

People to People

NEWS

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The People-to-People Program is rolling. Committee organizational work more than a third done.

Most of 41 committee chairmen have completed their membership rosters, and 16 committees have held their organizational meetings.

Seven committees already shaping "hospitality" plans. . . each in own field. Idea is to give overseas visitors warmer U.S. welcome. . . a more meaningful look at American life at home and at work.

More overseas names. . . names with U.S. ties. . . this is one of first undertakings of Letter-writing Committee. Naturalized citizens will be encouraged to supply names of overseas friends, relatives.

How to get better books. . . No. 1 problem of book collection drives. Books Committee's first step now is printed circular. . . to tell what kind of books do most good overseas.

Guide for travelers abroad is in Public Relations mill. Theme: "When you go, make a friend for yourself, your industry, your country.

These are starters. . . examples of what some committees are doing. . . now. Committee blueprints for future go much further.

Many are now busy translating ideas to action. . . Veterans with 18-point program. . . Armed Forces with world-wide activities.

Pilgrimages. . . publications. . . letter-writing included in Veteran approach. Topped by evaluation of results.

Americans across the country are learning about "People-to-People." More than 200 papers, in big cities and small towns alike, have carried stories. Most papers front-paged White House Conference.

Wire services dispatched complete accounts---Marvin L. Arrowsmith for AP, Merriman Smith for UP, and Robert H. Clark for INS. All major newsreel companies carried portions of President's talk.

Many chairmen made additional publicity for program upon return home. Example: Eugene Ormandy, conductor of Philadelphia Orchestra and Music Committee, featured in column-long interviews by Philadelphia papers. Sample headline: "Ormandy Group Plans Closer Ties with Other Countries."

Hobbies Committee chairman, H. L. Lindquist, authored two pages in STAMPS describing how hobbies can help in the program.

Said Mr. Lindquist about program, "Successfully carried out, it could be means of changing world history. . ."

Others, like Lewis K. Gough, used People-to-People as speech themes.



Non-government financing of program must continue to be basic principle. That is No. 1 decision of Special Task Force on Finances headed by Dr. Albert C. Jacobs. Decision No. 2: exploration of all potential private sources.

How to finance is People-to-People's most immediate dilemma. White House Conference hashed & rehashed it. . . finally put problem in hands of Jacobs' group.

Among first groups setting pace under new People-to-People banner is Business Council for International Understanding. Officials of 35 leading firms doing business overseas came to September meeting, some across country.

Dozen specific People-to-People measures received green light. Most require action of individual firms. Examples: greater use of industrial films and technical publications around world. . . language classes. Some are group projects: labor-industry exhibit centers in key cities abroad . . . exchange of company case histories.

On Business Council's immediate calendar is a business workshop at Columbia University's Arden House. . . now set for February. BC and CU are joint sponsors. Theme: how to improve company overseas programs.

Advertising Organizations Committee sees People-to-People as program ". . . to make America's peaceful intentions and our democratic ideals understood and to work for a true partnership with other peoples to gain their sympathetic understanding in a happier, friendlier and more peaceful world."

In committee plans: training fellowships for foreign advertising people . . . exhibits of American advertising for international shows. . . promotion of People's Capitalism concept.

Cartoonists Committee will exploit common language of humor. With cartoons they expect "to make clear the peaceful policies of our country and the countries of the free world, as well as to delineate clearly their economic social, religious, and cultural principles."

Specifically, cartoonists point their drawing pencils at:

- * Overseas visits by cartoonists to and from U.S.
- * Comic books & cartoons to interpret democracy.

Magazine Committee wants to aim before firing. . . is sending a fact-seeking questionnaire to magazine representatives overseas. Object: to find out reading habits and preferences abroad.

Findings will be used to sharpen aims of U. S. magazine collection drives.

Banking and Insurance Committee made into two committees. Fred F. Florence, president of American Bankers Association, Dallas, chairmans Banking Committee. . . Frederic W. Ecker, president of Metropolitan Life Insurance Company, New York, chairmans Insurance.

As preliminary move, Mr. Florence plans pilot regional luncheon, in Dallas. . . Texas style. . . 500 guests. Aim is to focus regional attention on program in Southwest. If successful, idea may be tried in Chicago, New York, Cleveland, other large cities.

Farm Committee is asking U.S. agricultural attaches abroad for suggestions to help shape farm group action. Plans also being made for more neighborly association: tourist help. . . hospitality. . . student exchanges.

ACTIVITIES IN U.S.

Resolutions pledging support to People-to-People Program coming in from national organizations. . .Photographic Society of America. . .three stamp groups: American Stamp Dealers Association, Association for Stamp Exhibitions, Inc., and National Philatelic Museum. Brand Names Foundation, Inc., declared itself in support of People-to-People and ready to be of service.

