

The National Association of Broadcasters

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

No. 11

SPECIAL INFORMATION BULLETIN

Oct. 15, 1943

A Great 'First' For Morgenthau

Henry Morgenthau, Jr., Secretary of the Treasury, has recorded, for broadcast purposes, a personal message of thanks to the manager of each radio station in the United States, its staff and its advertisers, for the great job done in the Third War Loan Campaign.

This is the first time each radio station has been thanked in this singularly effective manner and it reflects a unique appreciation and adept use of radio's facilities on the part of the Secretary of the Treasury.

Secretary Morgenthau's personal message to each station manager will be heard in the middle of the Treasury Star Parade record number 291, featuring Vincent Lopez, which will be shipped on or before October 23 and may be broadcast immediately upon receipt by your station.

Properly localized by the announcer on the record, who says, "Here is a message to the management and the personnel of this radio station from the Secretary of the Treasury," the Secretary's remarks are as follows:

"This is Henry Morgenthau, Jr., speaking. I want to thank you, as manager of this station, for the help you gave us in the Third War Loan. Your staff and your advertisers and your stars worked hard, and the results of the Third War Loan—the greatest financial undertaking in the history of the world—reflect your energy, effort and enthusiasm. You have served your country well. Because of what you have done, perhaps you have helped to shorten the war, and to save the lives of American fighting men. I think there could be no greater reward than that. Again thank you—thank you all."

Permission to Dub Off and Use As Local Spot

The Treasury Department has given each station permission to re-record the Secretary's statement and use it as a local announcement, preceded by a local introduction identifying the manager and station by name, as follows:

LOCAL ANNOUNCER: (FROM SCRIPT) We take pleasure in presenting Mr. Henry Morgenthau, Junior, Secretary of the Treasury, in a personal transcribed message to.....

RECORD:, manager of
This is Henry Morgenthau, Junior, speaking (etc.).

Good Taste

Good taste requires that the Secretary's statement, used as a local spot, be handled with great care and diligence to avoid needless repetition.

All Stations Should Obtain Treasury Star Parade No. 291

Some stations are not receiving regularly the Treasury Star Parade. To be certain that you receive number 291, address your request at once to the Radio Section, War Finance Division, Treasury Department, Washington 25, D. C., or to NAB.

WILLARD D. EGOLF,
Assistant to the President.