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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	R.D.H	II. 27

PROGRAM OF AMERICAN LITERATURE
FOR DISSEMINATION THROUGHOUT SPANISH AMERICA
ON THE RADIO

It is proposed to a radio program. These books have been chosen for them should be discussed in the whole series of the world through the words - "the


The discussion program of the that program of competence to deal with. Having fit, the three going on the opinions of the discussion is to to apply wisdom. Permission has been given them to use the books for Spanish

After discussion "Invitation to Learning" as follows:

This would avoid waste of time, which is so valuable on the air. It would also give a direction to the whole series - one book following another in orderly sequence, instead of being chosen in the haphazard manner of the "Invitation to Learning" program. Further, the leader will be charged with seeing that each discussion holds to the main purpose of the series and does not become lost in irrelevancies.

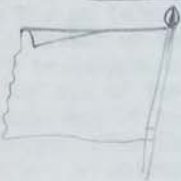
It is planned that the leader of the group shall be a citizen of the United States, thoroughly familiar both with American literature and history, who is able to speak a correct and fluent Spanish. Among those who have been proposed as leaders of the

DR. WALDO LELAND



Thursday - 8:30
12/14/64

Room 802.
1712 G Street?



... American book. discussion of an contribution which the more to offer - in Lincoln's ... which has been ion to Learning" procedure on r their competence book in questions as they see one hour before earns the which the discussion in all cases is ent problems. adcasting System American

appeared on the to improve on it ted beforehand.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	R.D.H	II. 27

PROGRAM OF AMERICAN LITERATURE
FOR DISSEMINATION THROUGHOUT SPANISH AMERICA
ON THE RADIO

It is proposed to inaugurate a series of broadcasts, each devoted to a round table discussion of an important American book. These books have been chosen in such a way that discussion of them should bring out the greatness of the American contribution to the world in the past. The conclusion toward which the whole series would draw is that America still has more to offer the world than any other country; that it is still - in Lincoln's words - "the last great hope of mankind".

The discussions would take a form similar to that which has been successfully employed in the case of the "Invitation to Learning" program of the Columbia Broadcasting System. The procedure on that program is to have three persons selected for their competence to deal clearly and authoritatively with the book in question. Having mastered the book, taking such notes as they see fit, the three report for an informal rehearsal one hour before going on the air. The leader of the group then learns the opinions of the others to determine the direction which the discussion is to take. The aim of the discussion in all cases is to apply wisdom and knowledge of the past to present problems. Permission has been secured from the Columbia Broadcasting System to use this technique in discussing outstanding American books for Spanish America.

After discussion with those who have frequently appeared on the "Invitation to Learning" program, it is planned to improve on it as follows: The field of discussion will be limited beforehand. This would avoid waste of time, which is so valuable on the air. It would also give a direction to the whole series - one book following another in orderly sequence, instead of being chosen in the haphazard manner of the "Invitation to Learning" program. Further, the leader will be charged with seeing that each discussion holds to the main purpose of the series and does not become lost in irrelevancies.

It is planned that the leader of the group shall be a citizen of the United States, thoroughly familiar both with American literature and history, who is able to speak a correct and fluent Spanish. Among those who have been proposed as leaders of the

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	KDH	II. 27

group are John dos Passos, Thornton Wilder and Richard Patten. It may be necessary, until the character of the program is clearly defined, to have two North Americans and one Latin American. Ideally, the group should be made up of one North American and two Latin Americans. The Latin Americans will be chosen from among prominent intellectuals residing in this country, and from scholars and writers brought to this country by the Division of Cultural Relations of the State Department and the Coordinator's Office. The discussion will last one-half hour and be conducted entirely in Spanish. The present plan is to conduct this program once a week. A list of books to be discussed has been drawn up covering twenty-six weeks, or one-half year.

The list of books which has been drawn up for the proposed program has been derived, with a single exception, from American literature. The aim of the program is manifold:

1. To aid the Publications Program by increasing interest in American books in the republics to the south of us.

It has been shown by the "Invitation to Learning" program that the sale of books discussed over the air has increased by the thousands after each discussion.

2. To serve as an introduction to the whole range of American thought as expressed in its literature.

It is hoped that a publications program could be arranged to have these books brought out in Spanish translation, where such translations do not already exist.

3. By following the historical sequence of these books, it will be possible to show the growth of liberty in this country, its development through the years, its ability to meet varying conditions, and to survive all crises. However, in order to give unity and direction to the program, it is proposed that American literature should be discussed in such a way as to bring out two main themes:

- I. The rights of the individual as balanced with the rightful claims of society.

- II. American idealism and American pragmatism.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II.27

TENTATIVE PROJECTS
OF THE
PUBLICATIONS COMMITTEE

- It is believed that the whole course of American life and thought could be resumed by following these two themes from the beginning of this country down to the present. The list of books given here will not, however, go beyond the time of World War I; if the program is a success, it is planned to go on from this point. It is obvious that the period between the last year and that in which we are now engaged would have to be treated in much greater detail.
1. From \$ 350.00
 2. South 2,500.00
 3. North 20,000.00

- The present series would show the rise of the concept of liberty in the religious controversies of the Seventeenth Century. It would show the philosophical development of this concept in the Eighteenth Century, its fruition in action in the American and French Revolutions, and its formulation in the Declaration of Independence and the Constitution -- but this concept of liberty is still to be worked out in society. The rest of the program would be devoted largely to the problems which arose through the conflict of two American passions - one, the desire to be free of restraints; the other, the desire to produce a society which would not only work, but also would work more perfectly than any that the world had yet known.
- It is presumed that the application of the ideas found in the books to be discussed will be made by the speakers to South America, and the parallels between their history and ours will be brought out.
4. 7,500.00
 5. 1,500.00
 6. 500.00
 7. 500.00
 8. 500.00

