. But now, let me give you two other facts that sound a little different:

First, we produced over 7,000 airplanes last month, according to preliminary figures, and that means about 270 every working day, or about ten very hour, around the clock. Compare this 7,000 plane figure for June with the production of 5,000 planes back in January, at the start of the year. The increase in the January-June period for planes is about 40 percent.

Second, our munitions and construction program for last month ran over the \$6,000,000,000 mark, compared with an output of only \$5,293,000,000 during the first month of the year. And remember that the construction part of this figure is declining according to plan. The munitions figure alone increased about 25 percent during the first half of the year.

Such figures, you see, when considered alone, are likely to give only part of the picture. For the real fact of the matter is that the picture is mixed—production has risen greatly this year; some important items are *on* schedule; other items are *behind* schedule. I might sum up with a paradox and say that, although American industry has done a job which in part is amazing, it is just not nearly amazing enough to suit me, or to suit the high goals we have set. We must do better—a lot better. I cannot say with too much vigor that we have not done enough.

It is true that some problems have been solved and are behind us, such as building the basic plants and factories for war production. But these problems give way to new

ones, and we must still struggle over such tough problems as steel production, and airplane building, and petroleum questions, and the job of adequately engineering some of our newer devices of war. Perhaps it will serve to clarify the distinction between the rather creditable job we have done and the harder task that lies ahead if I remind you of what I said last week in an address I gave in Toronto. At that time, I said that the United Nations output this year will probably be nearly three times as high as total Axis production and that some of our production figures for certain important items are almost astronomical. But in that same speech, I went on to say—and I must emphasize it again today:

“We can clearly see that the hardest part of our job remains ahead, both for our fighting men and for the producers of the home front . . . this is no time to speak of easing up in our efforts. . . . Our production schedules for this year and the next will tax us to the utmost.”

All of you who are listening to these figures may wonder what they have to do with the subject of this especially arranged broadcast—advertising and the war. Well, the connection is simple, for advertising is one of the instruments that can be used to get more facts before the people and thereby help the people cooperate on the home front in getting the production job done.

Let me show you why this is true. The War Production Board does not produce airplanes with a magician's wand, nor by waving the big stick of legal power. We get planes, in the final analysis, by the cooperation of the men and women who make them. And the same thing is true all along the line. In case after case, war production succeeds because of the cooperation of *all* the people—not just the people on the production line, but also the people who quietly save tin cans and metal and who join car pools and who insulate their homes to make precious oil go farther and who save waste fats.

I need not list all the many campaigns in which the War Production Board is interested, but I must emphasize that the programs just mentioned, together with such other efforts as industrial safety and the correction of absenteeism, are all extremely important to the winning of the war.

Moreover, every one of these campaigns is a job that cannot be done merely by rules and regulations; every one is a task that can only be done on the basis of willing cooperation—a cooperation given willingly, because the facts have been made clear, and because the cooperators are well informed.

Since the fulfillment of our goals in these fields depends on a free flow of accurate and clear information, it is fitting during this special broadcast to point out that industry's own special medium—advertising—can benefit both the people and the Government by the inclusion of war messages. I have no hesitation in saying that, in my opinion, the well coordinated use of advertising to give the people more facts about the war will mean an earlier victory, faster solutions for our production problems, less bloodshed, and less red tape for industry.

It has already been demonstrated that the American people, once they know what is needed, and why, will do a tremendous job. Think back, for example, to the newspaper scrap salvage campaign, in which the War Advertising Council had a part, when more than 6,000,000 tons of metal were collected. Or recall that just last month, despite the rationing of meats, housewives turned in an estimated 8,000,000 pounds of waste fats and grease. These things came about not by accident, but because the people were informed of the need—and in my opinion no request that we make can be effective unless that request is made clear to the people who must answer the call.

So far on the information front, as in the case of war production, a mixed job has been done. And, frankly speaking, I think that there is also a much bigger job still to be done here in informing the people about the progress of the war and in letting them know *concretely*, how they can help. Industry has converted its tools and machines to war production—yes; but now there is an opportunity for industry to convert its *advertising* to the same goal.

