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PRIORITY

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DO NOT TYPE IN THIS SPACE

511.87/5-1652

FOREIGN SERVICE DESPATCH

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FROM : AMEMBASSY, BAGHDAD  
TO : THE DEPARTMENT OF STATE, WASHINGTON.  
REF :

1136  
DESP. NO.

MAY 26 1952

May 16, 1952  
DATE

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SUBJECT: Proposed Information Program for Iraq

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DC/R file  
Action diagram  
July 30

"Foreign Policy Report"  
W/enclosure

This Document Must Be Returned To  
DC/R  
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AUG 11 1952

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DDNewsom:DHLewis:DDN:gcl  
REPORTER

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4 Enclosures

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The action office must return this permanent record copy to DC/R files with an endorsement of action taken.

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I. SUMMARY

The Embassy forwards herewith suggestions for an extensive two-phase information campaign in Iraq, together with requests for Departmental servicing and for an increase in the present USIS general operating expense allotment of \$2,150.00 to cover the initial projects of the proposed program.

PS-750  
JUNE 17<sup>th</sup>  
allotment  
expense

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Claude Wade  
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## II. PROPOSED PROGRAM

During the past four months, the Embassy has been giving careful consideration to the development of an effective, dynamic USIS program for Iraq. This began with a study of the target groups, forwarded to the Department in the Embassy's Despatch No. 974, dated April 8, 1952. It was followed by the revision of the Country Paper, sent to the Department in Despatch No. 995 of April 12, 1952. The preparation of these studies has been accompanied by a critical evaluation of each phase of the present program and a study of the particular obstacles to the furtherance of our psychological objectives in Iraq. The conclusion reached has been to move forward in a two-phase program designed:

- A. To service the expressed interest of the general public in the United States and to maintain the continuing interest of those already oriented to America through travel and education in the United States.
- B. To change the general prevailing public attitude in Iraq which is either unaware of or apathetic toward the dangers of Soviet imperialism and, therefore, is generally opposed to measures of collective security with the West.

With the possibility in mind that other posts in the Middle East may wish to carry out the second phase in their countries, copies of this despatch are being sent to Karachi, Teheran, Ankara, Beirut, Damascus, Cairo and Tripoli.

## III. PHASE ONE

To satisfy the existing demand for information material about the United States, the Embassy proposes:

- A. Arabic Publication: Publication of an eight-page, 7" x 10" Arabic language weekly to be named AL-URWA (rough translation -- The Bond). Distribution would be in answer to requests which can be expected to reach 5000 within several months. As well as being a useful medium for advancing American views, this publication will answer the heavy flow of requests, now averaging 200 per week, for published material about the United States. The publication will emphasize the interest of the United States in the development and prosperity of Iraq and will stress the mutuality of interests between the two countries. Until the Embassy's multilith machine arrives and is in operation, it is planned to print the first editions at a local printshop for approximately .05 per copy. Distribution of the 2500 copies of Beirut's USA NEWS REVIEW would, for the present, continue.

B. English Publication: Publication of an eight-page, 7" x 10" English-language weekly bulletin for distribution to a selected target list composed of: 1) American University graduates, 2) schools and colleges, 3) English teachers, 4) Iraqi business people concerned with the U.S., 5) Americans in Iraq, and others upon request. Primarily, this weekly bulletin will be designed to maintain and promote interest in the United States among American-trained Iraqi students and to report USIE activities for the benefit of all those interested in the United States and in the English language.

Lack of opportunity in Iraq raises a serious morale problem in many returned American-educated students, and it is felt such a bulletin would demonstrate continuing American interest in their affairs and would encourage their efforts to overcome unfavorable conditions. The contents of this second publication would, therefore, be of a more specialized nature than the Arabic weekly. Its ultimate circulation would probably level off at 1000 copies and, until the Embassy's multilith is in operation, it would be published by a local press at approximately .06 per copy.