9. Translation into English of Verónica's COGNITION OF THE... publisher, The Macmillan Company 500.00
10. Translation of EL MEXICANO by Anita Brenner; publisher, Alliance Book Corp. 500.00
11. History of Spanish culture in the Western Hemisphere, by Don Fernando de los Rios; publisher, W.E. Norton & Co., Inc. 750.00
12. Documents relating to the Spanish conquest 2,000.00
13. Volume on the history and politics of Haiti, by Danteo Belliard; publisher, Millicent Bernard Veliquette 500.00
14. Latin American Constitutions, by Professor Boris Nirkov-Gastevitch 1,000.00

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	KDH	II. 27

TENTATIVE PROJECTS
OF THE
PUBLICATIONS COMMITTEE

15. Selections from the writings of Cervantes \$ 1,000.00
1. Translation of OS SERTOS \$ 850.00
2. South American classics, Farrar & Rinehart edition 2,500.00
3. North American classics, in cheap editions for South America 20,000.00
4. Reprinting distinguished Latin American books already translated into English but now out of print 2,500.00
5. Spanish edition of THE GROWTH OF THE AMERICAN REPUBLIC 1,500.00
6. Translation into English of JIMENEZ DE QUESADA by German Arciniegas; publisher, The Viking Press 500.00
7. Translation into English of CHILE by Benjamin Subercaseaux; publisher, The Macmillan Company 500.00
8. Translation into English of Petit's LA QUINTRALA; publisher, The Macmillan Company 500.00
9. Translation into English of Verissimo's CAMINHOS CRUZADOS; publisher, The Macmillan Company 500.00
10. Translation of EL RESPLANDOR by Anita Brenner; publisher, Alliance Book Corp. 500.00
11. History of Spanish culture in the Western Hemisphere, by Don Fernando de los Rios; publisher, W.W.Norton & Co., Inc. 750.00
12. Documents relating to the Spanish Conquest 2,000.00
13. Volume on the history and politics of Haiti, by Dantes Bellegarde; publisher, Editions Bernard Valiquette 500.00
14. Latin American Constitutions, by Professor Boris Mirkin-Guetzevitch 1,000.00

*W. H. Miller
1942*

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	KDH	II.27

- 2 -

15. Selections from the writings of De Hostos \$ 1,000.00
16. Anthology of North American literature, for South America;
publisher, Nascimento 2,500.00
17. Library Manuals 1,500.00
18. Exhibition of children's books in South America 5,000.00
19. Books to be donated to Chilean libraries 7,500.00
20. Public Affairs Pamphlets 500.00
21. Subsidy for magazine, AMERICAN ANTIQUITY, requested by
Society for American Archaeology 500.00
22. Portfolios on Latin American Art 25,000.00
23. Spanish-English technical dictionary 30,000.00
24. Visit of Brazilian publishers to the United States.(approx.) 7,000.00
25. Publication of Spanish editions of Row, Peterson's Popular
Science booklets for children (approx.) 15,000.00
26. Subsidy to "Sombra" magazine for 5,000 subscriptions . . 30,000.00
27. Possible subsidy to ARS magazine 10,000.00

*Color reproduction of art masterpieces in U.S. museums
for use in L. A. schools.*

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	KDH	II.27

Latin American Publications
TENTATIVE & CONFIDENTIAL

MEMORANDUM

FROM: Mr. Monroe Wheeler
 TO: Members of Advisory Committee on Publications
 RE: Projects for the Consideration of the Committee on Publications

1. Reduction of Postal Rates for Latin America

Obtain reduction of book and magazine postal rates for Latin America. The present book postage rate is \$.12-\$.14 per pound to Latin American countries, as against \$.015 per pound in the United States and possessions.

(See file for complete data.)

2. Definitive Mailing List of Latin American Cultural Institutions, Schools, Teachers, Publishers, Etc.

It becomes increasingly apparent that the Committee will need a definitive list of organizations to which pamphlets, books, etc., may be sent in line with its activities. The Washington office is now taking steps to prepare this list.

3. Translation of English Books into Spanish

Arrange for translation, publication, and distribution of a minimum of twenty-five significant American books of especial interest to Latin Americans. Whenever possible, the above will be translated by Latin American scholars and writers of wide reputation, so that their names, as translators, will lend additional prestige to the books.

Suggestions for titles of books to be translated are being prepared by a special committee headed by Mr. Archibald Macleish, the Librarian of Congress, and Mr. Harry M. Lydenberg, Director of the New York Public Library.

Review with Eng. prof. who speaks Spanish

American Lectures
Review of Spanish literature

Plan 13
revisions
Eng. Hanser

1 Book post rates list
 4 Post. rates list
 2 Post. Eng. Director's
 3 Prof. of Latin American literature
 U.S. schools

1 Mag. dist. Eng. + Vogue + Washington
Cultural Bureau
Dissem. Books

Project manual / study
studies
in action

Proposals

Eng. prof. who speaks Spanish
who speaks
statistical

50% travel rate reduction for LA students in U.S.A.

1939 Books efforts - Tech. Reference + Textbooks 483,312 Other 153,824

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II.27

Memorandum to
Committee on Publications

-2-

4. Translation of Latin American Books into English

Arrange for translation into English, whenever possible by well-known writers, of a minimum of twenty-five significant Latin American books. Latin American authors are being asked to submit lists of significant Latin American books which they think should be published in the United States in English translations.

The Committee will endeavor to arrange, through publishers, for translations of such titles as may find a ready public here, by distinguished American writers with knowledge of Spanish and Portuguese.

5. Latin-American Book-of-the-Month Clubs

Investigate the possibility of the establishment of Latin American Book-of-the-Month Clubs.