I have a special interest in this kind of conversion—not only because of the immediate help it can give us in solving some of the problems I spoke of, but also because I have been interested in the War Advertising Council since it was created in those days when advertisers and advertising men and magazine and newspaper owners and others came together to make their facilities available to the war effort. Now, because of the continuing and growing problems we face, this kind of cooperation is more important than ever, and we all have an opportunity to make the cooperative effort more effective.

One final note: During the next twenty-four hours, by the middle of the tomorrow, this nation will turn out 270 more airplanes to hurl at the Axis. That is not enough. If everyone in America knew all the issues, knew exactly *what* to do and *how* and *when* to do it, and knew *why*, we might be making 300 or 350 planes a day. We could use them. And one quick way of boosting that production total higher and higher is to complete the conversion of advertising—by putting “A War Message In Every Ad.”

DAVIS: One question, Mr. Nelson. Are your WPB problems such that they can best be handled in the so-called mass-media, which carry messages to the general public?

NELSON: Not at all. *Some* of our campaigns require the help of everybody—like car-sharing—but others, like conservation of cutting tools, and the absenteeism, and industrial safety, are particularly good for handling in the business press and trade journals.

DAVIS: Among all our war problems, none strikes home to the average citizen so intimately as does the question of food. Whereas many a war problem may seem remote and abstract, the subject of when, where, and how much do we eat is as personal as breathing. We have had 100 years of thinking in this country behind the point of view that our food supply was inexhaustible. Now, in our first total war, we find that there is a bottom to our food basket just as there is a bottom to everything else.

The men charged with the responsibility of shaping the country's food program is War Food Administrator Marvin Jones. No one knows better than Judge Jones that he faces an educational job of enormous scope, that he must adjust the food producing and eating habits of 130 million Americans to war conditions. Judge Jones, in his first radio broadcast since taking office, will tell you how he sees the picture.

JONES: Today we are announcing the allocations of canned fruits and vegetables for the coming 12 months. Because of increased war demands, civilians will get considerable less canned fruits and somewhat less canned vegetables than average. On Monday we announced allocations of dairy products. Civilians will get less than average of several products including butter, cheese and condensed milk.

Is this because farmers are turning out less? No, far from it! Farm Production is on the increase and new high records have been set in each of the past six years. But war is a very hearty eater. As it increases in size and overseas strength the armed forces require greater quantities of canned fruits and vegetables. Our armed forces and our allies require large amounts of dairy products. To make food fight most effectively civilians are limiting their consumption of foods like these so that these other claims may be met. We are going to try to

push production even higher than in the past. The July crop report indicated that farmers have increased their crop acreage by 7 million acres more than in 1942. They have done this in the face of adverse Spring weather and shortages of labor and equipment. Yesterday, we announced a food production program for 1944 that calls for planting the largest acreage of crops ever put in by American farmers.

But great as is our accomplishment in production, we could not last year, we cannot this year or next year produce enough to supply all claimants with all the kinds of food they want. This year, our food stocks are called on to supply the people at home, our armed forces on 60 fighting fronts, our fighting Allies, and the liberated peoples. Still, of our total food supply, three-quarters will be consumed on our home front. All remaining claimants will get one-fourth of our output.

Every group would like to have more than can be apportioned to it. If we can provide more, we can help shorten the war. Therefore, the management of food is a wartime job of top importance. It is a front for all of us. Every one of America's 40 million families has a battle station on the food front.

For example, in peacetime the average American wastes some 380 pounds of food each year. Multiplied by 130 million, this represents almost 50 billion pounds of food thrown out into American garbage pails—enough to supply a large part of our Army and Navy and our Lend-Lease commitments as well. This waste is criminal in wartime and must stop.

As we study the wartime food problem we find there are four pillars upon which our program must be built. First, we must secure maximum production of the needed crops and livestock; second, we must conserve food and use it wisely; third, we must share—share with our armed forces and allies, share fairly among civilians; and fourth, we must change food buying and eating habits as required by wartime circumstances.

We must see to it that our citizens understand the facts about how our food is being used to fight this war. We must engender a new respect for food as a crucial weapon of war and establish a wartime code of food conduct so that every American—whether he be a farmer—producer—a processor or packer—a food distributor or consumer will help make our food fight by doing their best with what's available.

