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c/o American Embassy
The Hague

December 10, 1949

TO: Roscoe Drummond,
Chief, OSR Information Division
FROM: Eugene Rachlin, Information Officer
ECA Mission to the Netherlands
SUBJ: Report of ECA Information Activities, The Hague
Months of October and November

Here, do this all year
do? Juid.

I. Summary of activities on major targets.

Unification. A start was made on two major exhibitions in the Spring in which the unity theme will be presented. At one (Arnhem) we will have our own building in which to tell the story; at the other (Rotterdam) we will tie the unity story in with the Rotterdam story -- a healthy Rotterdam depends on a healthy Europe. Plans now being developed by Harnden. (Details below on both shows.)

Discussions have been continued with Dutch Government officials on the use of other media to tell the unification story and as a starter, we have been pushing for wider distribution of the Benelux pamphlet, in Dutch and English, which is now in the process of being brought up-to-date.

Productivity. In cooperation with the Mission Labor Adviser and the Mission Industry Officer (in charge of technical assistance projects) we have participated in all plans for the labor delegation now in the States. In addition to pure publicity on their departure, we devoted a day to briefing them on what they will find stateside and what was needed from them on their return. I had individual sessions with the journalists on the trip. On their return in late December we will complete plans for movie, radio, pamphlet and speech outlets on their experience in the states and its significance to Dutch productivity.

On agriculture productivity, we have started operating on a series of articles and a movie, pegged on individual farmers who have successfully completed a plan for increasing productivity. We have also developed plans for the return of the Dutch agriculture team to the Netherlands and have the cooperation of the Dutch Government in plans for their getting their experiences over to the Dutch farmers via movies, radio, pamphlets and speeches.

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Dollar exports. We have worked closely with the Mission Trade Officer in translating and distributing material to leading businessmen and industrialists. I have also had discussions with officials of the Netherlands Chamber of Commerce in the United States and others on dollar exports. Plans for a pamphlet are in the formative stage.

II. Press Activities

A. Seven releases were prepared for the Dutch press and distributed through regular news outlets. They were:

- "Chief of ECA Mission Praises Penelux Agreement"
- "ECA Buys Dutch Diamonds for U.S. Stockpile"
- "Special ECA Group Reports on Foreign Trade"
- "Netherlands Trade Union Representatives to Visit the U.S. on ECA-sponsored Study Tour"
- "ECA Resumes Aid to Indonesia"
- "Farm Survey Group says Europe can Increase its Corn Yield"
- "Reduced Rates for U.S. Parcels to Europe"

B. Special Distribution

A release from Paris on Raymond Ogg's arrival in Europe for a tour through Marshall Plan countries to study agriculture productivity, was translated and released by the Ministry of Agriculture to the agricultural and provincial press.

The complete press release on the Washington press conference of the 33 Dutch farmers was translated, edited and released thru the Dutch Ministry of Agriculture to the farm and provincial press. Special emphasis on the individual interviews was made to appeal to local papers. Photographs *inlc.* included with these releases for the regional press. These stories got good play.

C. Special assistance to representatives of press, radio and films:

Walter Briggs, on special assignments for Chicago Sun-Times, Toronto Star and others, was given assistance in gathering material for a series on the Marshall Plan in Europe.

Sydney Clark was given ECA background for his article on the Netherlands for National Geographic.

At the request of OSR Paris, information on income tax system in the Netherlands was gathered for Bill Stoneman of the Chicago Daily News.

David Perlman was given material on land reclamation and interviewed Food and Agriculture Adviser Norton for a piece on the Zuyder Zee project for Collier's.

Stories and background material on the first release of Dutch counter-part funds and various pamphlets and story material was supplied Paul Mandel for a projected series on the Marshall Plan countries for National Geographic.

D. Special Stories in economic, labor, agricultural, provincial or other special papers:

The October issue of "Het Hotel, Cafe en Restaurantbedrijf" (the organ of the Netherlands Union of Hotel, Cafe and Restaurant Workers) carried the "Gift of Freedom" in its entirety.