- Good
contemporary
books*
- (a) Monthly distribution of Latin American books in English to American readers.
 - (b) Monthly distribution of English books to Latin American readers.
 - (c) Monthly distribution of books in Spanish to United States readers.
 - (d) Monthly distribution of Spanish translations of English books to Latin American readers.

6. Travelers' Guide Book to Latin America

Editor +

Arrange for travelers' guide book to Latin America. It must be determined whether this should be done in one, two or more volumes. Mr. John Newsom, Director of Federal Writers' Project, is preparing an estimate of the cost of preparing a two-volume guide.

It has been suggested that foundations might be willing to grant scholarships to those engaged in the preparation of guide books.

7. Portuguese-English and English-Portuguese Dictionaries

The need for definitive Portuguese-English and English-Portuguese

*Anytime book
Lippitt Center*

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II.27

Memorandum to
Committee on Publications

-3-

dictionaries is apparently very great. United States publishers are now being consulted about the method and costs of preparation.

8. Volume in Full Color on the Development of the Airplane

Arrange for preparation and publication in Spanish of an inexpensive volume, in full color, dramatizing the development of the airplane from mythological concepts of gods and men in flight to the latest transport and defense planes.

(See Mr. Wheeler's memorandum of October 14, 1940.)

Similar volume on the history of transportation in this hemisphere.

(Proposed by Mr. George Brett.)

9. Spanish Edition of U. S. Picture Book

Consult Mr. J. D. Newsom, Director of the Writers' Program, Works Progress Administration, about possible Spanish edition of a United States picture book with explanatory captions, using photographs and text available under his program.

10. Volume in Full Color on National Gallery Collections

The Trustees of the National Gallery are being consulted in regard to distribution in Latin America of the proposed volume in full color on paintings and sculpture in the National Gallery Collections for use as a cultural magnet for tourists from the Latin American countries.

11. Post Cards

Investigate possibility of establishing the post card as a cultural influence in this hemisphere as it has long been in Europe.

(See Mr. Wheeler's memorandum of October 14, 1940.)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II.27

Memorandum to
Committee on Publications

-4-

12. Distribution in Latin America of Books Already Published in U.S.

Consult Mr. Lewis Hanke and Mr. Charles Thomson regarding books already published in the United States which it would be desirable to distribute to Latin American universities, libraries, and cultural organizations.

13. Primers of Basic English and Basic Spanish

Supervised preparation, publication and distribution of pictorial primers, one for basic English and one for basic Spanish.

Handwritten note:
Hill, King
Langford
Kern

ANTHOLOGY OF LATIN-AMERICAN LITERATURE (or FIESTA IN NOVEMBER: Stories from Latin America), edited by Dudley Pearce, Houghton Mifflin

EL RESPALDOR by Mauricio Magdaleno, Viking

LOS ALEMANES EN LA CONQUISTA DE AMERICA by German Arciniegas, Macmillan

GUIDE BOOK, edited by Earl P. Hanson, Duell Sloan and Pearce

Pending

DOCUMENTS OF THE SPANISH CONQUEST (rejected by the Princeton University Press)

THE HERITAGE OF LATIN AMERICA by Abel Piess, Little Brown and Company

OS SEPTOR by Esclaydes de Cunha

Sponsored

Ferrer and Rinehart Contest

Further work to Mr. Sullivan

HATTI AND ITS PROBLEMS by Santos Bellegarde, Editions Vernald Valtipetta

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LATIN-AMERICAN PUBLICATIONS SUBSIDIZED BY THE COORDINATOR OF INTER-AMERICAN AFFAIRS

Translations from Spanish into English

Approved

LA QUINTRADA by Magdalena Petit, Macmillan

CAMINHOS CRUZADOS by Erico Verissimo, Macmillan

CHILE: UNA LOCA GEOGRAFIA by Benjamin Subercaseaux, Macmillan

JIMENEZ DE QUESADA by German Arciniegas, Viking

ANTHOLOGY OF LATIN-AMERICAN POETRY, edited by Dudley Fitts (ca. 175 poems by 65 authors), New Directions

ANTHOLOGY OF LATIN-AMERICAN LITERATURE (or FIESTA IN NOVEMBER: Stories from Latin America), edited by Dudley Poore, Houghton Mifflin

EL RESPLANDOR by Mauricio Magdaleno, Viking

LOS ALEMANES EN LA CONQUISTA DE AMERICA by German Arciniegas, Macmillan

GUIDE BOOK, edited by Earl P. Hanson, Duell Sloan and Pearce

Pending

DOCUMENTS OF THE SPANISH CONQUEST (rejected by the Princeton University Press)

THE HERITAGE OF LATIN AMERICA by Abel Plenn, Little Brown and Company

OS SERTOES by Euclides da Cunha

Sponsored

Ferrar and Rinehart Contest

Turned over to Mr. Benjamin

HAITI AND ITS PROBLEMS by Dantes Bellegarde, Editions Vernard Valiquette

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L.A. Dub. fllh

OFFICE OF THE COORDINATOR OF
INTER-AMERICAN AFFAIRS

U. S. A. Book Postal Rates March 9, 1942

La Prensa

LES Y EXTRANJEROS

Dear Mr. Milam:

This office has been accumulating data which, when properly constituted, would comprise a list of 2,000 books in English on Latin America.

I believe the American Library Association has been undertaking something along these lines, and I would like to know whether you have any such definitive list in preparation.