Helping citizens understand and adopt such a wartime code of food conduct is one job on which we are asking the assistance of business, through its advertising. This is one of the vital problems I hope you will think about, as you proceed with the work of putting "A War Message in Every Ad." If you will roll up your sleeves and become partners with us in this task, it is not too much to say you will be helping to shorten the war. For there is not just food at stake; there are the lives of tens of thousands of American fighting men.

DAVIS: We have heard Judge Marvin Jones, War Food Administrator. And before he leaves this microphone, I'd like him to answer one question for me. Judge, am I correct in summing up the points you have just made by saying that as the war progresses and we come closer to final victory, the more all of us may have to tighten our belts?

JONES: That is right, Mr. Davis, but if we can make the best possible use of our food at home and accept calmly and cheerfully the changes and inconveniences in our eating habits, we'll be helping food help win the war.

DAVIS: Our final speaker on this program comes not from government, but from business. He heads a voluntary non-profit organization that enjoys a semi-official status in Washington—the War Advertising Council. This group of earnest, public-spirited business men is one of which

American business may well be proud. They have been serving the interest of the war unselfishly, almost before the echo of Pearl Harbor died away. I, for one, think the work of the War Advertising Council typifies in the best sense the teamwork between government and business with the common aim of winning the war. Here is Mr. Chester J. LaRoche, Chairman of the War Advertising Council.

CHESTER J. LAROCHE: As Mr. Davis and the previous speakers have recognized, we have, in this nation, channels of communication unmatched anywhere in the world. Through the combination of news and advertising—news to report, advertising to inform and persuade—we can reach the eyes, ears, and hearts of 130 million Americans. We can secure a degree of unity, understanding and fervor which can help us end more quickly the waste and slaughter of war.

The organization formed by business to harness the great power of advertising to the war is the War Advertising Council. The War Advertising Council is a peculiarly American organization. I know of no other country where such a group could be brought together, or so much combined power could be geared to an entirely unselfish purpose. The Council is composed of owners and principals of magazines, newspapers, radio, outdoor, printing and direct mail, the country's advertising agencies, and the great industrialists who use advertising.

I want to emphasize here that the War Advertising Council has no selfish axe to grind. It is a business group representing no political party, and no pressure groups. Anyone who thinks it seeks to make money for the advertising business is wrong—*millions of dollars* wrong—as the following facts will show:

The advertising agencies of the country—the people who have written the Washington-released advertising on war bonds, scrap, black markets, etc.—have contributed more than four million dollars worth of the only thing they have to sell—their time and skill. Radio advertisers and the radio industry have contributed \$100,000,000 worth of time and talent during the past year to promote war messages. 440 magazines have been contributing at least one page of space a month for a campaign on total war. The newspapers of the country during the Second War Loan drive organized the contribution of 36,000 full pages of advertising, 25% of which they contributed themselves. 63 per cent of all outdoor posters are devoted to war messages. The car-card industry contributed 100,000 units of space monthly for war messages. In addition to their contribution on radio, national and local advertisers have contributed more than \$100,000,000 worth of space in magazines and newspapers. The drug industry alone is devoting \$2,000,000 for a special war bond drive.

The total contribution of the entire advertising field in the past 12 months was at least \$250,000,000.

And now *twice* that amount, or \$500,000,000 worth of space and time—is needed. Twice as much because the job ahead is twice as big. \$500,000,000 is roughly one-third the total annual amount of all advertising expenditures.

Our goal for the coming year is therefore two-fold:

First, one-third of all advertising space devoted exclusively to war messages.

Second, a war message in *every* ad.

As an advertiser this means that *some* of your space should be devoted entirely to war messages, and *all* of your space should *contain* a war message.

In other words, because your ad devotes most of its space to a product is no reason why a war message cannot also be included. A lot of information can be packed into a few paragraphs.

Let me say right here that this proposal does not in any way conflict with the radio network allocation plan or the various other radio allocation plans of the Office of War Information. These need supplementing, not disrupting.

