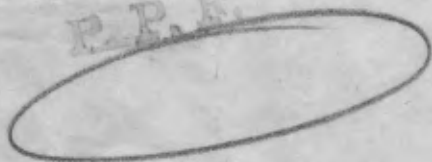


PPF 9030
WAR ADVERTISING COUNCIL, INC.

After signing please give to STE for delivery to Mr. Thomas via
Bill Hillman.



Done
By Hand
12/8/44 

File

P.P.F.

9030

December 7, 1944

Dear Mr. Thomas:

Thank you for calling my attention to the statement of the War Advertising Council, which sets forth your plans to continue your work into the reconstruction and post-war periods.

x4351

Your organization has performed splendidly in achieving its patriotic purpose of "mobilizing the forces of advertising to assist in winning the war." The voluntary contribution made by advertising men and women under the Council's leadership has been of notable assistance to the government's wartime information programs. I am informed that nearly a billion dollars worth of advertising has been contributed to war programs since Pearl Harbor. This large-scale aid from American business has helped our people keep informed of the need to buy war bonds, prevent inflation, donate blood and otherwise play their part in the war.

xPP76677

xPP7306

The need for this wartime aid will continue until the last shot is fired. I cannot emphasize this point too strongly. Those who are assisting in bringing information to the people have a responsibility to help prevent any letdown on the home front.

x196

And after the war, there will be many critical national problems requiring the understanding and cooperation of every American. It is vitally important that the working partnership between business and government, which has so successfully brought information to the people in wartime, continue into the post-war period.

xPP7385

xPP72219

I am, therefore, most gratified to learn that the Council plans to continue its public service, and I hope your work will receive the unqualified support of businessmen throughout the nation.

Very sincerely yours,

FRANKLIN D. ROOSEVELT

Mr. Harold B. Thomas, x4
Chairman,
War Advertising Council, Inc., #
11 West 42nd Street,
New York, New York.

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Mr. Harold B. Thomas,
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War Advertising Council, Inc.,
11 West 42nd Street,
New York, New York.

I am informed that

THE WHITE HOUSE
WASHINGTON

7,

December 1, 1944

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Mr. Harold B. Thomas,
Chairman,
War Advertising Council, Inc.,
11 West 42nd Street,
New York, N. Y.

December 4, 1944

MEMORANDUM FOR HONORABLE WILLIAM D. HASSETT:

Dear Bill:

Please note Chairman Thomas' letter to the President and the suggested draft of reply for the President's signature. ||

If the President signs it, will you kindly return it to me so that I can deliver it by hand to Bill Hillman who is acting as liaison for Thomas? X4910

Regards.

S. T. E.

Let. to the President dated 11-29-44 from
H. B. Thomas, Chairman, War Advertising Council, Inc.
1010 Vermont Avenue, N.W.,
Washington 5, D. C.

and
Suggested draft of letter from the President to Mr. Thomas.

STE:mb

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Regards.

S. T. E.

13-58 P. 10-11-44

WAR ADVERTISING COUNCIL, Inc.

A non-profit organization, representing all phases of advertising, created to enlist the power of advertising for victory

1010 VERMONT AVENUE, N. W.
WASHINGTON 5, D. C.
Telephone: DIstrict 9043



11 WEST 42ND STREET
NEW YORK 18, N. Y.
Telephone: BRyant 9-3641
November 29, 1944

Hon. Franklin D. Roosevelt
The White House
Washington, D. C.

Dear Mr. President:

Inasmuch as you were kind enough to meet with a group of business leaders under our auspices last March, you may be interested in the attached statement of future policy just issued by the Directors of the War Advertising Council.

You may recall that the War Advertising Council, working closely with the Office of War Information, has served as the chief point of liaison between government and business in the development of home front information campaigns since Pearl Harbor. We have mobilized approximately a billion dollars worth of advertising behind such programs as war bonds, anti-inflation, salvage and many others.

We are very conscious of the fact that the need to channel information to the people about our large national problems will not end with the firing of the last shot. It has seemed to our Board that we had a moral obligation to the nation to continue our voluntary work into the post-war and reconstruction periods.

We will greatly appreciate any comments on the attached statement of policy which you may care to make.

Very sincerely yours,

H. B. Thomas

Chairman

H. B. Thomas
cet

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I am, therefore, most gratified to learn that the Council plans to continue its public service, and I hope your work will receive the unqualified support of business men throughout the nation.