Earlier, VFW, Eagles, American Legion had adopted resolutions.

A thousand hotelmen from all corners of world expected for International Hotel Conference in Washington next month. Hotel Industry Committee lending cooperative hand. Each visitor will receive "Window to America" to give him picture of U.S. Old-fashioned Thanksgiving Day dinner scheduled.

Darien-Mercara Committee of Darien, Conn., is now incorporated as voluntary non-profit association. Articles describe purpose: ". . .to encourage and foster friendly cultural relations between the residents of Darien and the residents of the Republic of India, generally, and the Municipality of Mercara, particularly. . ."

Hundred thousands books is goal of Chicago city-wide book collection drive now running. Chicago Council on Foreign Relations is sponsor. . . Foreign Affairs Committee cooperating. Similar drives tentatively booked in Pittsburgh, Cincinnati, Indianapolis, Dallas, Fort Worth.

Juniata College students collected 1,300 volumes in Huntingdon, Pa.

Atlantic City and Royan (France) are embarking on affiliation program. Royan's Mayor Max Brusset visited Atlantic City for kick-off. After fitting ceremonies, plans were laid for exchange of visits next summer.

Six N. J. high school students will live briefly with Royan families. . . six French youngsters will become temporarily Atlantic Citizens.

Next event in Hagerstown (Md.) and Wesel (Germany) affiliation program is Alsatian Mummer's Parade. . .sister city friendship to be featured. Two German teenagers attending Hagerstown school this year to have places of honor.

A New Orleans committee appointed by Mayor deLesseps S. Morrison is studying possibility of town affiliation with Bremen, Germany.

American Bookshelf, 99-volume paper-back library, faces big Christmas season. . .several People-to-People committees pushing it.

Distributed through CARE, Inc., on non-profit basis, these portable libraries may be purchased by individuals and private groups for \$30. USIS posts throughout world assist CARE in putting books in libraries, schools, hospitals.

CARE reports more than 1,000 bookshelves dispatched by private buyers . . .100,000 volumes representing American taste in literature.

COMMUNIST ACTIVITIES ABROAD

Communist programs with their distortions of U.S. are being jacked up. New areas. . .new quality.



Red China is moving in on Oriental movie market, according to Singapore report. Red Chinese picture there smashing all box office records. . . Movie well made technically and artistically. . . good colors. . . nostalgic appeal in story which recalls China's past glories.

Russia concentrating on Middle East, Africa. They cut prices. . . hold prestige showings in embassies. . . use block booking to tie propaganda with non-propaganda good films.

Samples of what people overseas are reading and hearing about America:

* When Attorney General recently added names of two organizations to official list of Communist "fronts," TASS, Soviet press agency, promptly deplored the action in one of its dispatches. . . called it "persecution of progressive organizations." Such is the double talk through which Soviet propaganda defends by counterattack.

* From East German broadcast referring to American troops: ". . . it does not exactly reflect honor upon the 'Free World' that the defense of Western civilization is in the hands of idiots."

* PEOPLE'S DAILY, Chinese Communist party organ, warns Britain, France that U.S. is trying to take advantage of their difficulties as a result of Suez conflict in order to sell them American oil.

U. S. OVERSEAS

Old magazines from U.S. donors plus newsstand returns are getting exhausting workouts in Bombay and Hyderabad libraries, report from India says.

Magazines are put out in bins. . . patrons borrow three at a time. . . each circulates 15 to 24 times. By then they're tattered & worn out. Librarian found that binding between boards increases life of some magazines.

Since stepped up magazine service, library attendance has increased by 30-50% at Bombay, 30-40% at Hyderabad.

Forum of Free Enterprise, newly formed in Bombay, would like samples of outstanding U.S. advertisements showing how free enterprise benefits citizenry . . . also speeches, books, and articles describing value of our system.

American reading room set up in store by Rotary Club of Taichung just isn't big enough to accommodate all patrons desiring service, Taipei reports say. Points up need for more U.S. reading rooms.

Books from U.S. . . the Bookshelf, technical books, children's books. . . in many instances are giving rural schools "their first books other than educational texts." So says report from Mexico.

READING: "Business Fights Communism Overseas" by W. Jack Butler, July-August issue of HARVARD BUSINESS REVIEW.

"Person-to-Person" by Leland Hazard, Vice President and General Counsel of Pittsburgh Plate Glass Co. Report on ten-week, 40,000 mile speaking tour in Far East. October issue of ATLANTIC MONTHLY.

For copies of this publication write to Public Relations Committee, PEOPLE-TO-PEOPLE PROGRAM, Post Office Box 896, Washington 4, D. C.