One-third of all space devoted *exclusively* to war advertising. And a war message in *every* ad. If these two goals are realized, the cumulative power behind war messages will penetrate into every community and every home in the land. Understanding will replace uncertainty. There will be no room for indifference and life-as-usual. No longer will one-half the population say about the other half, "They don't know there's a war on."

Nor is this a program for national advertisers alone. The biggest percentage of advertising is local advertising. Dislocations in life and living strike into every community. Our great national problems are merely the sum of hundreds of thousands of local problems.

This is why local advertising media and local business men should arrange pools of space or money large enough to cover the local war advertising needs for the next six months. Such cities as Houston, Cleveland, Louisville, Portland, Hartford have already done this. No community in this country can fairly say that it is doing its war job until it is similarly organized.

During these talks, you have heard many references to "war advertising." When we speak of war advertising, exactly what do we mean?

We do not mean advertising that simply shows pictures of planes or tanks or guns. Everybody knows we're at war—it is eighteen months since Pearl Harbor. Is war advertising that which tells how a company's products are helping win the war? Generally no. It certainly is not if it doesn't help get action by the people. In the midst of a struggle for survival, while American boys are dying by the thousands, blatant brag advertising is in questionable taste.

By war advertising we mean advertising which induces people, through information, understanding or persuasion, to take certain actions necessary to the speedy winning of the war.

War advertising follows agreed-upon themes. As every advertising man knows, best results are achieved when all advertising on a given subject adopts the same approach, tells more or less the same story, makes more or less the same appeals.

These official campaigns are all things that virtually anyone would agree need doing. They have nothing to do with *politics*; they have a lot to do with winning the war.

What are some of these official campaigns? In the months ahead we will be called upon to help recruit housewives by the millions to leave their kitchens for the jobs men left behind, we will have to persuade millions to help harvest the food, can and process it, see that it is shared; we will have to persuade Americans to eat nutritious foods, to shun black markets, to understand the overall food picture; we will have to recruit part-time volunteers by the hundreds of thousands for rationing boards, Civilian De-

fense Councils, Army ground observers or spotters; we will have to help get our people to buy more and more war bonds, to spend less; they will have to learn to conserve—to eat it up, wear it out, make it do. We will be called upon to quicken public responsibility to stay on jobs every working minute, to work harder, without grumbling. We will need to make the meaning of the war clearer, to curb disunity, to halt loose talk, to de-bunk rumors. These are the action messages which badly need consistent mass circulation.

The War Advertising Council and the Office of War Information are ready and eager to assist advertisers in the development of war theme advertising. Many of you will receive shortly a booklet entitled "A War Message in Every Ad" which will, we hope, enable you to make an immediate start on advertising that is really "converted for war." If you wish further information on any war campaign, get in touch either with OWI in Washington or the War Advertising Council, 60 East 42nd Street, New York City.

On the other side of the world, our invasions have now begun. During the hard months to come, American boys from your home town and mine will fight and die on foreign soil. As they endure suffering and hardships that put our petty inconveniences to shame, we who stay at home—if we have a spark of conscience—must form a solid front line behind them.

There must be an end to bickering, petty jealousies, suspicion of one group of Americans for another. At this time, of all times, we must have unity. That is why this group of war leaders have taken time from their busy lives to speak to you today. We can achieve that unity, provided only that our people understand clearly what must be done, and why.

What will an invading soldier see as he looks to his homeland? Will he see a nation aroused—effective in action? Upon what he sees depends in no small part his morale. And upon his morale, his fighting spirit, depends our way of life.

DAVIS: Thank you, Mr. LaRoche.

ANNOUNCER: (WASHINGTON—WRC) The National Broadcasting Company in association with the War Advertising Council has presented a special program broadcast as a meeting between American business and the United States Government. The speakers included Judge Fred M. Vinson, Director of the Office of Economic Stabilization; Donald Nelson, Chairman of the War Production Board; Marvin Jones, War Food Administrator; Elmer Davis, Director of the Office of War Information, and Chester J. LaRoche, Chairman of the War Advertising Council. This program came to you from Washington. This is the National Broadcasting Company.