Very sincerely,

Franklin D. Roosevelt

Mr. Harold B. Thomas, Chairman
War Advertising Council, Inc.
11 West 42nd Street
New York, New York

WAR ADVERTISING COUNCIL

Officers

HAROLD B. THOMAS, *Chairman*

KERWIN H. FULTON, *Vice Chairman*

PAUL B. WEST, *Vice Chairman*

WILLIAM REYDEL, *Vice Chairman*

FREDERIC R. GAMBLE, *Secretary-Treasurer*

Directors

DON BELDING, *Chairman of the Board*, Foote, Cone & Belding
ALLEN BILLINGSLEY, *President*, Fuller & Smith & Ross
WILLIAM R. BOYD
THOMAS D'A. BROPHY, *President*, Kenyon & Eckhardt
LOUIS N. BROCKWAY, *Executive Vice President*, Young & Rubicam
E. C. DONNELLY, *President*, John Donnelly & Sons
EDWIN S. FRIENDLY, *General Manager*, New York Sun
KERWIN H. FULTON, *President*, Outdoor Advertising Incorporated
FREDERIC R. GAMBLE, *President*, American Association of Advertising Agencies
KOLIN HAGER, *Station Manager*, WGY, Schenectady
CARLETON HEALY, *Vice President*, Hiram Walker Incorporated
BUELL W. HUDSON, *Publisher*, Woonsocket Call
L. T. KITTINGER, *Vice President*, Shell Oil Company, Inc.
CHESTER J. LAROCHE, *Vice Chairman*, Blue Network

CHARLES G. MORTIMER, JR., *Vice President*, General Foods Sales Company, Inc.
FRANK E. MULLEN, *Executive Vice President*, National Broadcasting Co.
STUART PEABODY, *Director of Advertising*, The Borden Company
T. S. REPPLIER, *Executive Director*, War Advertising Council
WILLIAM REYDEL, *Partner*, Newell-Emmett Company
WARREN S. SHELLEY, *Vice President*, N. W. Ayer & Son
JOHN C. STERLING, *This Week Magazine*
HAROLD B. THOMAS, *Vice President*, Sterling Drug, Inc.
PAUL B. WEST, *President*, Association of National Advertisers
ALBERT E. WINGER, *Executive Vice President*, Crowell-Collier Publishing Co.
JAMES W. YOUNG, *Senior Consultant*, J. Walter Thompson Co.

Affiliated Organizations

Advertising Federation of America
Advertising Typographers Ass'n of America
Agricultural Publishers Association
Allied Newspaper Council
American Association of Advertising Agencies
American Newspaper Publishers Association
Associated Business Papers
Association of National Advertisers
Bureau of Advertising, ANPA

Direct Mail Advertising Association
Financial Advertisers Association
Graphic Arts Victory Committee
Insurance Advertising Conference
International Affiliation of Sales and Advertising Clubs
International Association of Electrotypers & Stereotypers
Lithographers National Association
National Association of Broadcasters
National Association of Transportation Advertising

National Business Papers Association
National Editorial Association
National Industrial Advertisers Association
National Publishers Association (Magazines)
Negro Newspaper Publishers Association
Outdoor Advertising Association of America
Pacific Advertising Association
United Typothetae of America

Sponsorship Committee

JOHN C. STERLING, *National Chairman*

BOSTON: F. F. MUNROE, Curtis Publishing Company • NEW YORK: JOHN E. SMITH, McCall Corporation • ATLANTA: T. C. ALLEN, Time & Life, Inc. • DETROIT: CHARLES B. FIELD, Curtis Publishing Company • CLEVELAND: MERRILL H. BOYNTON, Curtis Publishing Company • CHICAGO: NORMAN C. GREEN, Crowell-Collier Publishing Company • SAN FRANCISCO: WALTER LOPER, This Week Magazine

War Advertising Council Staff

THEODORE S. REPPLIER, *Executive Director*, former Associate Copy Chief of Young & Rubicam and recently Campaign Manager of War Manpower Commission

CHARLES W. ALEXANDER, *Staff Manager*, former Vice President, Howard D. Johnson Company
EVELYN BLEWETT, *Staff Manager*, formerly with Vick Chemical Company
RAYMOND BROWNE, *Staff Manager*, former Advertising Manager of the Axton-Fisher Tobacco Company
JEAN FLINNER, *Staff Manager*, formerly with War Manpower Commission

GUY LEMMON, *Staff Manager*, former President of Hecker Products Corp.
DOUGLAS MELDRUM, *Staff Manager*, former Vice President and London Manager of N. W. Ayer & Son
EDWIN O. PERRIN, *Staff Manager*, former Vice President of McCann-Erickson, Inc.
IRWIN ROBINSON, *Director of Information*, former Executive Editor of Advertising Age

ALLAN M. WILSON, *Staff Manager*, formerly with War Manpower Commission

WAR ADVERTISING COUNCIL, INC.

