

# Letters from Here and There

U.S. NAVY RECRUITING  
STA., SEATTLE  
300 120th Avenue NE  
Bldg. 1, Suite 200  
Bellevue, Washington 98005

In reply refer to:  
NL:SEA:JLF:db

Mr. Howard Rock, News Editor  
Tundra Times  
510 Second Avenue  
Fairbanks, Alaska 99701

Dear Sir:

In light of recent policies concerning advertising by various recruiting groups within the military, I feel that it is necessary to write to you and state the Navy's policy concerning this and the origin of that policy.

Over the past years, we have depended upon the news media to handle our advertising as public service notices and we have enjoyed the cooperation of the

news media in gaining this time and space. However, the advent of paid advertising in this area has begun to cause us a certain amount of conflict in reaching an understanding with the newspapers, radio stations and many others. The Navy Department has taken into consideration the cost of this advertising and compared it to the cost of maintaining the various ship types and shore activities and has concluded that the cost of facility maintenance and purchase of new equipment does not leave enough money for paid advertising in the recruiting effort, despite the emphasis being put on recruiting today. The need for a well-equipped and modern Navy outweighs the cost of advertising and the Navy Department cannot justify any further requests for funds from the Congress of this country. Hence, the Navy Department, in upholding Defense Department regulations concern-

ing this matter, has directed that we will not obtain paid advertising, but will continue to do our best to place advertising in the category of public service.

I fully realize the problems that you must encounter when you are approached by two groups trying to place advertising when one can pay for it and the other is unable to do so. It is equally frustrating to us, but we must do whatever we can within existing regulations. We sincerely hope that we may count on you to continue your support in helping us find and enlist qualified young men and women in the Navy for our truly vital role of national defense.

Sincerely,

J. L. FREDERICK  
Commander, United  
States Navy  
Commanding Officer