National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

July 16, 1943

SPECIAL LEGISLATIVE BULLETIN

No. 11

F.C.C. INVESTIGATION SINCE JULY 9TH

Eugene L. Garey, General Counsel to the Select Committee of the House of Representatives to Investigate the Activities of the Federal Communications Commission, pursuant to the direction of the Committee at its hearing on July 9, 1943, read into the record the following Memorandum, dated May 14, 1942, "Regarding Undesirability of Chairmanship of Defense Communications Board Being Vested Ex-Officio in Chairman of Federal Communications Commission, Especially During Wartime", which was submitted to the Secretary of the Navy by Rear Admiral Stanford C. Hooper, U.S.N. (Retired):

"The Navy Department considers as undesirable the present situation of having the Chairmanship of the Defense Communications Board vested ex-officio in the person of the Chairman of the Federal Communications Commission, especially during wartime. This decision is based not only on the general principles involved, but on the fact that the functioning of the Defense Communications Board during the past months has been unsatisfactory to the Department to the extent that it believes the successful prosecution of the war is being jeopardized thereby.

"Specifically, the following points bear on the matter:

"1. The Defense Communications Board has failed to take any action on the written recommendation of the Secretary of the Navy that certain committee members were believed to be disloyal to the United States.

"2. The Federal Communications Commission has refused to turn over its file of fingerprints and confidential information bearing on the loyalty of commercial communications companies to the Federal Bureau of Investigation, without restrictions which would render the work of the latter agency ineffective.

"3. The Chairman of the Federal Communications Commission has frequently taken it upon himself to speak for national defense, thereby exposing his ignorance of the subject.

"4. The Chairman of the Defense Communications Board, by action and by public utterance, has shown that his primary interest is in keeping the support of the C. I. O. Communications Union, which has constantly opposed our interests, and not national defense.

"5. The Chairman of the Federal Communications Commission and the Defense Communications Board

has had no previous experience in the field of communications.

"6. The Chairman has failed to take energetic action to speed up or reorganize the cumbersome and slow procedure and organization of the Defense Communications Board. This causes serious and unwarranted delay in the war effort.

"7. The Chairman of the Federal Communications Commission has devoted too much of the time and energy of that Commission to trust-busting, to the detriment of its other duties. This is no time for such, as friendly unity of all interests is necessary in war.

"8. The Chairman of the Defense Communications Board opposed legislation permitting wire-tapping which would have permitted checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

"9. The Chairman of the Defense Communications Board opposed stopping Japanese language broadcasts in Hawaii, a factor which led to the disaster.

"10. The Chairman of the Defense Communications Board has consistently opposed any move to assure the loyalty of personnel in communications.

"11. The Chairman of the Federal Communications Commission has consistently opposed the stand of the Armed Services on the question of mergers.

"12. The Chairman of the Federal Communications Commission gives out too much publicity on defense matters. This should come from the War and Navy Departments.

"13. The present set-up has too much duplication of effort, for example, preparation and distribution of information, lack of coordination of direction finding work, investigation of communication security.

"Due to the realization that many matters must be handled directly by the Armed Services, these have already been transferred to their jurisdiction. The effort to obtain transfer takes valuable time.

"Other matters under the Defense Communications Board are being handled by the War and Navy Departments without regard to the Defense Communications Board, because time is the essence. This is becoming confusing."

And pursuant to like direction there was read into the record of the Committee's hearing on July 9, 1943, a resume made by the War Department in respect of the

testimony of Admiral Stanford C. Hooper, U.S.N. (Retired), taken by the Committee in private hearing. The pertinent portions of that resume read as follows:

"In a great number of examples Admiral Hooper is correct, and testimony under oath by any others connected with these matters can only substantiate his story. Among these latter are:

"a. F.C.C. penetration into the field of radio intelligence and direction finding.

"b. F.C.C. refusal to collaborate with interested government departments in preparing recommendations to Congress on the subject of international merger.

"c. The insidious steps by which Mr. Fly injected himself into the Army-Navy plan for control of communications in wartime, emerging with the Board of War Communications which he and his organization dominate.

"d. The difficulty in making wartime arrangements for military communication facilities through the Board of War Communications as opposed to direct action due to F.C.C. domination.

"e. Attempts by the F.C.C. to obtain domination and control of the IRAC.