A non-profit, volunteer organization, created to harness the power of advertising for victory.
11 WEST 42ND ST., NEW YORK 18, N. Y. • 1010 VERMONT AVE., N. W., WASHINGTON, D. C.

THE Council

LOOKS AHEAD



WAR ADVERTISING COUNCIL

11 West 42nd St.
New York 18, N. Y.

1010 Vermont Ave., NW
Washington 5, D. C.

THE Council LOOKS AHEAD —

SINCE Pearl Harbor the War Advertising Council has been helping to mobilize the people of the world's greatest democracy for their greatest war.

Never in any previous war have the American people been asked to do so many things, or understand so much. They have changed from the jobs of peace to the jobs of war and achieved production records that have amazed the world. They literally fed our war effort with their money and their blood. By mass action they have turned shortages into surpluses.

They have done these things voluntarily because, through every channel of communication with the people, there has flowed a vital stream of information and inspiration.

The power of the press, the movies, and the radio have all been harnessed to the war effort. Speeches by government leaders have rallied and informed the people. But, for the first time in a grave national crisis, a young and dynamic force has been added. Advertising, with its enormous talent for combining fact with interpretation to form a pattern of persuasion, has poured its strength into powering the war.

Because advertising is born in research and pays off in action; because it publishes a pre-determined message in pre-determined space; because it repeats and repeats until it gets understanding and results; advertising has done a unique war job of huge proportions.

The job has been done working as shirt-sleeve partners with leaders of government. The Office of War Information was established as the official agency to coordinate and issue war information. Yet the task was so tremendous that it could never have been done at all without the help of American business.

With the War Advertising Council as a mobilizing force, the job has been accomplished through the cooperation of a small army of men and women in advertising and industry. Literally thousands of individual businesses cooperated.

From many of these assisting groups, as well as from many branches of government itself, the War Advertising Council has been receiving questions as to its future plans, policies and objectives.

Because these plans fan out to so many cooperating groups, the Board of Directors has taken seriously its obligation to sketch in the outlines of the Council's future course. Opinions have been gathered from many sources, and all points of view have been considered.

FROM Victory IN EUROPE

TO Victory OVER JAPAN

The Council was formed "to mobilize the forces of advertising to aid in winning the war." Obviously, this objective will not be achieved upon the collapse of Germany. It will continue until the day of Japan's unconditional surrender.

It is realized that the partial resumption of civilian production after V-E day will see the lusty rebirth of competitive selling. Advertising appropriations will again be measured with the unsentimental yardstick of sales effectiveness. Sales managers and advertising managers must account to boards of directors in terms of sales results.

On the other hand, the need for advertising to continue its war job will be far from over. While war campaigns will shrink numerically at first, each remaining campaign will cry for greater support. It will be harder to buck inflation, to sell war bonds, to recruit Wacs and Merchant Seamen, to finance the Red Cross and the National War Fund. It will be tougher to keep the people willing to bear patiently the anxieties and sacrifices of war.

THE Council LOOKS AHEAD —

Advertising can no more change permanently into civilian clothes on V-E day than can G. I. Joe at the battle front. It is morally obligated to continue its enlistment in the war of ideas.

And advertising *can* both serve and sell. There is no conflict between good citizenship and good business. No one has to choose between them. Many of America's leading advertisers have demonstrated that they can discharge their obligation to the nation without slighting in the least their duty to their stockholders. In fact, the strongest supporters of war themes have been advertisers with goods to sell.

The War Advertising Council therefore will continue whole-heartedly to do its war job until the day of total victory.

THE Reconstruction PERIOD

The Council was formed because farsighted men in advertising and business foresaw a need. Once the Council was organized, the predicted need developed quickly. Had it not been formed, the enormous mechanism it called into play could not have been so successfully used to serve the nation at war.

It is already clear that the need will not end by the mere act of firing the last shot on the other side of the earth. The service of advertising and business in this war has been in the home guard. In many respects, the end of the fighting will mark the beginning of our sharpest home front crisis.

