

a basis as can be arranged. His prime mission will be to keep in touch with newspapers, magazines, radio and television people in New York and furnish guidance and information on chemical industry activities as the opportunity offers. New York is the communications hub of America and MCA ignores it at its peril. The arrangement described here recognizes its importance, but at the same time keeps full control inside MCA headquarters.

The fourth and final staff addition we propose is a person skilled in communicating with women. The chemical industry very badly needs the support of this specialized and numerous group and fortunately has much to say to its members. On a systematic and programmed basis we should tell them how our research and our products have made their lives easier and more enjoyable, how we have helped them in their domestic tasks, helped them in their clothing and grooming, made their homes more beautiful at reasonable cost, made their gardens and flower beds more colorful and helped fill their shopping baskets with more nutritional foods. We feel that our previous work in one section of this field proved its worth and showed the opportunity that lies there. It is not hard to visualize how readily our food additive publications can be converted into program materials for women's clubs. Other opportunities will certainly develop as the Program Planner deals with other chemical industry problems.

The loyalty of women can help us tremendously if they understand the facts about food additives, labelling, water pollution and even plant safety.