C. Desired Servicing: To assist in the publication of the Arabic weekly and the English-language bulletin, the Embassy would appreciate the Department's assistance as follows:

1. Shipment of duplicates of such material as may now be supplied to USIS Cairo and USIS Beirut for their locally-produced publications, whenever such material is thought suitable for use in Iraq.
2. As TCA photographs taken here are, in many cases, developed and printed in Washington without being supplied to USIS, Baghdad, a continuing check with TCA Public Relations, Washington, for such material is requested.
3. Increased effort to secure articles and photographs about Iraqi students and their activities in the United States. Also, extensive coverage wherever possible of International House news.
4. Immediate servicing by air mail with clippings of as many editorials and features on the Middle East from American newspapers as possible. Even if they may not be publishable here, the Embassy would find them valuable.

*Henry Hurd  
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From \_\_\_\_\_

5. Entering of subscriptions for the Embassy to the college publications and alumni magazines of Columbia University, Cornell, Chicago, Utah, and the University of California. These are the principal institutions to which Iraqis have gone in the United States and their publications would provide useful material for the English-language publication.

#### IV. PHASE TWO

- A. Basic theme for a single-purpose campaign: To make Iraqis aware of the dangers of Soviet imperialism and to change existing deep-seated concepts and attitudes opposing Iraq's participation in cooperative western defense calls for a specialized propaganda effort. This must be a campaign capable of evoking an emotional response from the Iraqi people that will overpower their present antagonism and suspicion toward the West.

Such a campaign requires a single, decisive idea that can resolve the crisis in people's minds -- an idea that is simple, emotional, and moving -- an idea that, once understood, will force people to go in the desired direction. Above all, such an idea must appeal to Iraqi self-interest.

Is there such a theme? There is -- the same self-interest that forced the United States into Korea; the same self-interest that formulated our policy of Soviet containment; the same self-interest that quickened the desire for collective security in Western Europe. A realization of a common, global foe can forge a common, global bond between Iraq and the Western defense powers.

Can this realization be brought home swiftly to Iraq? It can -- with a single picture. This picture is the visual image of Soviet territorial expansion -- the map. A look at this map of Europe and Asia, showing the new Communist domain as one, vivid, contiguous land mass, will make an unforgettable impression on any Iraqi who can read and write. It will explain U.S. policies to him with a single look; it will point to his own peril; it will demand the only answer he can make -- collective security.

This map, together with the phrase "LOOK AT THE MAP -- COLLECTIVE SECURITY IS YOUR DEFENSE!", will be the spearhead and central theme for the second phase of the Embassy's propaganda effort. Its objective will be to transmit, as quickly as possible, an awareness of the map, with all that it implies, to the Iraqi people.

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B. Presenting the theme: The map theme would be developed in a wide series of items as follows:

1. Pamphlets: The Embassy plans the production locally of a series of Arabic and Kurdish pamphlets on American elections, American foreign policy, collective security, and other similar themes. In each pamphlet, the map of Soviet territorial expansion would appear. For example, the pamphlet on the American elections would contain a fly-leaf, folding map carrying the central theme and the words, "This is the thought uppermost in the minds of millions of Americans as they go to the polls this year." The pamphlet on Foreign Policy would contain the map as the central explanation of America's present foreign policy.
2. Folding, cardboard window displays, all carrying the map theme. The map could be varied to include Soviet slave labor camps, Soviet military installations, forbidden areas, details of satellite countries, and the names and dates of the capture of the various countries.
3. Blotters and book-matches with the map theme could be developed.
4. A fine-quality, large-scale map is suggested for distribution upon request and for presentation to key officials. (See Enclosure No. 1)
5. Give-away film strips, for use with cardboard holders could be developed on the map theme. A suggestion is attached herewith as Enclosure No. 4.

All of the above items would be for public distribution. For several reasons, however, it is felt that the distribution should be controlled. It is, therefore, the Embassy's intention to use these items as premiums in an extensive advertising campaign that will encourage people to seek them. Some will be directly available through USIS; others, through a blind post office box. The Embassy feels that encouraging people to request the material will give it added value and will, at the same time, give the Embassy clear evidence of the relative effectiveness of the various media.