Thanking you in advance for the courtesy of your consideration, I am

Very truly yours,

Diómedes de Pereyra, Consultant
Committee on Publications

Mr. Carl H. Milam, Executive Secretary
American Library Association
520 North Michigan Avenue
Chicago, Illinois

DdP:hnl

CC: Mrs. C. S. Hartman, Secretary to Mr. Wheeler

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The Museum of Modern Art Archives, NY

Collection:

Series.Folder:

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II.27



La Prensa 10/21/40

ES Y EXTRANJEROS

LAS NUEVAS TRADUCCIONES

"El último puritano", de George Santayana

✓ X Versión castellana de Ricardo Baeza X X

THE PUBLISHERS' W

FEBRUARY 3, 1940

U. S. A. B Countries

W. S. HALL

Mr. Hall, of H. M. Snyder foreign booksellers say, "I do with American books if so high!" He is convinced are the chief obstacle U. S. A. books in South tries. Mr. Hall will leave South America

We have all read a recent discovery of Latin going to read a great every angle under the ecstatic travel paragraph to exquisitely detailed possibilities for every xylophones. And booo the good but I would lii whispers about one so have to be razed before neighbors to the south t at least so far as booo don't know what arrr made to land other co competitively at Latin do know there has been of any kind to reduce And if we don't redi cally, any efforts we ma new and promising m only piddling rewards ages instead of the do that the market justifi look at Mexico from turned.

On the rather app 14th the two leading "respectfully presented Daniels, Ambassador of a communication head from the U. S. to Mex exposition of the sub advantages of the r/ throughout the U. S. the position of the M has to pay eight times with its attendant w even more than that l more liberal weight a A few salient points 1. U. S. A. magazine

No es posible atravesar este libro, tan rico en su juego intelectual, tan complejo en sus proposiciones de orden ético, tan profundamente concebido en una zona de cuestiones que están más allá de cuantas podrían ser propuestas por una pura novela psicológica, sin que el mismo inseparable ligado a la consigna de transmitir una impresión, vea surgir frente a sí esos reparos que se despiertan cada vez ante una obra extraordinaria: ¿No es la lectura un acto absolutamente personal? ¿Observar (no es ya interpretar)? ¿No están ciertos libros destinados a ciertos lectores y reciprocamente, hasta el punto de que pueda darse por inadecuado todo contacto que no se apoye en esa relación esencial? Y en ese caso, ¿qué papel corresponde a una mediación si es, para colmo, falible? ¿Y qué pérdida habría que consignar si desaparecieran las opiniones intermitentes proferidas por sujetos intercambiables?

En un mundo que no sea el de las obligaciones civiles tienen estas preguntas su respuesta. Pero puede sospecharse, no obstante, que cuando el engranaje de la vida intelectual hace circular una obra extraordinaria poniendo en movimiento los dispositivos especiales que rizan la atención de los lectores, todo ello se opera según una función igual a la del viento; que facilita la llegada del grano al alveolo debido, ajeno siempre a todo aquello que sucede a su paso.

Esta sospecha, por cierto no alentadora, es imposible que no surja ante un libro como "El último puritano", pues a poco de entrar en su lectura se echía de ver que para orientarse debidamente entre las posibilidades de vida y pensamiento que en él aparecen dramatizadas, se hace precisa una formación nada común. No de otro modo vemos incorporarse a la no muy abundante serie de grandes obras contemporáneas (que el lector puede leer en su versión sin desmedir del original) esta novela del escritor norteamericano George Santayana, una de las más notables de nuestro tiempo, que acaba de ser publicada en Buenos Aires en una magnífica traducción de Ricardo Baeza.

LOS PERSONAJES Y SU CONTORNO

Cuando abrimos este libro, un viejo puritano esterilizado y reseco brota de la penumbra y se dirige hacia las únicas ceremonias que se tiene consentidas: los velatorios y la misa. Estamos con el tío Nathaniel, en Boston, 1870.

Cuando cerramos este libro, un adolescente inolvidable ("Que no encontré sobre el mundo nada que pudiera tolerar por entero"; que no se tolera jamás "una emoción que durara apenas una hora, o un mes, o un año, como si fuera causada por una droga"; cuyo ascetismo ignoró por completo la fe, y cuya conciencia absolutista, sin embargo, "se conservó siempre en la situación de un pretendiente que no cesa de afirmar desde el destierro su derecho divino a la corona") acaba de morir estupidamente en una carrera. La guerra del 14 ha terminado y Oliver Alden ha caído al margen de la batalla. Cien años más de vida no le habrían servido de nada.

Como esta es su verdadera tragedia, el libro ha sido escrito para mostrar la intimidad de un espíritu, como el de Oliver, cuestionando el valor de sus preferencias más queridas y el de todo cuanto su contorno histórico acepta como válido.

Ese contorno histórico está constituido por las civilizaciones norteamericana e inglesa en el lapso que hemos mencionado y todo cuanto ellas pueden ofrecer a un individuo de posición social privilegiada, está presente en esta novela. Santayana ha caracterizado de modo notable los ambientes universitarios de Eton, Oxford

Cambridge, así como la vida en el interior de ambos pueblos.

En ese laberinto, los tipos fundamentales que rodean a Oliver en sus vínculos de afecto son: su madre, una rigurosa señora que informa su hogar viviendo según el modelo de una reina cuarenta; su padre, un paria distinguido —especie de lord Henry de fondo trágico— cuyo hastio es benevolente y despectivo por mitades; Jim Darnley, broncaado sobre el mar y viviendo a la menor distancia posible de la vitalidad pura, y Vanny, el protagonista del siglo, que revolotea aplomado y se levanta a aviajador en la guerra mundial por lógica congruencia y que avanza seguro de su máquina con un abismo por arriba y otro por abajo; y junto a ellos muchos otros jóvenes, otros ancianos, diversamente equivocados y viviendo cada cual de lo poco que cada uno ha encontrado. Aquello a que el libro alude con un interés de fondo es, ante todo, la formación del joven Oliver, que impresionamos como algo grave y tembloroso, casi sagrado.