When total victory is achieved, the curtain will roll up on the reconstruction period and all its problems. If American business is to prosper the country must reemploy more than 13 million men. The national income, economists tell us, must be held at around one hundred and forty billion dollars. Greater unity must be won, between the fighting man and civilian, between business and government, between management and labor. The

peace must be secured and preserved. A future depression—with its threats to every home and business—must be avoided at all costs.

Reconstruction will be a period of confusion of thought throughout the world. The white light of information and persuasion will be needed as perhaps never before.

Were the mechanism which has helped mobilize these forces to be scrapped, it would probably be necessary to recreate it painfully, bit by bit, at a future time.

There is no question that the need will continue. There is no room for doubt that advertising, as a public servant, has only started on its period of greatest usefulness. Yet, in considering whether this potent young force should continue to serve America in an economy of intense competition, it is only just and fair to turn the coin over and look at the other side. Advertising, the voice of business, has "promoted the public welfare." In doing so, has it helped or hurt itself?

Based on the collected opinions from business and advertising groups, plus the evidence of public opinion polls, the following benefits seem to have accrued. True, these benefits are by-products; they are not and were not primary objectives. Yet they are, nonetheless, real and honestly-earned.

- 1 Business has measurably grown in stature with the public. It has demonstrated through its wartime advertising that it has a heart and a conscience; that it is deeply concerned with the welfare of the nation and the people.
- 2 Advertising, by enlisting in the public service, has likewise grown in stature with the American people. The eyes of many of its well-meaning critics have been opened. It has proved its case by actions instead of claims.

THE Council LOOKS AHEAD —

- 3** The media through which advertising reaches the people have shared in the general good-will. Important contributions have been made by the media themselves.
- 4** A far better understanding of business and advertising has been brought to government circles in Washington. Many of advertising's former official critics have been given a working demonstration of advertising's usefulness.
- 5** A wide circle of Washington officialdom has worked more closely with business. This has, in turn, been helpful to government in applying business methods.
- 6** Business itself has been benefited by being brought closer to the perplexing national problems of government. Many companies which viewed a problem only from the standpoint of one corporation have learned to look at it from a wider standpoint.
- 7** Competitive interests have learned to bury old hatchets and work together. The various media have joined together for the first time in history. Agencies and advertisers have worked shoulder to shoulder. Competitive elements of entire industries have sat down at the same table and have learned to work for the good of the industry and the nation.

During these war years, leading elements of advertising and business have learned that the individual company cannot prosper unless its industry prospers; that the industry cannot prosper unless the people prosper; that the people cannot prosper unless the world prospers.

These factors, therefore, lead the Board of Directors of the War Advertising Council to believe that the Council should continue its work into the reconstruction and post-war periods; but that its methods of operation should be revised to meet the new conditions. Its requests will be neither unreasonable nor impractical.

In peace, as in war, the Council's purpose shall be

- ... to utilize some of the power of advertising in the interest of all the people;
- ... to give by its use an example of advertising as a social force in a nation at peace;
- ... to give a continuing demonstration of the willingness of business to cooperate with national leaders and leaders of government;
- ... and, by these means, to conduct on the highest plane the finest type of public relations possible for advertising and business.

The Council proposes to steer clear of politics and pressure groups; to become the servant of no particular organization, whether business or government; to place the interest of the nation and the people first at all times.

War is a period of national danger—of danger so threatening as to be obvious to all. Our national dangers will not end with the war—they will merely become less obvious. If we are to combat the problems of post-war successfully, we will need unity of thought and unity of action. Advertising can continue to help achieve that unity. And by thus serving the common good, it can best serve itself and those who use it.

THE CROWELL-COLLIER PUBLISHING COMPANY

601 THIRTEENTH STREET, N.W.
WASHINGTON 5, D. C.

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
COLLIER'S THE NATIONAL WEEKLY

*File
S.T.C.*

OFFICE OF THE MANAGER

December 8, 1944

(1)

*PP2
9030*

Dear Steve:

As on many previous occasions, I am greatly indebted to you for facilitating the President's letter to Mr. Thomas of the War Advertising Council.

Again my deepest appreciation and thanks.

Kindest regards.

Sincerely yours

Bel

William Hillman

Mr. Stephen F. Early
The White House
Washington, D.C.

HILLMAN, William (Bill)
The Crowell-Collier Publishing Co.,
Washington, D. C.
10-4-43

P.P.F.