The monthly bulletin of the Netherlands Chamber of Commerce for the United States carried a front page photograph of Mr. Hunter opening the new batteries at Coke Plant Maurits. It also carried a two-page spread of ECA end-use photographs with captions.

The complete text of the booklet on industrialization (one chapter on ECA), issued by the Dutch Ministry of Economic Affairs, was printed in the weeklies of both the CNV (Christian Labor Union) De Gids, circulation 170,000; and NVV (Socialist Trade Union) De Stem van de Arbeid, circulation 360,000.

A special issue of Het Parool, Independent-Socialist, Circulation 175,000, was devoted to industrialization.

The "Fabrieksarbeider," the weekly of the Catholic Factory Workers Union (KAB) ran a full, front page story of Labor Adviser Smith's speech at their biennial convention in the latter part of September.

The October issue of "The Knickerbocker" a magazine published in the U.S. for Americans of Dutch ancestry, carried two stories on ECA aid to agriculture in the Netherlands. One was based on the statement by Dr. Fitzgerald at the Utrecht Fair ECA Day here in September; the other on our release on Zuider Zee reclamation.

The November 19 issue of "The Christian Farm Worker" (organ of the Nederlands Christian Farm Workers Union) ran the full text of Mr. Hunter's farewell speech at Schiphol Airport to the departing labor delegation going to the U.S. under TAP.

The November 26 issue of Economisch Weekblad voor Indonesia (Economic Weekly for Indonesia) ran a full-page editorial on the resumption of aid to Indonesia.

E. Press Conferences

None.

F. Speeches by Mission Officers and Others.

On October 19 Labor Adviser Smith led a discussion on safety and industrial hygiene at a meeting of the staff of the Institute for Preventative Medical Care at Leiden.

Mr. Hunter addressed the Nederlandsche Maatschappij voor Nijverheid en Handel (Netherlands Institute for Industry and Commerce) in Amsterdam on October 31. His subject was "Business and ECA--The 1952 Objective." It received good coverage. Clippings have been forwarded to Paris.

On October 8, Mr. M. W. Holtrop, President of the Netherlands Bank, delivered an address on the occasion of the third "University Day" in Amsterdam. His subject dealt with the financial and economic prospects of Holland -- "after the devaluation." The speech drew considerable press comment. Translated copies were forwarded to OSR.

On November 3, Mr. Mayer, Industry Officer, spoke to the alumni in Economic of the Universities of Amsterdam, Rotterdam and Tilburg on ECA in European Post-War Planning. Attendance: about 50.

On November 4, Mr. Hunter addressed De Amsterdamsche Kring, an organization of leading businessmen in Amsterdam, on general topics, including the origin and purposes of ECA, its record to date, liberalization of trade, unification, convertibility of currencies, and U.S. Tariffs.

On November 19, Trade Officer Charles Cornish addressed an organization of Dutch students and young career men and women in Rotterdam on the subject "Netherlands Economy--its problems and perspectives." The speech was followed by general discussion conducted by Mr. Cornish.

Mr. Hunter addressed the Labor Organization "Rotterdam" on November 29, on the activities of ECA in the Netherlands. His speech centered around Benelux and unification problems.

On November 24, Mr. Keller gave a speech before the Hou en Trouw (Alumni Association of the Amsterdam Openbare Handelschool) on Progress and Problems of the Marshall Plan.

III. Radio

Interviews with the families of the Dutch farmers now in the U.S. under the Technical Assistance Project were recorded and sent to ECA Washington for rebroadcast in the areas in which the farmers were working.

This office cooperated with OSR on the Dutch program for the "This is Europe" series. In addition to arranging for singers and composers, we obtained from Godfried Bomans, a Dutch writer, a piece on the Netherlands which this office translated and edited for use on the show.

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The departure of the TAP Trade Union representatives for the U.S. was broadcast from Schiphol Airport over VARA, the Labor Party station, and included a short speech by Mr. Hunter.

