

MEMORANDUM FOR MR. HEENEY:

RE PUBLIC INFORMATION

It seems apparent from recent letters and from conversations, that Mr. McLarty is desirous of getting Public Information started in a positive way and at the same time free himself from the many details which are being brought to his attention daily even though there is no active development in this phase of war activity. Mr. McLarty has intimated that a useful purpose would be served by having an experienced advertiser suggest an organization under which Public Information could be carried out. There are no lack of organization plans. We have on file a record of the British set-up and also the one under which the United States operated during the last war. There are, as well, suggestions for our own. In my opinion, what we really need is not a plan but someone to actually commence the work. Given this active direction the needed organization would soon shape up, in fact, to start off with anything in the way of an elaborate organization would probably mean the gathering together of personnel in advance of any need for their services.

One man with imagination and experience in Public Relations is worth all the plans we can put together.

W. J. T.

W.L.M. King Papers, Memoranda and Notes, 1933-1939
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