EL ÚLTIMO PURITANO

Todo, absolutamente todo cuanto en el estado actual de la cultura podría enriquecer un espíritu, le es concedido a Oliver. El joven, sin embargo, se desentiende con austeridad de esa compleja provisión de motivos y avanza derezamente para realizar otra cosa. Su paso es el de un espíritu destinado a la libertad; su temple, el del que está sostenido no se sabe por qué apoyos materiales. Es, para sí mismo y para los demás, el elegido; y hasta el lector siente y apoya su avance como si se hubieran traspasado a él las esperanzas de la humanidad entera. A esta altura de su vida, "el joven David" derrama sobre cada uno la esperanza, y no es raro que cuantos lo vean pasar se conmuevan. "¿Quién es este chico que así discute sentado entre los doceros y confundiendo con su sabiduría?"

A medida que doblamos las páginas Oliver va dejando atrás todos los seres, uno por uno. Pero de pronto, algo angustioso comienza a vislumbrarse con progresiva claridad: la reserva de Oliver no es, como en "El joven David" (Thomas Mann), "una prudencia elemental para con Dios"; es un puro "calambre moral"; una inhibición tan llena de muerte como la misma vida que rechaza. Es el Oliver que ha quedado atrás; es el que resulta estar al margen del mundo en que le tocó vivir; y tal vez se cualquiera otro—. Esa peregrinación hacia un hogar situado siempre en la lejanía no es, en el fondo, más que un pasar; su vida misma es un tránsito hacia su muerte, un simple término en el que casi trabado e inerme. Porque este muchacho maravilloso, esta alma de una generosidad limitada, este ado-

lescente gentil, no es más que un puritano, nada más que un puritano.

Sobre su "sacrificio mal entendido" cae de labios de la pobre Fraulein Schlote este "requiem" que conviene meditar: "Y este oscuro martirio hoy triste aun que el del Gólgota. Pues no salvaría ningún mundo. Ni siquiera salvaría ningún alma."

También para Santayana es el antipoda de Oliver, quien, visiblemente, se lleva la palma que otorga nuestro tiempo. "Todo aquello que pueda en el futuro tener alguna valor —dice Santayana al joven Vanny— lo harán los hombres como usted, no los intelectuales estropeados, ni los puritanos insipidos, con su ideal de perpetua inhibición."

Con todo, la tentativa fracasada del joven Alden, apuntando confusamente —humanamente— a algo más alto, se impone, a buena distancia de cuanto se ofrece en el libro, como mucho más que un virtuoso espectáculo. El autor ha dado tal fecundidad al personaje que su vida y su muerte desbordan las determinaciones que el libro le otorga. Estamos ante una creación abierta, y entre las perspectivas que es posible tender, tal vez se encuentre alguna que permita mirar, incluso, como la vida de Oliver se evade, en algo esencial, hasta de las manos de su propio creador.

Muchas cosas que no caben en un esquema hay todavía en estos dos volúmenes que suman 800 páginas. "El último puritano" es una novela cautivadora y su realización, de gran estilo, se cumple con admirable maestría. Los notables matices de su prosa, su fineza de intenciones, el lector castellano las tiene a su disposición plenamente, pues Ricardo Baeza, que todo ello lo discernió con inteligencia, ha realizado su versión con celo de artista.

Publica esta obra la editorial Sudamericana, en una impresión excelente, cuya carátula es de muy buen gusto.

1940

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THE PUBLISHERS' WEEKLY

FEBRUARY 3, 1940

613

U. S. A. Book Postal Rates to Foreign Countries are Too High

W. S. HALL

Mr. Hall, of H. M. Snyder & Co., has heard many foreign booksellers say, "How much more we could do with American books if your postal rates weren't so high!" He is convinced that our foreign rates are the chief obstacle to greater business in U. S. A. books in South America and other countries. Mr. Hall will leave soon on a trip to western South America for his firm

WE HAVE ALL READ a great deal about our recent discovery of Latin-America. We are going to read a great deal more and from every angle under the sun ranging from ecstatic travel paragraphs about Rio's harbor to exquisitely detailed analyses of new trade possibilities for everything from airplanes to xylophones. And books. Which is all to the good but I would like to echo my previous whispers about one solid obstacle that will have to be razed before we can assure our neighbors to the south that we mean business, at least so far as books are concerned. I don't know what arrangements have been made to land other commodities cheaply or competitively at Latin-American ports but I do know there has been no gesture attempted of any kind to reduce our book postal rates. And if we don't reduce them, and drastically, any efforts we may make to capture this new and promising market can bring about only piddling rewards in increased percentages instead of the double or triple figures that the market justifies. Let's for example look at Mexico from which I have just returned.

On the rather appropriate date of July 14th the two leading booksellers of Mexico "respectfully presented to the Hon. Josephus Daniels, Ambassador of the U. S. of America" a communication headed "Postal Book Rates from the U. S. to Mexico." It was a concise exposition of the subject stressing first the advantages of the 1½ cents a pound rate throughout the U. S. A., then contrasting the position of the Mexican bookseller who has to pay *eight times* as much by book-post with its attendant weight limitations, and even more than that by parcel post with its more liberal weight allowance per package. A few salient points in the communication:

1. U. S. A. magazines were recently granted

the 1½-cent rate for Canada, Cuba, Panama, Mexico, Newfoundland and Labrador. Why not books?

2. England: It costs less to receive a book from London than from New York, or from a Texas border town for that matter. (British book rate, 4½d. per pound.) In addition most English books are available in low-priced "Colonial Editions."*

3. Germany: Aside from the low postal rate, aside also from the compensation marks method of payment (in Mexico a discount of 25 per cent) German books are subject to a special export discount from which a *further* trade discount is deducted.