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C. The Campaign: This material will be publicized as follows:

1. Newspaper advertising: Many newspapers are important molders of opinion among some of the prime target groups, such as lawyers, students, government officials and technicians. Many of these, further, do not run USIS releases of a political nature. Advertising is the only method of reaching this group. Properly done, advertising could encourage many of these people to seek knowledge of the United States and its foreign policy for the first time. The advertising campaign will consist of two to three insertions weekly in 13 newspapers and will be changed monthly to feature respectively either a pamphlet, a premium, a map carrying the central theme, or some similar item.
2. Radio: As there is only one, government-owned radio station in Iraq, which accepts no advertising, contact with the Iraqi people through this medium must initially be restricted to VOA. It is ultimately planned to request VOA, in its regular broadcasts to Iraq, to feature an opening and closing 30-second spot announcement offering to send, in response to a postcard giving recipient's name and address, a large detailed map of Europe, the Middle East, and Asia which shows graphically the 10-year expansion of Soviet Communism. Listeners will be requested to write to USIS, Baghdad. In addition to the immediate benefits of securing rapid map distribution, the expected large response should result in an impressive testimonial to VOA effectiveness. This cannot be undertaken, however, until the desired maps have been produced. (See Enclosure No. 1.)
3. Motion Pictures: A five-minute animated film picturing the expansion of Soviet Communism country by country to accompany all USIS film showings. This should be a general policy film explaining in simple language the over-all American policy of Soviet containment and the necessity for collective security. Emphasis should be on the global aspect of the threat so as not to give the appearance of stressing the peril to Iraq unduly. It is possible that the film might also be shown on a commercial basis in Iraqi motion picture houses at a later date. Local trailers can be attached to the film encouraging people to seek the maps at the USIS office.

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- 4. **Direct Mail:** By the use of mail-stuffers and leaflets similar to the newspaper advertisements, the Embassy would make use of a wide mailing list to encourage people to seek further materials at the USIS office on Soviet imperialism and Collective Security. With this in mind, the Embassy plans to develop its mailing list by the use of locally obtained lists, telephone catalogues, college catalogues, and through surveys made by mobile van operators.

D. **Desired Servicing:** The Embassy contemplates that the map theme will provide a basis for a long-term, continuing campaign and that only through such a long-term campaign will the true message of the map be carried to all the important target groups in the country. The servicing requested below represents only that part of the desired material which, it was felt, could be obligated for in the present fiscal year. Other items mentioned and suggested in this despatch as a part of the over-all campaign will be specifically requested in the next fiscal year. The Embassy desires for Fiscal-Year 1952 the following:

- 1. Production of a quantity of 10,000 27" x 35" maps as shown in Enclosure No. 1, as per instructions attached.
- 2. Production of a motion picture approximately five-minutes in length showing the march of Soviet imperialism as described by the suggested script in Enclosure No. 2.
- 3. Production of one and two-fold leaflets carrying the map theme in the sizes and quantities given in Enclosure No. 3.
- 4. Production of an indicated quantity of film strips to be distributed with give-away film strip viewers which are described in Enclosure No. 4.

V. JUSTIFICATION FOR SUPPLEMENTARY ALLOTMENT

The Embassy's OM of April 15, 1952 requested the Department to transfer from the salary and allowance allotments of this post to the USIE general operating expense the amount of \$2,000.00. For the program outlined above, however, an additional amount of \$2,150.00 over and above this \$2,000 is required. A resume of the present status of the allotment will indicate the need for this additional money. An itemized breakdown of the proposed expenses is shown below. The Embassy is in a position to obligate the amount requested on receipt.