9030

Sent to Mr. Early a report on the War Advertising Council made by Mr. Albert E. Winger, Executive Vice-President of the Crowell-Collier Publishing Company before the National Publishers Association Convention, 9/14/43. It carries the President's letter of 9/8/43 to Mr. William B. Warner, President, National Publishers Association.

See - PPF 8510

MEMORANDUM FOR: GENERAL WATSON
MISS TULLY

FROM: MR. EARLY
Feb. 16, 1944.

P.P.F.
9030

Mr. Early writes re the President receiving some two hundred men and women on March 8th, who are being brought to Washington for "off-the-record" indoctrination talks. ----- Gen. Watson, March 6th, sent memo. to the President saying the attached from O.W.I. explains the object of the proposed meeting set for Wed. afternoon at 4:30, with the War Advertising Council. States it contains a suggestion for the President's remarks to these gentlemen. There will be about 200 and unless otherwise decided, the meeting will be in the President's office with those attending standing up. --These men are a few carefully chosen newspaper and magazine writers.

SEE - 196
AS

LUCKMAN, Mr. Charles
President, Peoplesdent,
Chicago, Ill.
Mar. 10, 1944.

9030

Wrote the President expressing his appreciation for all those who were with the President on Thursday afternoon. Further states that none of them would be worthy of being called a business leader if he permitted a political haze to obscure the fundamental wisdom of the President's remarks. In closing Mr. Luckman states that he was happy to hear the President say that his pleasure in listening to Bob Hope equalled their arranging for him to appear. ---The President replied Mar. 14, 1944, stating that he enjoyed talking to the War Advertising Council which has been doing great work in furtherance of the war effort. In closing the President states as a guest of the White House Correspondents Association at their annual dinner, he thoroughly enjoyed Bob Hope, and is sure that the Association has thanked Mr. Luckman for his generosity in arranging to have him there.

See - PPF 8715

mog

KIMBALL, Mr. Dan A.

Director of Government Operations;
The General Tire and Rubber Co.,
Washington, D. C.

Mar. 10, 1944.

PPF

9030

Wrote the President saying that he was very impressed by the President's talk to the War Advertising Council re inflation. Encloses an extract from a letter received from a technical representative of the above company who is now operating in Kuming, China. Thought the President would be interested in a general idea of the economic situation in this area. ---The President replied Mar. 14, 1944, thanking him for sending the report from his representative in China regarding the effects of inflation on the daily life there. The President agrees with Mr. Kimball that if anything of this kind should ever happen in the U. S. we would certainly be in more trouble than we ever imagined. In closing the President states that the work that the War Advertising Council is doing is an extremely important one and he is happy to have had the opportunity to talk to them and to their friends here in Washington.

See - PPF 8716

WEST, Paul B. - Pres.
Association of National Advertisers, Inc.
New York, N.Y.
March 14, 1944. Ackd. 3/20/44

P.P.F.

9030

Let to Mr. Early thanking him for his assistance in bringing about the meeting between the President and the War Advertising Council. This is attached to prev. corres. re meeting.

See: 196

lok

REPPLIER, Theodor S. - Gen. Mgr.

War Advertising Council, Inc.

Washington, D.C.

Mar. 15, 1944. Ackd. 3/16/44

P.P.H.
9130

Let. to the President thanking him for receiving group of 200 industrial and advertising leaders who assembled in Washington for an all-day conference on March 8. Above corres. is attached to prev. re arranging appt., etc.

SEE: 196

iok

WINGER, A. E.
Chm. Magazine Committee,
The Crowell-Collier Publishing Company,
NYC., N.Y.,
March 28, 1944.

