

DEPARTMENT OF CENTRAL SERVICES
WASHINGTON
MAILED
JUL 28 1952
DISTRIBUTION SECTION

AIR MAIL URGENT
RESTRICTED

July 22, 1952

FRANKLIN PUBLICATIONS, INC.

To

Certain American Diplomatic Officers.

The Secretary of State encloses for information of the officer in charge and, in particular, of the public affairs officer, (1) a copy of the Certificate of Incorporation of Franklin Publications, Inc., a new book publishing and export house established by a group of New York publishers, and (2) a copy of the contract recently signed between the corporation and the Department, under which the corporation will receive a grant of \$500,000 from 1952 funds. A further grant of \$250,000 is contemplated from 1953 funds, contingent upon final action by Congress.

Franklin Publications' first operations under its contract with the Department will be in the field of translations and in the Arab-language areas. As soon as possible, its activities under that contract will be extended to other Islamic areas such as Pakistan, Turkey, and Iran. It is hoped that there can also be included English-language materials to be made available throughout the world. In addition, the Department is advised that the corporation hopes to be able to carry on a broader program of book publishing and distribution with foundation and other non-government support in general accord with the Department's objectives. Mr. Datus C. Smith, Jr., Director of Princeton University Press, has obtained leave of absence from the University Press to become the president of Franklin Publications. Headquarters of the corporation will be in New York City.

The posts will be advised concerning plans of operations and other details. They will be fully consulted and informed in order that existing translations and book distribution programs may be coordinated with the corporation's activities and in order that Franklin Publications may have the benefit of their advice and guidance.

In the meantime, the following information is requested from the public affairs officers at each of the posts to which this communication is being sent. Reply should be by operations memorandum, subject: IIA:ICS - Franklin Publications, Inc.

DC/R
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[Handwritten initials]

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DC/R 511.8021/7-2252
Central
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1. A brief description of the nature, structure, and extent of the book trade in the country; including, if readily available, any generalizations about languages and national origins of books; special interest in Soviet-sponsored books in native languages; a word, if possible, about prices and retailers' normal mark-up; names of leading booksellers, publishers, and printers.
2. A short description of the educational structure of the country, with information about literacy, in what languages.
3. A statement about any notably important laws that would affect Franklin Publications, Inc., operations -- for example, a requirement that books in the local language must be printed in the country concerned.
4. Suggestions of the kinds of books (specific illustrations would be helpful) that the officers in the field think would be most readily accepted by the people of the country.
5. Comment on the way in which anti-American feeling might express itself with respect to the Franklin program; e.g., booksellers' boycott, as against mere indifference.

It is recognized that much of the information requested above is already available in the Department in one form or another. However, it will be helpful to have an up-to-date statement incorporating it all in a single communication which may be transmitted to Franklin Publications, Incorporated. Any additional comments will be equally welcome.

The Department's role in the undertaking outlined is not to be mentioned outside the missions or consulates. Mr. Smith will plan to visit most of the posts during the autumn, at which time proper announcements of the corporation can be issued.

This instruction may be considered obsolete, after its contents have been noted and complied with.

Enclosures:

1. Copy of Certificate of Incorporation of Franklin Publications, Inc.
2. Copy of contract between Department and Franklin Publications, Inc.

This instruction is being sent to the following Foreign Service posts.

MISSIONS

Amman, Ankara, Baghdad, Beirut, Cairo, Damascus, Tehran, Tripoli

IIA:ICS

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