

COLLIER'S

700294

In reply please
refer to: 2364

AUG 26 1944

Dear Mr. Chenery:

Thank you for your letter of August 14, 1944,
enclosing a rough proof of Collier's editorial "Advertising
and the War Effort."

Sincerely yours,

(Signed) J. W. Fehle

J. W. Fehle
Executive Director

Mr. William L. Chenery,
The Crowell-Collier Publishing Company,
250 Park Avenue,
New York 17, New York.

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August 14, 1944

Mr. John W. Pehle, Asst. to Secy.
Department of the Treasury
Washington, D. C.

Dear Mr. Pehle:

"Advertising and the War Effort" is the title of an editorial Collier's is publishing in its issue of August twenty-sixth.

The war has thrown new light upon the American system of private enterprise and upon the effectiveness of advertising in making ideas of national importance plain and persuasive.

Hoping that this might interest you, I am presuming to mail a rough proof to you in advance of publication.

Sincerely yours,

William L. Cheney

William L. Cheney

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Advertising and the War Effort

BEFORE this war, the radicals and business leaders said that private enterprise would not survive another world conflict. America were taken over by the government during the first World War. They said that the government had brought order out of chaos. There was some truth in this observation. So in following, it was concluded that all large business would be managed by the government the next time a great war

Behind these forecasts was the fact that maybe government management would prove to be more efficient. The background also was the old American political hostility to business organizations. Our standard of living was made possible by the ability of large business organizations, but politically we had been opposed big business.

Reformers were gunning particularly at advertising. To them, advertising was a sheer economic waste. They thought, and they told congressional committees and ladies' clubs and anybody else who was willing to listen, that if only the advertising we wanted we could buy much more cheaply tooth paste and soap, clothing and food and all of the other luxuries and necessities that make up our standard of living.

Of course, these assumptions were wrong. As everyone knew, who knew anything about the making of large quantities, advertising was the tool that created large quantities of goods at a standard of living.

Most of this was forgotten during the years that led up to the second World War. Business got a boost during the depression and during the succeeding years never regained its self-confidence. So when the prophets of doom began their dismal forecast, a great many businessmen thought that private enterprise had really come.

It has not turned out that way. The government has established controls and set up goals. In wartime the government must assume responsibility for national defense. Private enterprise, however, has borne the burden of the miraculous production that is now helping to win this war.

By every test, private American enterprise has been proved to be the most fruitful method of production known to mankind. The United States has not had to look to Great Britain or Russia for help in producing guns, ammunition, trucks, food or clothing. Russia has looked to us, and Prime Minister Churchill and Premier Stalin have acknowledged the very great contribution made to Russian victories by American tools of war.

The private industry of the United States has included every country in conflict with the Germans and the Japanese. The capacity of American industry to produce has been something unparalleled in the world. The creative energies of millions of people, intelligent, intent on saving their freedom, have written new chapters in history. It is the sober truth that the United States has been the warehouse of ideas, of productive methods, of inventions upon which the nations of the earth have drawn. Private enterprise has been the arsenal of democracy upon which all nations in various ways rely to liberate themselves from the Germans and the Japanese.

So advertising, voice of American industry, has been publicly denounced by some as wasteful, sometimes despised as marked for destruction by extremists in various governmental agencies, has modestly accomplished tasks essential to a free world. In the process, advertising has been valued and improved. It has risen to a great opportunity and given a new importance and a new dignity.

Getting any idea clearly understood by millions of men and women is an especially vast undertaking. One can give orders, but until an order is clearly understood, it cannot be obeyed. Presidents and administrators can make suggestions and appeals, but until the suggestions are understood and the appeals are accepted as reasonable and sound, they are without effect.

Advertising is the modern program for stating ideas and suggestions plain and persuasive. The essence of advertising is the distribution of information in understandable and pleasing form. Pictures, type, arguments illustrated by words or photographs, comedy, dramatics, music—all of these human devices to catch interest, to hold attention, to win approval, to convince, have to be employed. These are the familiar ingredients of the art of advertising. They have been used at times poorly and for unworthy causes. They have been used in this war successfully and honorably in great cases.

Soon after we entered the war, the national government, after much debate, decided to use advertising as a means of winning public support for war projects. The public was asked to buy War Bonds, to conserve food, to salvage metals and paper. We were urged to take the complicated steps necessary to achieve some degree of economic stabilization. Young women were called upon to enlist in the War and the Waves and other branches of national service.

The response of the public to these appeals has been magnificent. The government has performed no miracles, but in practicable human fashion the war goals are being approached. So advertising has been firmly established as a vital instrument of public service. The war itself has proved that, through advertising, democratic people can be persuaded quickly to take action necessary to their whole national defense.

Other advantages, quite unexpected, have resulted. For much of the advertising the government has paid nothing. While Washington was meditating upon the advantages and political complications of buying advertising for national purposes, industry itself organized the War Advertising Council, composed of advertisers, advertising agencies, newspapers, magazines, radio, outdoor advertising and other groups, to mobilize the advertising energies of the country for war. Corporations that had been advertising their own products, voluntarily donated their money, time and space to the advocacy of public causes designated by the government. During 1943, advertisers actually contributed over \$300,000,000 to carrying on the various informational campaigns that our government wishes to present to the American people.

Advertisers who gave their money, their energies, and their integrity to these efforts were moved by the same unselfish considerations that persuaded other men and women to give whatever they had to the national defense. Few, if any, saw advantages accruing to them from these contributions to the government and to the winning of the war.

The businessmen who refrained from advertising their own wares in order to use their space for governmental purposes, however, are being rewarded by a new friendship from their consumers. The manufacturer who used his space or time to help in the war effort has by that fact established a reputation for public service that has given added confidence to his product.

Nobody set out at the start of this war to prove that private business enterprise was the most productive of the available ways of making the most weapons in the shortest time, nor did anybody hope to find a new justification for advertising or for advertisers during a world war. What has happened is merely a by-product of relentless concentration upon the winning of the war. For this very reason, it is the more firmly established.

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