"f. Refusal by Mr. Fly to transmit the new IRAC constitution to the President without comment.

"g. Mr. Fly's disposition to speak for the Army and Navy due to his BWC connection.

"h. Mr. Fly's attempt to assume BWC power over communication facilities of other government departments—which must include those of the Army and Navy.

"i. Mr. Fly's insistence on reopening the Consent Decree and refusing to renew RCAC licenses in spite of protests from the Army and Navy.

"j. Mr. Fly's insistence on reducing telephone toll rates over the objection of the Army and Navy due to the saturated condition of the telephone system.

"k. Mr. Fly's refusal to approve operation of miniature broadcast stations at isolated combat outposts if the stations are to be soldier operated.

"l. The F.C.C.'s insistence that no commercial company can permit the War or Navy Departments to take over and operate a transmitter without a license from the Commission."

FCC STATEMENTS

Commenting upon the documents released today by the Cox Committee, James Lawrence Fly, Chairman of the Federal Communications Commission, issued the following statement:

The documents made public today are but irresponsible charges which the Cox Committee has handed out in a bid for publicity. We are still waiting for a public hearing. Meanwhile, as to the charge that I oppose using the war as an excuse for monopolies to extend their hold on the country, I plead guilty. I

also plead guilty to the charge of believing that the C.I.O., along with the A. F. of L. and the other unions of this country are not disloyal, but are composed of as patriotic a group of citizens as can be found anywhere and that their council and advice is a valuable contribution to our war effort.

As to the remainder of the charges collected by the Committee's staff in star chamber sessions, the public should know that they are utterly without foundation. If such a Committee can be depended upon to give us an opportunity, we will prove each of them false.

FOR SECRETARY OF WAR

Washington, July 10—Chairman James Lawrence Fly of the Federal Communications Commission stated tonight: "The Acting Secretary of War has authorized me to release the following statement by him:

"The release given by Mr. Garey, Counsel for the Cox Committee, refers to "a resume made by the War Department" with respect to Admiral Hooper's testimony. The paper consisted merely of notes made in May by an Army officer to whom the Navy had loaned a copy of Admiral Hooper's testimony. The notes do not express the view of the War Department, but merely this officer's own comment. They were not furnished by any officer in the Army or anyone in the War Department to the Cox Committee.'"

FROM NAVY DEPARTMENT

"The memorandum written by Rear Admiral S. C. Hooper (Retired), dated May 14," an official Navy news statement says, "which as quoted by Eugene L. Garey, general counsel of the Select Committee of the House of Representatives to investigate the activities of the FCC, was not an official statement by the Navy Department and expresses the personal views of Admiral Hooper."

FLY NEWS CONFERENCE

FCC Chairman James Lawrence Fly has received no answer to the letter he sent to members of the Cox Investigating Committee last week, he said at a news conference on Monday. He said that he regretted this. Fly said that the Cox proceedings are a cheap type of publicity. The origin of the investigation, he said, was irresponsible. Everybody, Fly told the news men, is shocked by the conduct and methods of the committee, but no one who has watched the situation is at all surprised.

The Chairman said that it is hard to over-estimate the importance of Congress as an investigating force, but its value must not be impaired. Congressional investigations should be responsible and fair.

Fly refused to answer questions regarding the reappointment of George Henry Payne as a member of the Commission. He said that he had no idea who would

succeed Payne and that the commissionership would probably be open for a time, at least.

The Chairman said that he has no intention of answering the statement of Admiral Hooper in detail, but if the committee gives him a chance to appear he will answer that and all the other statements that are being made. Fly said that seemingly the conclusions of the committee have already been made and published and expressed the opinion that the committee has already done its worst. The committee's final conclusions, he said, must be modified. Fly said that "Garey serves the purpose of this committee very well."

The Chairman told the conference that the President's order refusing to allow Army and Navy officers to appear before the committee were based on an adequate record, which the President had.

The Chairman discussing post war problems in the radio industry said that the industry will have a plan shortly which everyone can agree to.

July 15, 1943.