Bill Murray of Armed Forces Network was given assistance for his daily broadcasts during his week's stay in the Netherlands. Govert Verbeul of the Dutch Ministry of Economic Affairs accompanied Murray, arranged appointments and background information for his series on Holland. Arrangements were made by this office for broadcasting facilities and other details.

John Secordari of ECA Rome Information Office made a series of recordings here on unification. He was given assistance in arranging appointments, background material and a Dutch assistant from this office accompanied him during his stay.

IV. Television

Shortly before the departure of the Dutch labor delegation for the U.S. we arranged for the Dutch Government to make a television show with members of the group for Telenews in New York. The show was released in the States in cities visited by the delegation. It was followed up stateside with local shots. Background for the commentary on this show was supplied by this office.

Further use of television is in the works. A few shows based on counter-part projects are now being prepared.

V. Movies

Work on the Walcheren film was completed in October. The film is now being edited in Paris.

The technicolor movie of the Dutch Farmers in the States (filmed by ECA Washington) was checked. We are working on editing and cutting it for effective presentation to farm groups when the TAP team starts its series of talks.

Nederlandse Projectie Centrale has completed a film strip on the Marshall Plan using a series of photographs supplied by this office. It is being shown in schools and before youth groups.

Fox Movietone News used for departure of labor TAP team to the States.

Cartoon movie was shown to Netherlands commercial distributors who approve. Now awaiting copies from Paris for distribution.

VI. Pamphlets, exhibitions and posters....

Proofs of the Dutch and English versions of the cartoon pamphlet are now in. The finished product will be forwarded to Paris and Washington soonest.

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The Norwegian labor pamphlet is nearing completion. The cover has been completed, the text translated and the final proof should go to the printer with the next week. Printings: 400,000 for Belgium, 800,000 for the Netherlands.

The second edition of the pamphlet "What is Benelux" issued by the Ministry of Economic Affairs, will be ready in a few days. This edition will include the results reached at the Minister's Conference recently held in Luxembourg, and the last two pages added deal with up-to-date information on Benelux and Western-European cooperation.

The industrialization pamphlet has now been published in English and copies will be forwarded to Paris and Washington shortly.

A technical report on industrialization has been produced by the Ministry of Economic Affairs, entitled "Nota inzake de industrialisatie in Nederland," which is the text of memorandum handed by the Minister of Economic Affairs to Parliament on industrialization in the Netherlands.

The British productivity report, "Steel Founding" was distributed to labor and industrial leaders.

The Ministry of Economic Affairs Central Bureau for Import and Export recently published their latest pamphlet entitled "Import of Goods Under the Marshall Plan" giving up-to-date information on importing for Dutch businessmen. This pamphlet is sent to 40,000 leading business firms regularly.

An ECA exhibit emphasizing European economic unity will be part of the National Exhibition in Arnhem, "Milestone--1950," scheduled to open in May and continue on to August, with an expected attendance of 1,000,000. This exhibit is being designed by Peter Harnden and financed by this mission. The site has been selected and work on the structure awaits Paris plans.

Another exhibit on European economic unity, will be part of the Port of Rotterdam Exhibition "Rotterdam ANOY" running from June 15 to August 15 with an expected attendance of 800,000. This exhibit is also being designed by Peter Harnden and plans are being drawn up in Paris.

Work and negotiations on the travelling exhibits to be constructed on barges for exhibition in Holland, Belgium, France and West Germany during the Summer months, are being handled here in cooperation with Harnden's office.

Translation of the contest pamphlets was started and negotiations begun for running the contests. Preliminary results look very good, with heavy participation indicated.

Marshall Plan Picture News distribution was organized. Heavy volume of use is indicated.

"ERP Means Jobs" posters translated. Some 2,000 sets will be distributed to labor unions and industrial plants.

Distribution of pamphlets reviewed. We now have cooperation of KLM to put our pamphlets in plane seats and are working with Holland-American

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Line to get them out to arriving and departing passengers.

VII. Photographs

A complete set of photographs of the Marshall Plan exhibit built by the Ministry of Food, Agriculture and Fisheries was forwarded to Paris.

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