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Amount Unobligated, May 1, 1952 \$ 4030.00

Estimated operating expenses, May & June \$ 6000.  
Additional Requested, 2000.00

Proposed Program

Contract typing for mailing list expansion, 8000 addresses ..... \$ 100

English Bulletin, 4 issues, production and mailing ..... 260

Arabic Bulletin, 4 issues, production and mailing ..... 360

2 Pamphlets, 5000 copies each, production and mailing ..... 660

1 Mo. advertising in 13 dailies and 4 weeklies ..... 800

Additional required for program - 2180

Total est. and proposed expenses (May-Jun) 8180

Less Amount Unobligated and Amount previously requested 6030

TOTAL Additional requested ..... \$ 2150.

*Edward S. Crocker*  
Edward S. Crocker

Enclosures *mt*

- 1 Production Request for Map (UNCLASSIFIED)
- 2 Production Request for Motion Picture (UNCLASSIFIED)
- 3 Production Request for Leaflets
- 4 Production Request for Film Strip

Copies to

Ankara, Beirut, Cairo, Damascus,  
Karachi, Teheran, Tripoli

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Begin UNCLASSIFIED

PRODUCTION REQUEST

JOB DESCRIPTION:

Over-printing of map entitled "Asia and Adjacent Areas" published by The National Geographic Magazine in Washington, D.C., in March 1951. If available, maps are to be purchased and overprinted by Department according to the sample photograph attached. If unavailable in quantity it is requested that the Department arrange for a special print run or secure a map similar in size, area shown, and detail.

It is hoped that the Department will be able to arrange whatever copyright clearances are necessary with the National Geographic Magazine. If, in these discussions, it is thought advisable to remove National Geographic identification, it will be a simple matter to overprint the name. However, the Embassy would prefer that it should remain, if possible, as it adds authenticity to the map and answers a challenge that it has been distorted for propaganda purposes.

Production points. The red color during the print run should be watched closely to insure that it does not fade to pink or become muddy. It is intended that the color be a "hot" red for maximum visual impact. It would be highly desirable if this effect could be achieved while, at the same time, allowing the original printing underneath the red to remain readable. However, if it is necessary to sacrifice one to gain the other, the Embassy would prefer to lose the readability and retain the full impact of the bright red mass.

Before going to press, the Embassy would appreciate the Department's thorough checking of the exact outline of the red border and the number of formerly independent states now engulfed within the red orbit. The map prepared by the Embassy is not intended for exact duplication but only to transmit the general idea. Should, however, the Department contemplate any fundamental change in the layout as presented, the Embassy would appreciate prior notification. The Embassy is of the opinion that the addition of any further lettering or thoughts would tend to complicate and reduce the chief advantage of this map, which is its simplicity. If, however, the Department wishes to experiment with the possibility of defining visually the former boundaries of the U.S.S.R. to delineate the captured territories, the Embassy would be in full agreement. The proper art facilities were not available in Baghdad for this type of treatment which, the Embassy feels, requires an intense thick red line at each boundary with light pink areas on either side which gradually darken to the over-all red color. An important consideration in molding this decision will be the effect of such delineation on the white arrows marking Communist pressure areas.

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Also, as the Embassy requests an additional white arrow showing the threat to the Middle East through the Caucasus Mountains, the Department may wish to vary the size of the arrows.

The size of the lettering in Arabic, Kurdish and English should correspond to the lettering as shown in the photograph. Samples of translations for the Department to follow are attached. It should be noted that the bottom phrase has been changed to "COLLECTIVE SECURITY IS YOUR DEFENSE" rather than the words now appearing on the photograph.

The Embassy requests that a photostat of the final artwork or color proof be airmailed for its approval before the actual printing is undertaken.

QUANTITY:

10,000 copies to be overprinted as follows:

- 1) 5000 Arabic
- 2) 2000 Kurdish
- 3) 1000 English
- 4) 2000 overprinted with a single sheet of light pink covering all Communist-held territory and, with this exception, to be otherwise devoid of propaganda. These maps are for special distribution to schools and colleges.

DELIVERY DATE:

It is requested that the Department inform the Embassy the earliest possible shipping date. It is also requested that an initial 1000 Arabic copies and 500 English copies be air-freighted to the Embassy upon completion.

