

BOSTON LOYALTY WEEK

BOSTON WORKS!

BOSTON FIGHTS!

BOSTON IS AT WAR!

.....
Boston, Massachusetts - July 30 to August 4, 1944, inclusive
.....

This report must naturally be tentative inasmuch as the date of the program is two weeks away and many of the details have not been completed.

on the beginning of yet

OBJECTS:

1. To promote ^{*the purposes for the creation*} ~~purposes~~ of the War Manpower Commission.
2. ^{*to*} Reduce absenteeism and turnover.
3. To keep war workers on their jobs.
4. To ^{*transfer*} recruit workers from non-essential to essential industries.
5. To bring unemployed women into war industries.
6. To put new life and vigor into Boston patriotism.
7. To serve as the beginning of a constant drive for the purposes of War Manpower Commission until the war is over.

industrial to generally manufacturing

papers
SPONSORS:

8. ~~To effect some advance from the...~~
Retail Board of Trade of Metropolitan Boston and war industries. At the present moment more than 100 stores and industries are signed up to cooperate. Most of the stores will make a display of posters and other such material and they will also exhibit war products and men and women engaged in making them. The stores will use part of their advertising space in the newspapers to draw attention to the War Manpower problems. They will also use some of their radio time. Both stores and industrial corporations will finance a series of posters that are now in the process of development. These posters will be used in the stores for general distribution and for outdoor advertising.

SPONSORS:
(Continued)

A meeting of representatives of all the stores will be held at this office Monday afternoon, July 17, at two o'clock, when final plans will be worked out with their full cooperation.

A meeting of representatives of all the industries will be held at this office, July 17, at four o'clock, for final plans which will be worked out with their full cooperation.

SHOT OUT OF THE SKY: This is an Army Air Force show which, among other things features Japanese and German Planes that were shot out of the sky. The displays of the show require about three acres of land. It is conducted by about 100 soldiers and 50 WACS. It will be located on Boston Common every day for five days. At noon there will be a program of music and speech making and every night for five nights another program will be conducted with music and speech making.

This show will open on July 30 on Boston Common with program of more than an hour. One-half hour of the program will be broadcast over Station WBZ, 50,000 watts, the most powerful station in New England. A message from the President of the United States will be read over the Air. Messages from important officials of the Army, Navy, a speech by the Mayor of the City, a message from the Regional Director of War Manpower Commission, a message from the State Director and the Area Director, an official of the Army will broadcast a description of the show.

CHURCHES: On Sunday morning, July 30, a message will be read from all of the pulpits of outstanding Catholic, Protestant and Jewish churches proclaiming LOYALTY WEEK, and its purposes.

MEMORIAL SERVICES: One day will be set apart to memorialize the men who have died in this war. It will be broadcast. A eulogy will be made by representatives of the Catholic, Protestant and Jewish faiths. Ceremony will be presided over by a suitable person not yet chosen.

SPEAKERS: We will have a number of speakers during the week at meetings on open spaces and over the radio. These details have not yet been worked out. On this hook-up patriotic and martial music will be played by the Boston Symphony Orchestra. The presiding official will be Powell M. Cabot, War Manpower State Director for Massachusetts.

Previous to this coast to coast hook-up, a dinner will be

airplane - Symphony Band

national radio

climax

SPEAKERS:
(Continued)

given by the Boston Advertising Club at one of our prominent hotels to Under-Secretary of the Navy, Mr. Bard, who will speak Wednesday evening, August 2, on the coast to coast hook-up. Distinguished guests made up of the Army, Navy, Marine Corps, Coast Guard, etc., together with civic leaders will sit at the head table and some will make speeches.

RADIO:

All during the week beginning Sunday, July 30, and ending Friday night August 5, we shall use the radio considerably with spot announcements and programs; music and speeches 15 to 30 minutes.

PLEDGE OF LOYALTY:

A pledge of loyalty attached hereto has been written by the noted author, John Marquand. It will be made into a motion picture recited by the Mayor of the City and shown every day and night in all of the motion picture theatres of Metropolitan Boston.

MOVIES:

Six motion pictures dealing directly with problems of the War Manpower Commission will be used at every show in many of the theatres during the entire week.

Marquand