4. France: In medical books, to mention just one classification, it seemed for a while that the trend was toward American publications, due in part to the wide circulation of American medical journals. But the demand is again for French books due to the high list price of American books *plus* the sky-high postage on these heavy volumes.

5. "The above means that whole generations of students in all trades and professions are again being trained in the European idea, whereas with a very small effort on the part of the U. S. postal authorities, a great deal could be done to promote the development of a large public sympathetic to American culture, ideas and trade."

6. "The insignificant loss in revenue that this reform might cost the Post Office Department would be more than made up by the increase in trade, and immeasurably compensated by the fomenting of good will towards the United States in this country."**

I arrived in Mexico City Friday afternoon and this book-rate business was, I think, the very first subject broached on my visit to the bookstores after we had concluded our

* To quote from a letter recently received from a bookseller in Rio de Janeiro: "If you will consider that England has a very cheap book postage rate . . . it might be of general interest to American publishers to consider this fact, and to see if there is a possibility of having a cheaper book postage rate especially to South America . . . we get books 40% cheaper from England."

** Speaking of a loss in postal revenue *not* so insignificant—in the fiscal years 1934-5-6-7, the number of pieces of mail matter carried under the U. S. franking privilege was 2,366,504,467, weight 353,991,329 pounds, for a loss in postal revenue of \$120,694,678.

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Sincerely

Robert F. Delgraff

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	RDH	II. 27

respective bows of greeting. They thought it might help if I saw Mr. Daniels. There was no red tape to cut and the Ambassador graciously consented to see me the next morning. I added what I could to what Mr. Daniels already knew about the matter and he expressed his entire sympathy with the idea, and his willingness to be of assistance. "But someone has to start things going."

The expedient to which the Mexican bookstores have been forced is the sending of books by mail at the 1½ cents a pound rate to a forwarding agent in the border town of Laredo, Texas; then the laborious hauling by truck to Mexico City. Final carriage cost, about twelve cents a pound, with the packages constantly arriving late because of inevitable delays in Laredo due to assembling of shipments. I have never been able to remember the letter rate from Manhattan to Staten Island, or any other rates for that matter, in other words I am completely a layman on the subject and this observation may be altogether wacky—but why, if we can send a book to Laredo for a cent and a half, can we not extend the distance to Mexico City, when after crossing the border, Mexico has the job of further hauling and delivery?

To jump from rail to water, what price the millions we've spent in ship subsidies cloaked as mail subsidies when here is a venture that given sufficient time to work out might actually prove profitable in dollars and cents alone? Aside from that, it would be heartening for Americans to see U. S. A. mail sacks go ashore on the deck of a tender instead of in the stern of a rowboat.

I have used Mexico as an example if for no other reason than that arguments or protests too wide or general in scope seem usually to miss the point—the woods and trees idea. Nevertheless what is true in Mexico City is equally true in every bookshop in foreign countries where American books are sold. I have heard the identical observation in Tokyo, Shanghai, Peking, Helsinki, Paris, Rome, Geneva, Havana and Panama, "How much more we could do with American books if your postal rates weren't so high!" To say nothing of our long-time good neighbor Canada which becomes, in this regard, merely a high book-rate Corridor dividing two 1½-cent rate territories.

Nothing is so dignified as a chart. Here are a few comparative book rates:

Pounds	1	2½	5	10	20
U. S. A.	.015	.045	.075	.15	.30
Foreign	.06	.30	.60	1.20	2.40

It should be borne in mind that U. S. A. includes such far-flung territories as Puerto Rico, Canal Zone, Alaska, Hawaii and the Philippines and the drop from seventh and eighth zone rates to the present figure was just about the nicest thing Uncle Sam could do for overseas Americans. But why stop at that? We have no competition to worry about there. And in view of the fact that other countries strain themselves almost to the bursting point to make their c.i.f. figures attractive to foreign trade it almost seems as if we were saying to foreign bookstores, "Don't buy our books unless you really have to have them." Which is pretty much the situation. And as for getting the American idea accepted abroad and its attendant (postal) difficulties I can't do better than mention the details of an invoice recently rendered to one of our European accounts. Title, "Modern American Painting," by Peyton Boswell, two copies less discount, \$6.00. Postage, \$3.14 or a little matter of more than 50 percent. It almost seems important enough for one of Mr. Hull's trade treaties! Which brings to mind a book.

Doubleday, Doran has just published "The All-American Front," by Duncan Aikman (\$3.00). It is a must item for anyone who, wearied to the point of exhaustion by radio blasts and endless newspaper columns about Latin-America by economic experts and political prophets, really wants to read an honest, straightforward account of how matters stand in both directions between us and our recently discovered good neighbors. It is also a good book for someone who just wants something to read. For the purposes of this article it is quotable all the way through; here is just one paragraph written some time before our intended trade treaty with the Argentine was ignominiously sunk in the neighborhood of another dramatic scuttling:

"Yet, where the Germans and the Italians spend millions on Latin-American propaganda, the (U. S. A.) Cultural Relations Division's initial budget request for actual field work in the twenty republics was only \$60,000. Congress, it is fairly apparent, is inclined to spend more money keeping Argentine beef out of Chicago than getting American ideas into Buenos Aires."

Sincerely

Robert F. Delprat

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*Pocket*BOOKS, INC.

1230 SIXTH AVENUE, ROCKEFELLER CENTER, NEW YORK

CIRCLE 5-6838

October 24, 1940

Pierre de L. Boal, Esq.
Division of American Republics
Department of State
Washington, D. C.