Advance delivery date information is necessary so that arrangements with VOA can be finalized and an announcement schedule prepared.

ADDITIONAL REMARKS:

If, for any reason, the Department finds it impossible to obtain or rerun copies of this National Geographic map, the Embassy suggests that consideration be given to having one of the well-known cartographers, such as Norman Bel Geddes or M. Chapin, prepare a map that would suit the requirements as outlined.

Map Attached.

End UNCLASSIFIED

Begin UNCLASSIFIED

PRODUCTION REQUEST

JOB DESCRIPTION:

A short, animated motion picture showing the territorial expansion of Soviet Russia in the last 13 years accompanied by a direct, simple explanatory narration on the meaning of collective security. Film to be between three to five minutes in length in both 16 and 35mm. A suggested script is included in this enclosure to give an indication of the type of film, generally, the Embassy feels would be useful in this campaign. It is not intended that the Department follow this script exactly. However, it might be useful to the Department if the Embassy outlined what it considers to be factors of major importance in preparing this film.

1. As this film will be the major media for taking the map message to Iraqis who cannot read and write, the film should be as uncomplicated as possible in both language and content. At the same time it will be shown to large numbers of educated Iraqis so that it is necessary that the film avoid any appearance or effect of "talking down." The Embassy feels that this should not constitute too great a problem, however, because the subject matter, while simple and basic, should hold high interest for viewers in Iraq and, for that matter, anywhere along the crucial periphery.
2. The Embassy urges that the Department make every attempt to turn out a film of very high quality. The Embassy realizes that this is almost entirely a matter of the dollars and cents available for such a project, and were the film to be shown only in Iraq, there understandably would be the necessity for economy. For this reason, the attached script is designed to permit showing of the film anywhere in the Free World and it is hoped that, in this way, a larger production budget will seem practical. Aside from obvious reasons for a qualitative product, the Embassy envisions the possibility of showing this film commercially in Iraqi motion picture houses on a continuing basis and, if this is to be done, it must be a highly professional production.
3. The animated, expanding map showing the march of Communism in the last 13 years is of major importance in transmitting the Collective Security theme. Therefore, the Embassy requests a quality concentration in this particular sequence and, if possible, the use of technicolor. It is felt this sequence would be useful in many future films designed to explain America's Foreign Policy, Collective Security, NATO, Middle East Defense, etc., and that therefore the

UNCLASSIFIED (continued)

possibility of wide future usage would justify expensive, Disney-type animation. Further, if this theme produces expected results, it is intended to continue it for a long period of time, building future films around this same sequence with varied introductions and lead-off subjects so that the monotony of total repetition is avoided.

4. As the Embassy intends this film to be a standard, "signature" feature accompanying every USIS film showing, to avoid monotony it is requested that the maximum amount of animation be used. Animation can be repeated far more often than live action without producing boredom, it is felt, here in Iraq.
5. The narrator's voice should be paced very, very slow and the whole film should move slowly. This is necessary because the reaction time of Iraqi audiences, particularly if they are unused to maps, will be much slower than the average American audience.

QUANTITY:

Ten 16mm prints and five 35mm prints.

DELIVERY DATE:

As soon as possible. If decided upon, the use of Technicolor would hold up delivery anywhere from 3 to 6 months, and therefore it is requested that black and white artwork and prints be adapted and shipped immediately without waiting for the color prints. If color is thought feasible, these prints could be air-freighted at a later date, without holding up the campaign.

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UNCLASSIFIED (continued)

Title: COLLECTIVE SECURITY -- YOUR DEFENSE (TO BE REPEATED BY NARRATOR)

Title Illus.: Lettering on screen to become animated and form a chain as narrator repeats title. If this deemed impractical for reasons of readability, chain effect could be produced by underlining title words with a continuous, linked chain.