2.2.44
9030

Writes the President that on March 28th the President received some business men who had been invited to Washington by OWI to meet with the Army, Navy, and WPB, together with the War Advertising Council. Said that at that time the President spoke about the problem of inflation. States that the President's letter of Sept. 8, 1943, addressed to William B. Warner, President of the Nat'l Publishers Ass'n was very helpful in securing continued support of over 480 magazines, contributing a page a month to the magazine anti-inflation campaign. Is sending a portfolio with proofs of the advertisements that have been published which he thinks the President might find interesting. Mr. Blake 4/4/ sent memo. to Mr. Walter Brown in re a draft. --Mr. Brown, April 5th, sent memorandum to Mr. Thomas Blake attaching draft of letter to the War Advertising Council in accordance with suggestion by Justice Byrnes and Judge Vinson.--Mr. Early, April 5th, sent memo. to the President saying the draft for the President's signature has been approved by Jimmy Byrnes and Fred Vinson. Pencil Note: "STE Shouldn't this be marked "Personal" --I don't want it to be given out. ---President said OK if address changed to War Advertising Council instead of Colliers.--- The President, April 5th, wrote to Mr. A.E.Winger as Dir. War Advertising Council. The President thanked him for his letter and the portfolio and said he had been looking over some comparisons in the Bureau of Labor Statistics cost of living index. On April 15th, 1943, the President signed the "Hold-the-Line Order" against inflation, the cost of living index then stood at 124.1. On Feb. 15th, 1944, the cost of living index was 123.7, and reports for March indicate a further slight decrease. The fact that during the last year this has succeeded so well in holding the line against inflation is highly gratifying to the President. The President commented on work done by the various agencies along this line. The President commented on the fight against inflation and stated our success was due to combined efforts of all Americans. The President praised the work which the War Advertising Council has done and said they had demonstrated just how effective such an advertising campaign can be. The President said he was relying on the War Advertising Council to continue its patriotic efforts. - - Mr. Early, April 7th, wrote to Mr. William Hillman, Crowell-Collier Publishing Company, Washington, D. C., thanking him for letting him (Mr. Early) see the enclosed letter in connection with Mr. Winger's letter to the President of March 28th. Mr. Early said he was returning it as requested.

See - 327

AS

WINGER, A. E.
Director, The War Advertising Council,
New York, N.Y.,
April 25, 1944.

P.P.F.

9030

Writes the President sending copy of the report made to Magazine Publishers on the Economic Stabilization Campaign. States the President's letter, contained in the report, makes it an impressive and persuasive document to all of those who have been concerned in this campaign. --Mr. Early, May 16th, wrote Mr. Winger saying that the President had referred to him Mr. Winger's letter with the report to the Magazine Publishers of America. Mr. Early said the President requested him to thank Mr. Winger for the sentiments expressed in his letter and to ask Mr. Winger to tell the other members of the War Advertising Council how grateful the President is for their continuing efforts in the fight against inflation.

SEE - 327
AS

MEMORANDUM TO HON. JAMES M. BARNES

Aug. 30, 1944.

9030

Mr. A. E. Winger, the Crowell-Collier Publishing Company, stating that the National Publishers Association will hold their Annual Convention Sept. 18-19, requests a letter of greeting from the President to be read at the convention. - Encloses an editorial entitled "Advertising and the War Effort," and also a pamphlet entitled - Holding the Line. - On Sept. 4, 1944, Mr. Barnes in a memorandum for Mr. Hassett forwarded the above letter and suggests that Mr. Winger's request be granted. Makes suggestion as to the content of the President's letter. Further states that Mr. Winger suggests having the letter addressed to him as Director of the War Advertising Council. - Memo to Hon. Elmer Davis from Mr. Blake dated Sept. 6, 1944, forwarding the above letter from Mr. Winger and requests a draft of reply for the President's signature along the lines suggested by Mr. Barnes. - Memo to Mr. Blake, undated from Mr. Elmer Davis attaching a suggested letter to the National Publishers' Association for the President's signature. - The President on Sept. 8, 1944, in a letter to Mr. William B. Warner, President, National Publishers Association, New York, N. Y. expressed his appreciation to the National Publishers Association for their outstanding contribution to the prosecution of the war. Their support of the Economic Stabilization information program and of war bonds, and their campaign on wood-cutting and paper conservation, have been notable examples. The President further states that he has noted especially the broad and valuable participation of the magazines in the program to inform the public of the wartime problem of inflation. The President has always believed that the American people would respond wholeheartedly in meeting any national problem, if it were explained to them clearly and if they were told how they could help. The cooperative response of all groups to the Government's efforts to prevent run-away prices has clearly confirmed this faith. However, the danger of inflation will remain great even in the reconversion period, and the task of informing the public of this continuing problem must be carried on the unabated vigor. In closing his letter the President states that the accomplishments of the National Publishers Association has set a new pattern in public service advertising, and the President hopes that this cooperation will continue to be available to Government and to the American people during the difficult period of post-war readjustment.

See - PP^W 8510

MEMORANDUM

10-16-44

P.P.H.
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Memorandum that Mr. Paul West, Chairman of the War Advertising Council phoned. He would like to see Mr. Early to talk over informally his views in converting to peace. They want to combat any tendency toward isolationsism. - -Mr. West will be here today and tomorrow. He says Mr. Early will remember him in connection with the March 8th visit of the Council to the President.

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