

Public Service Advertising Sponsored by Business

By SAM DAWSON

New York, Aug. 26 (AP)—American businessmen think there are many things you should know, for your own and your country's good. And no longer are they leaving it to chance or to your own wandering attention.

They are leagued in a drive to help fight on our side of the cold war; you ought to go to church; the country needs more nurses; the country needs your help in building a reserve of steel scrap; and the way Americans do business is better for you than the way either the communists or socialists do business.

All these add up to one thing really — businessmen think it's better to persuade you to do something voluntarily than for the state to make you do it.

Probably you have noticed all these slogans, and more, in recent months, either in page ads in your newspaper or magazine, or on your billboards as you drive along, or in messages mixed in with your radio programs.

It's what the admen call public service advertising.

And while many business firms do it on their own, business and industry in general have banded together for a national drive through the advertising council, a group which is carrying over into the cold war what the ad boys did for the country during the shooting war.

Public service advertising has increased sharply, the council says today in its seventh annual report, even at a time when business has entered the buyers' market which puts premium value on all advertising space.

The council describes itself as "a private, non-profit, non-partisan organization supported and operated by advertisers, advertising agencies and the advertising media groups, for the purpose of utilizing advertising in the solution of national problems." As you might guess, when the council uses the word adver-

impres upon you such a variety of things it capitalizes it.

Last year the council screened 1234 requests from private organizations or government departments, and decided to help out in 57 of the drives. Some of these, in addition to those mentioned above, were: Care packages, the Freedom Train, reduction of traffic accidents and of forest fires, promotion of armed forces prestige, better schools, Community Chests, the fight against tuberculosis, the Red Cross, tolerance, and U.S. savings bond drives.

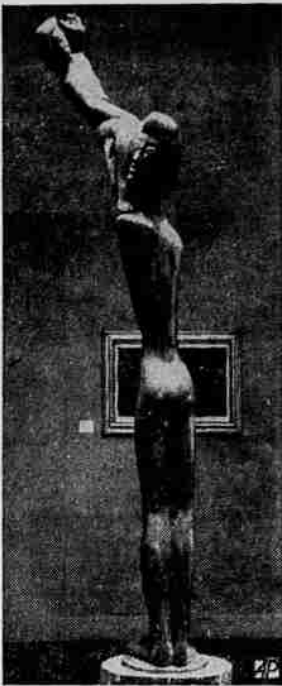
To bring these things to your attention over and over, the council used varied means and outlets.

The nation's newspapers ordered 476,867 council ads, to which they gave free space. In addition, local, regional and national business firms ran the council's messages in their own ads in newspapers, paying for them in the usual way.

More than 1000 magazines contributed space. And 32 comic books carried full-page cartoons with a council message each month.

On the nation's highways, 75,000 posters were pasted on billboards. In public buses, streetcars and subways more than a million car cards were given free space, and on platforms 14,687 posters were displayed. Radio stations gave time for what the council calls 14½ billion listener impressions. It is expecting great help this year from television.

Copy for these council ads is prepared through voluntary and free services of the nation's advertising agencies. The council says the value of these con-



'Mother' in Wood—Concetta Scaravaglione, New York City art student in Rome, showed this "Mother with Child" in wood at an exhibition in the Caffarelli Villa, Rome.

tributions runs into millions of dollars. The council's own budget for preparation and distribution of public service advertising last year totaled \$520,415, raised by voluntary contributions of business firms.

It's quite a business, this seeing that you know about the American system. Businessmen are doing it because they feel it is up to them to see that you know more about our way of doing business and why it is best.

Unofficial temperatures of 100 degrees below zero have been known on Mount McKinley in south central Alaska.

Program Rounded Out for Soil Conservation Day

Aumsville, Ore., Aug. 26—Final steps were being taken this week to round out the program for the Willamette valley's "biggest" good land use show, to be held on the 653-acre Irvin Bartel's farm near Shaw, north of Aumsville, Saturday, September 17.

Representatives of the Oregon State Grange and Santiam soil conservation district, co-sponsors of Willamette valley soil conservation day, said that, barring rain, the field day will be run off on schedule with a day-long program of conservation-farming practices and demonstrations.

The event, which is expected to bring together the largest number of farmers and ranchers ever to assemble in the Willamette valley, has one main aim, according to its general chairman Bob Schmidt of Albany.

"Our goal is to get more farmers in the Willamette valley and the Pacific northwest to swing over to soil conservation," he said. "Conservation farming is long over-due on many of our farms. We believe a field day is one of the best ways to sell good land use to a large number of landowners."

Schmidt said that each of the major field day committees, including technical planning, general arrangements, parking and traffic control, food concessions and speakers, are set to play hosts to several thousand farmers, ranchers, home gardeners and townspeople.

He pointed out that the Bartel's farm, where the field day will be held, is "not the best farm in the Willamette valley, nor the worst." He described the farm site as an "average" one.

Conservation work applied on Bartel's farm will be done with the assistance of U.S. soil conservation service technicians and the state extension service. The work will include laying out of 246 acres of contour strip-cropping for soil and moisture control, use of crop residues on 150 acres, subsoiling, fertilization of 80 acres of cropland, chemical treatment of weeds and brush, construction of one mile of con-

Bells to Ring For GAR Vets

Indianapolis, Aug. 26 (AP)—The governor of Indiana today asked 500,000 residents of this city to suspend business for an hour next week and ring church bells in tribute to six civil war veterans who will attend the last encampment of the Grand Army of the Republic.

Gov. Henry F. Schrickler called for the tribute to be paid during a twilight parade at 6:30 p.m. next Wednesday, last day of the 83rd annual encampment that will end the GAR forever.

Six of the 16 surviving boys in blue, the remainder of an organization that once numbered

400,000, will arrive by Sunday. They ranged in age from 100 to 108, if their condition permits.

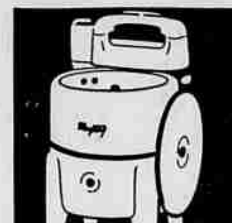
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