**CAMERA**

**NARRATOR**

After dissolve from title, scene on screen shows ancient man grouped around a fire; some men are on guard, some sleeping, and women are performing prehistoric domestic tasks, such as cooking and passing out food. It is night and the eyes of wild animals gleam in the nearby jungle; a few animals snarl and whine, and a tiger, after a brief appearance, slinks swiftly away from the firelight into the underbrush. Dissolve.

"Collective Security! New words, but an idea as old as the history of civilization. Primitive man banded together in groups and tribes for self-protection against the dangers of his world and to hunt for his food. He had already discovered that in unity there was strength -- that alone he was weak and helpless against the giant adversaries of his environment. So, from this beginning, the principle of collective security has advanced through the ages enabling man to overcome his enemies and improve his way of life by sharing his benefits and

Daylight. Large bear appears on screen, grunting and stamping through the underbrush. He comes upon a lone, single man who, realizing his predicament, becomes terrified and flees, making a Disney-type

UNCLASSIFIED (continued)

CAMERA

NARRATOR

escape. Man arrives at camp-site and, gathering his friends, leads an advance on bear with stones and slingshots resulting in victory over the bear, who retires in typical cartoon confusion and misery. Dissolve.

discoveries so that all men might live better.

Animated globe turns slowly on screen. Steamships plow swiftly across its oceans. Buses, automobiles, and trains speed across the land. In the air, planes pass slowly in both directions continuously around globe. Dissolve.

Today, in our world, in the world of the jet aircraft, of rockets, of speeding trains and automobiles, the words "Collective Security" hold greater meaning for us than ever before.

Arab Sheikh is shown boarding aircraft at desert landing strip surrounded by palm trees. Clock in corner of screen shows it is 8 a.m. Plane takes off and is shown passing over

Your country is now a next door neighbor to countries on the other side of the globe, separated by only a few hours flying time. What happens in these countries, in the land of

UNCLASSIFIED (continued)

CAMERA

NARRATOR

Pyramids, Grecian ruins, Roman Colosseum, Eiffel Tower, and landing at nightfall in London. Fade. Sheikh is shown having dinner at de luxe downtown restaurant with English friends and the clock in corner points to 9 p.m. Dissolve.

your neighbors, affects you and your family... because the whole world is living as close together as the people in your town.

Typical Middle East small town scene appears momentarily on screen; policeman in white sun helmet is blowing whistle and raising arm at crossroads. Dissolve.

And, just as you have a police force to make people live by the rules of your town, the world now has a United Nations,

Live action scene appears of the United Nations in session. Camera pauses on name plates of various countries as it revolves around the scene.

an international court of law, to make all countries abide by the laws they have agreed to respect. This court is given the power to enforce law and order throughout the world from the combined strength of its individual members. This is



UNCLASSIFIED (continued)

DAMERA

NARRATOR

?  
Collective Security. This is the World Police Force. This is the only way individual countries can protect themselves against countries, stronger countries, who don't want to abide by the rules.

Animated map of Soviet Russia appears on screen. Tanks and guns are rolling to its borders and a continuing bulging effect gives the impression it is about to break out from these borders. Hammer and sickle shown prominently in center of country.

The action of one country during the past few years has given new, vital meaning to the principle of Collective Security. It has now become necessary that all countries who wish to preserve their freedom unite in a common defense. To see that this is true you have only to look at the map... the map of international Communist expansion since 1939... the map of the new Soviet Empire!

As narrator names country by country captured by Communism,

Either by outright war -- as in the case of Estonia, Latvia,

UNCLASSIFIED (continued)

CAMERA

each country is colored in by a moving tide flowing from Russia proper and the hammer and sickle is planted in its interior. As pressure points are named, arrows appear indicating the direction of present and future drives. This picture is held on screen for comparatively long time.

NARRATOR.