Chairman James Lawrence Fly of the Federal Communications Commission, commenting upon the published reports of the Cox Committee's plans for the conduct of its proceedings in relation to newspaper publicity, said today:

"The real character of the 'impartial and wholly constructive' investigation which Chairman Cox at the opening hearing publicly assured the Commission, the Congress and the people is now clear.

"The memorandum from the Wall Street counsel to the members of the Cox Committee merely confirms and formalizes the plan adopted by the Committee in assembled meeting on July 6. It is to be noted that this plan which was prepared by a representative of the International News Service sets forth 'principles' to govern the Committee's public proceedings. These 'principles' are carefully designed to accomplish two results:

1. The seizure of the headlines.

2. By adroit use of the gavel, the effectuation of the principle that the Committee must keep the Commission's side of the case from reaching the public.

"I cannot believe that the House of Representatives of the United States ever intended to authorize its delegated representatives to

'Decide what you want the newspapers to hit hardest and then shape each hearing so that the main point becomes the vortex of the testimony. Once that vortex is reached, *adjourn*.'

Nor can the House of Representatives have meant to authorize an investigation which, in the first instance, would treat the Commission as 'the opposition,' and then would formally adopt a plan "to preclude 'the opposition' from the 'opportunity to make . . . replies.'

"It is difficult to believe that the Congress meant to delegate to Congressman Cox as Chairman of the Committee the arbitrary power to swing the gavel and recess or adjourn the hearings so that he would 'keep the proceedings completely in control so far as creating news is concerned.'

"Nor can one easily come to believe that the Congress wanted this so-called investigative Committee to smother out the statements of 'witnesses which might provide news that would bury the testimony which you want featured.'

"There is nothing new in the procedures for creating publicity with scandalous and unsupportable charges and then promptly shutting off any possible opportunity for the Commission to be heard on those charges, or even to present its case to the press. Ultimately, the greater injury here must be to the Committee itself when Congressman Cox and his Wall Street counsel have the temerity to adopt procedures which abuse the great Congressional power of investigation by a calculated bid for headlines and by a deliberate plan to avoid any hearing on the charges until after a startling publicity has taken its toll.

"Despite the unhappy auspices under which this so-called investigation was given birth, I cannot believe that the United States House of Representatives has ever fully understood what its Committee is doing in star chamber proceedings, in the secret eliciting of 'testimony' in the downtown hotels of the City of Washington, and in the now publicly confirmed unfair principles governing its conduct of public hearings."

July 7, 1943.

Memo to all Members of the Committee:

Annexed hereto for your information is a copy of suggestions that were written out by a press representative with reference to principles that should come within our presentation. The man who wrote these suggestions is Bob Humphreys of International News Service. It is the same memorandum that I read to the Committee at its meeting yesterday.

E. L. G.

Enclosure:

Honorable E. E. Cox.
Honorable Richard B. Wigglesworth.
Honorable Warren G. Magnuson.
Honorable Edward J. Hart.
Honorable Louis E. Miller.

- 1.—Decide what you want the newspapers to hit hardest and then shape each hearing so that the main point becomes the vortex of the testimony. Once that vortex is reached, *adjourn*.

- 2.—In handling press releases, first put a release date on them, reading something like this: "For release at 10:00 A.M., EWT, July 6", etc. If you do this, you can give releases out as much as 24 hours in advance, thus enabling reporters to study them and write better stories.

3.—Limit the number of people authorized to speak for the committee, to give out press releases or to provide the press with information to the *fewest number possible*. It plugs leaks and helps preserve the concentration of purpose.

4.—Do not permit distractions to occur, such as extraneous fusses with would-be witnesses, which might provide news that would bury the testimony which you want featured.

5.—Do not space hearings more than 24 or 48 hours apart when on a controversial subject. This gives the opposition too much opportunity to make all kind of

counter-charges and replies by issuing statements to the newspapers.

6.—Don't ever be afraid to recess a hearing even for five minutes, so that you keep the proceedings completely in control so far as creating news is concerned.

7.—And *this is most important*: don't let the hearings or the evidence ever descend to the plane of personal fight between the Committee Chairman and the head of the agency being investigated. The high plane of a duly-authorized Committee of the House of Representatives *examining* the operations of an Agency of the Executive Branch for constructive purposes should be maintained at all costs.