Dear Mr. Boal:

I was not able to see Dr. Moe until yesterday but had a very interesting talk with him. He has already discussed some of the problems with Nelson Rockefeller and expects to talk with several others before definitely deciding just how he can be of help. We both agree that this should not be undertaken or started until a feasible method of operation is worked out. I am sure you realize, as we do, that we would be working under a great handicap at the start, but that in time, if properly planned, that could be eliminated. He plans to have another talk with me later after the arrival of a friend of his from Cuba who can throw some light on the subject and be of help to us. I will, of course, keep you posted on the result of that discussion.

Dr. Moe feels that he is as much at a loss as I am to specify which books should be considered suitable for translation, but we both agreed that that can be worked out later. In the meantime I am sending to Hall for translation into Spanish the specifications that I think will be sufficient to secure estimates for comparative prices of manufacture here and in other countries. I agreed that little could be gained by asking for prices on paper as it varies considerably and it would be hard to get exactly the same thing in order to obtain a comparable price. I think we can easily go into that later on.

I would also rather not circularize the bookstores in those countries asking which titles they would prefer until we are all set and ready to go ahead.

I hope you will be able to make some headway on getting a reduction on the present parcel post rate to Mexico at 12¢ a pound. This is typical of the cost of shipping to other countries, as compared to 1 $\frac{1}{2}$ ¢ a pound to the Philippines. The high postage rate can hold back more than anything else the development of the idea, which we are all anxious to have go through.

Although we might manufacture in some other country at the start, I am sure in the end manufacturing should be done in this country.

I will keep you posted of any new developments and in turn I hope you will let me know of any from your end.

With best wishes and kindest regards, I remain

Sincerely

Gold F. Seligman

deG/W

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October 24, 1940

DEPARTMENT OF STATE

DIVISION OF THE AMERICAN REPUBLICS

Mr. MacLeish's office inform me that he knew about the meeting (Mr. Monroe Wheeler talked with them on 'phone yest.) but that "quite an important visitor" had just gone in with Mr. MacLeish and he would probably not attend the meeting.

Yorga Amado

very good

your Alfonsus

+Macado

A. Moravich

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October 24, 1940

*I may have forgotten some important
 remember any more I shall let you know the way
 that he*

William Hall, Esq.
 Snyder & Hall
 449 Fourth Avenue
 New York City

Dear Bill:

Would you be good enough to have the enclosed specifications translated into Spanish and forwarded to Mr. Boal?

I am also enclosing a copy of my letter to him so that you will be posted.

Sincerely

Pocket BOOKS, Inc.

Robert F. de Graff

deG/W

CC to Mr. Boal

Handwritten notes and signatures:

✓ José Luis

Augusta

Est. Puerto

Manuel de Bugedo

Darqui

Augusta

Est. Puerto

Yorga Amado

Mar West

Alfonso

Tatiana Pocher

+ Macido

A. Morcillo

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I may have forgotten some important names. If I remember any more I shall let you know. The ones that have a cross are dead.

+ Graça Araujo

Cecilia

Raquel de Inez very good

Isidoro

✓ José Luis do Rego very good

Daidinho

Priscila

Pesha Pariza

Melina de Bugalho

Bauguê

✓ Graciliano Ramos very good

Augustina

São Bernardo

✓ Jorge Amado very good

Yubiaba

Mar Morta

José Alfonso

Fátima Pacheco

+ Macedo

A Moreirinha

a Jagaceira

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CABLE ADDRESS WHITCO RACINE

+ Tamyay
 Hucência

 ✓ + Machado de Assis *best 19th cent writer*
 Memórias Postumas de Brás Cubas *mother a negro*
 Quincas Borba
 D. Casimiro

 + Aluísio Azevedo
 O Cortico
 Casa de Pensão

 + José de Alencar
 O Guarani
 O Treco de Ipe
 Jacuina

 Ribeiro Auto
 Colcho

 Manoel de Azevedo *very good*
 Mocrucina

 Gastão Alves
 A Amargosa Misteriosa

 Jorge de Lima *very good*
 O Ayo
 Calunga

 J. A. Almeida
 A Bagaceira

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CABLE ADDRESS WHITCO RACINE

- + B. Guimarães
A Escrava Assada
-
- Aro dos Anjos
O Amameuse Belmino
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- + Julio Ribeiro
O Aterreu
-
- Lucio Cardoso
Maketa
-
- M. Rebello
A Estrella sobe very good
-
- + Lima Barreto
Vida e Morte de J. M. Gouzaga
-
- M. A. de Almeida
Memorias de um sargento de Milicias
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- Mercote del Pichin
Yuca Mulato
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- Moutens Sobato most well
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known writer for children
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- Carlos Drummond de Andrade = very good
poet
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- Mauel Pauleira = very good
poet

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CABLE ADDRESS WHITCO RACINE

Whitcomb

Rodriguez Mello Franco de Aushack
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Adalgisa Hey
poetress

Murillo Mercedes
poet very good

Dieguito Mariano
Prince of poets

Cecilia Merelles
poetress very good

Augusto Frederico Smith =
poet very good

Vivisius de Moraes
poet very good

Raul Popp
poet very good

Cebra Urato

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CABLE ADDRESS WHITCO RACINE

W H I T M A N
P U B L I S H I N G C O .
1 2 2 0 M O U N D A V E N U E

Racine, Wisconsin

POUGHKEEPSIE, N. Y.

☆

☆

☆

NEW YORK EDITORIAL OFFICE
200 FIFTH AVENUE
SUITE 900-906
GRAMERCY 5-4246

October 28, 1940

Mr. Monroe Wheeler
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. Wheeler:

Since we discussed the Latin-American books, I have given a great deal of thought to this project, and the more I think, the more I believe we should be able to be of good service to you.