Lithuania, Poland and North Korea -- or by a combination of internal and external pressure-- as in the case of Czechosllovakia, Hungary, Bulgaria, Rumania, Albania, and China -- by one method or another, international Communism has been able to establish its domination over eleven countries in the course of the last thirteen years. Its new imperialist empire has grown from 170 million people to 800 million people. The fastest expansion in the history of the world! Recent events like the aggression in Korea, Communist armies operating in Indo-China and Burma, the invasion and occupation of Tibet, the menace to the Middle East, constant pressure on Western Europe and the Balkans -- all indicate that Soviet Russia is

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CAMERA

NARRATOR

determined, as its leaders have said, to make the world over in its own image and rule undisputed over the lives and fortunes of people everywhere.

Border countries around Russia become animated with individual figures, dressed in mode of country, each clasping the other's hand in evident determination.  
Dissolve.

This then is the reason why collective security is so important to you, today. If the free nations of the world forget their differences, their old shadowy grudges, and unite in a common bond of mutual self-protection, they can never be conquered.

Scene on screen shows tall iron wall. The doors part and a hand and sickle reach out and sweep in several countries, shown like pieces of a jigsaw puzzle, one by one. Dissolve.

But alone, unaided, divided from their friends by unreal suspicions and fostered hates, they are standing invitations to this new ruthless regime which seeks to sweep the world behind its Iron Curtain. Wherever a nation is weak and alone along

UNCLASSIFIED (continued)

CAMERA

NARRATOR

this 10,000 mile front -- there  
it is most likely the blow will  
fall!

Map scene of Soviet Empire,  
with pressure arrows, again  
appears on screen. Camera  
moves to a close-up of indiv-  
idual border countries, begin-  
ning with Finland, and slowly  
revolves around the complete  
Soviet periphery ending with  
Korea and Japan.

This has been proven by what  
has happened recently in far-away  
Tibet, and what is happening  
today in Burma, Indo-China, and  
Korea, where, for the first time,  
the Communists met the determined  
resistance of 15 nations that  
sprang to the aid of the beleaguer-  
ed little republic.

Camera recedes to show  
complete Soviet Empire. Fade-  
out and end.

Yes, there's a reason for  
Collective Security -- it is  
written on the face of the map  
for all to see. And if you live  
in Europe, the Middle East, or  
Asia, keep your eyes on the map...  
but put your faith in Collective  
Security!

End UNCLASSIFIED

PRODUCTION REQUEST

JOB DESCRIPTION:

Leaflets of varying sizes to be ordered by the Department through an arrangement with printers whereby waste paper is donated from commercial production runs at no cost to Department (reference Department's classified transmittal slip entitled, "Printers Trim Project"). As trim sizes and colors cannot be determined exactly until the printer's production job is scheduled, no exact layout is possible in advance. However, as the Embassy wishes all leaflets to carry the same, single map message described in Enclosure No. 1, the layout problem is greatly simplified.

The Embassy requests that the Department prepare artwork, both in color and in black and white, in varying sizes to conform to expected trim sizes. This artwork should be the map, exactly as described in Enclosure No. 1, with the same lettering, "LOOK AT THE MAP -- COLLECTIVE SECURITY IS YOUR DEFENSE." No matter how small the trim size, it is important that the entire Russian Communist domain appear as one mass, on one single sheet, or center spread. It should not be halved to appear on both sides of a single sheet as then the massive impact is lost. If it is possible to print on both sides of the paper, the Embassy suggests secondary map subjects such as slave labor camps, areas denied to foreign travel, etc., with appropriate messages. Also, the Embassy suggests the reverse sides of single sheets could carry facts and figures concerning the names, dates, and methods used to subjugate Curtain countries. In cases of one or two-fold leaflets, the Embassy suggests a title page based on the theme of Collective Security with headlines such as, "WHY YOU NEED COLLECTIVE SECURITY," "COLLECTIVE SECURITY MEANS SURVIVAL," etc. Other, more general, titles would also be effective, such as "THE PICTURE OF TRUTH" (arrow), or "SEE THE TRUTH" (arrow), or "THE MOST IMPORTANT PICTURE IN THE WORLD." Back covers could bear slogans such as "KEEP THE MAP IN MIND" or "REMEMBER THIS PICTURE."

