

From: AmEmbassy, Jidda Desp. No. 217 511.86a21/1-852
 To : Department of State AIR POUCH Jan. 8, 1952.
 Ref : Dept.'s Circ. Airgram, Dec. 13, 1951, Control 1371, 2:50 P.M.
 Subj: Proposed Pamphlet Program.

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The Embassy wishes to make the following comments on the proposed program with reference to pages 1 and 2 of the reference circular airgram:

(a) As previously reported, it is our belief that a propaganda program in this country would be resented by the Saudi Government and would not be tolerated. Further, there is no need to convince Saudis of the evils of communism. For these reasons the Embassy would not recommend distribution of cartoon naratives, political pamphlets or the items listed under the heading "Pamphlet Material for Optional Post Production." Certain of the "Americana" material might be welcomed by the Saudi Department of Education. A post-developed pamphlet program is not planned.

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(b) The Embassy does not believe that alteration or adaption could make these pamphlets more palatable in Saudi Arabia.

(c) Since shipment will not be made until the Mission has had an opportunity to review pilot models, the Embassy would prefer to wait for this review before estimating the number of copies required. It would be most unwise to attempt any disguised attribution in this country.

(d) It appears that this material has the double objective of promoting and encouraging democratic government on the one hand while presenting the dangers of communism on the other. Since Saudi Arabia is an absolute monarchy its Government cannot be expected to welcome propaganda of the first category. There is no need for anti-communist propaganda and the pamphlets described in the airgram would be incomprehensible to the average Saudi. Pamphlets of a more factual and non-propaganda nature such as those listed below may serve to present the United States and its citizens in a favorable light to Saudis and will at least teach them something of that country. This is the only specific propaganda purpose which should be attempted.

It is believed that the following pamphlets listed in the reference airgram would be of interest to Saudis but the Embassy would prefer to review the pilot models before making any specific requests:

Confidential File

JMBowie/pw

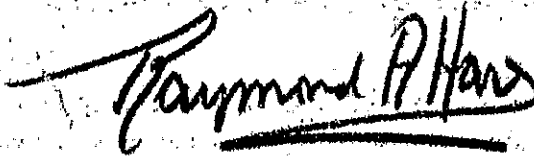
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Cartoon History of the United States

U. S. Guide

TVA

Creative America Series



Raymond A. Hare

