

Wilson

Box 43

Folder 7

Mail: "Magazines for Friendship"

1959-1960

A collection of promotional brochures, letters, statements, notes, telegrams & other items.

**Examples are:** "Magazines for Friendship Inc." promotional card re/ "Your Magazines can be put to work for freedom and understanding;" office note from Leon & copy of letter (3/30/60) from Senator Hubert H. Humphrey re/ views on USIA program in Asia; letters & office note (2/60) from San Diego Acting Postmaster V. Earl Roberts & Leon Parma (Wilson's Admin. Asst.) re/ location of USIA office as to sending magazines to overseas countries; letters (11/59-1/60) from constituent Leslie E. Gehres (RAdm. USN, Ret. – Chairman, PR, Kiwanis Club of San Diego), Congressman Wilson & Conger Reynolds (Dir., Office of Private Cooperation, USIA) re/ the "Magazines for Friendship" project of the San Diego Kiwanis & the President's "People to People" idea; **several stapled packets of letters** (1959-1960) re/ information, especially from Henry Mayers (Los Angeles), and friend of Wilson, as to promoting U.S. magazines abroad, because "they have great 'Cold War' impact and are thwarted by U. S. postage rate that exceeds post office handling costs – this packet of corresp. stresses the "Magazines for Friendship" collective approach to cut costs and push their version of Americanism abroad; stapled letters (1/59-1/60) re/ topic of "Magazines for Friendship," The Tolle Company, Wilson and others working with the USIA as to overseas actions.