As a general yardstick in preparing finished artwork, the Embassy requests that the Department be guided by the principle of attempting to get the maximum amount of detail into all maps. Obviously in the smaller leaflets much detail must be sacrificed if the printing is to be clear, but the larger 9" x 12" should offer a good opportunity to produce a map of some retention value. It is particularly important that maps to be distributed in Iraq show the Middle Eastern countries clearly and that the names of important Iraqi cities appear in readable form, if possible.

Since new artwork will be prepared for these leaflets, the Embassy requests that wherever possible the map lettering be done in three languages, English, Arabic, and Kurdish, and that the heaviest print runs be in Arabic.

Desp. No. \_\_\_\_\_  
From \_\_\_\_\_

~~CONFIDENTIAL~~  
~~SECURITY INFORMATION~~  
(Classification)

Page \_\_\_\_\_ of \_\_\_\_\_  
Encl. No. 3  
Desp. No. 1136  
From Baghdad

QUANTITY:

The Embassy is not certain of the maximum quantity that can be usefully distributed, but feels that whatever quantities the Department supplies, the prospects for their entire dissemination are good.

DELIVERY DATE:

As soon as possible, dependent upon opportunities with printers.

~~CONFIDENTIAL~~  
~~SECURITY INFORMATION~~

~~CONFIDENTIAL~~  
~~SECURITY INFORMATION~~  
(Classification)

PRODUCTION REQUEST

JOB DESCRIPTION:

A 12-frame film strip to be distributed with 6,000 cardboard Film Strip Viewers (reference Department's classified Oms of April 9, 1952 and February 20, 1952). Suggested script is attached. The amount of lettering on individual frames has been held down to a maximum of six or seven words which is all, the Embassy feels, that can accompany each picture and still retain satisfactory readability.

The suggested script is designed to explain simply and clearly the meaning, and the necessity for, Collective Security. It follows closely the suggested moving picture script in Enclosure No. 2, so that the same artwork can be used.

QUANTITY:

6,000.

DELIVERY DATE:

As close as possible to the delivery date of the cardboard film strip viewers in Baghdad.

~~CONFIDENTIAL~~  
~~SECURITY INFORMATION~~

SUGGESTED SCRIPT FOR FILM STRIP

TITLE: COLLECTIVE SECURITY -- YOUR DEFENSE

1st FRAME: (Illus.: Band of cave men hunting a large animal)  
PRIMITIVE MAN HUNTED IN GROUPS

2nd FRAME: (Illus.: Man running away from elephant)  
ALONE HE WAS WEAK

3rd FRAME: (Illus.: Group of men staking down an elephant)  
COMBINED HE WAS STRONG

4th FRAME: (Illus.: NATO Nations represented by a single service-  
man from each country walking forward arm-  
in-arm -- armband can carry identification  
from each country)  
TODAY FREE NATIONS JOIN FORCES

5th FRAME: (Illus.: Map showing original boundaries of Soviet  
Russia and countries captured since 1939 --  
other free border countries not to be shown)  
BECAUSE ONE COUNTRY WANTS THE WORLD

6th FRAME: (Illus.: Map of Soviet Empire in solid color with  
arrows showing pressure points on border  
countries)  
OTHER COUNTRIES ARE NOW UNDER ATTACK

7th FRAME: (Illus.: Map showing invasion of North Korea)  
THE WEAKEST ARE ATTACKED FIRST



8th FRAME: (illus.: Cartoon drawing showing Stalin sweeping in another, helpless country with sickle)

THAT'S WHY NO COUNTRY MUST BE ALONE

9th FRAME: (illus.: Representative soldiers from various countries rushing to aid soldier being attacked by Communists)

COLLECTIVE SECURITY -- ATTACK ONE, ATTACK ALL

10th FRAME: (illus.: Cartoon of Stalin ringed by representatives of all nations forming a circle with their hands)

UNITY IS STRENGTH

11th FRAME: (illus.: Map from 6th Frame)

ONLY COLLECTIVE SECURITY CAN RESIST THIS THREAT.