You are now familiar enough with the mechanism of our concern to know that what we have to offer is rather out of the usual channels. Our manufacturing and financial facilities, as well as our large connections, should enable us to get this project under way with the maximum speed and the greatest possible economy. If you would consider our company for the preparation, financing, and manufacturing of these books, we would be glad to make such arrangements as would keep the preparation of these books in the hands of people whose ability would guarantee the standard of quality you are seeking and who would be working under your direction and control. This would relieve you of endless details and having few people to deal with this supervision should be relatively easy. Such a method would also give you a chance to follow the economic side of this production with the minimum amount of time and energy.

It is needless to say that this would in no way affect the distribution of these books on the North

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*1. take into account American Project
 2. take into account quality of time
 3. pub. through regular channels - but a thin
 4. my program through public
 5. Books*

Letter of Invitation to Serve On
 Committee on Publications

13. IX. 40

Major George Brett, President
 The Macmillan Company
 60 Fifth Avenue
 New York, New York

Dear Major Brett:

As our work here progresses, it becomes apparent that we shall, from time to time, require expert advice in the matter of publications that will strengthen cultural relations in this hemisphere. I am, therefore, writing to ask whether you would be willing to share with us the benefit of your knowledge and experience by serving upon a small Advisory Committee on Publications. We shall occasionally need counsel on literary matters and certain specific information which only men with your experience can give. It is unlikely that this would entail more than an occasional meeting in New York City. Will you not kindly let me know, as soon as possible, whether you will be able to lend us your valuable assistance in this way?

Sincerely yours,

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Brett Harcourt Simon Melde van Doren MW
James Young Communications

1. Translations into Spanish going well save for
quality of texts. Carl Bickel

2. Trans into English - publisher here eager for
suggestions

3. pub. through regular channels - here + there

4. reg projects also through publisher

5. Bickel - author's committee to act.

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EDIAPSA distribution (Alameda Regala)

Mexico

Estimado Sr.
Octavio Herman

THE ROCKEFELLER FOUNDATION

49 WEST 49th STREET, NEW YORK

Esquema to

THE HUMAN
DAVID H.
JOHN MAR

Archives has heard
nothing from either
Thompson or Nelson
re his committee.

Hotel Van Buren
15 E. 11

Books
Colored people's reading

U.S. copyright

Esperanza - Calpe, Mexico, notes in B.A.
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16% of which to be turned in for National State promotion.

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EDIAPSA distributora (Mexican people)

Mexico

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Octavio Herman

THE ROCKEFELLER FOUNDATION

49 WEST 49th STREET, NEW YORK

Esquerre Humboldt & Co. Inc.

THE HUMANITIES
DAVID H. STEVENS, DIRECTOR
JOHN MARSHALL, ASSISTANT DIRECTOR

September 18, 1940

Dear Mr. Wheeler:

I am happy to introduce one of our former fellows,
Mr. Rodolfo Usigli. He will be in New York for several
days discussing a plan to promote translations between his
country and our own. I hope that you can give him some
time to talk over plans because I am sure you can assist
him.

Hotel Van Buren
15 E. 11

Yours sincerely,

David H. Stevens

flourish - part - translation + copyright matter - Mex. pub. + U.S. copyright
Union - rights not protected - copyright in Mex. in English

Mr. Monroe Wheeler
Museum of Modern Art
11 West 53rd Street
New York City

DHS:EHH

in charge of books section in Dept. of Fine Arts.

Jose Villalón Torres

exchange competition of U.S. pub. in Mexico
" foreign investment

Esperanza - Calpe. Spanish notes in B.A.

Dionisio Reyes House of Spain

18% of which to return for National State promotion.

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THE MUSEUM OF MODERN ART

Date 23. IX. 40

To: Mr. Wheeler

Re: Mr. Willard Beatty

From: Mr. Wheeler

Mr. Willard Beatty called at the suggestion of Dr. Steven to discuss the publication of children's literature for Latin America in parallel columns of ^{basic} English and ^{basic} Spanish. He feels that books of this kind could be published like the National Home Library volumes inexpensively for wide distribution. For Spanish translation he highly recommends Mr. Alberto Sein, and for English texts a Mrs. Clark who has written Indian primers for him for some time and will shortly have one of her two children's books published by the Viking Press.

MW:CH

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*Latin American Project
English Translations*

DUELL, SLOAN & PEARCE, INC.

270 MADISON AVENUE, NEW YORK, N. Y.
PUBLISHERS

C. HALLIWELL DUELL
SAMUEL SLOAN
CHARLES A. PEARCE

MURRAY HILL 5-4610
CABLE:
SWORDWORDS

October 21, 1940

*4000 H
on 10/21/40*

Guzman

Dear Wheeler:

I've been told that you are now the chief of the committee on translation for the office of Cultural Relations between the American Republics, and I'm anxious to have your advice on an idea that seems particularly attractive to us. It's my notion that John Dos Passos could be persuaded to translate some outstanding Latin-American novel. On the other hand, I know that Dos Passos supports himself by his writings and that if he were to do a conscientious job of translating some novel, he would suffer a considerable loss of income. However, things being as they are, no publisher could pay him as much for doing the translation as for writing something of his own. Therefore, I wonder if it would be possible for your committee to pay the difference. I can't imagine anything that would do more good. Dos Passos has the right sort of reputation and the right sort of skill, and a translation of a really good Latin-American novel by him would be an event of major literary importance.

In September I wrote to Mr. Nelson Rockefeller about this idea, and he replied as follows: "At the moment our Publication Department is not yet organized, but when it is I shall refer your letter to the person in charge." Perhaps the proposal I'm outlining is one for the attention of the Publication Department, though I thought it might conceivably be more your affair.

Do let me hear from you as soon as you've had a chance to think this over.

Yours sincerely,

Charles A. Pearce

CAP:dh

Munroe Wheeler, Esq.
Museum of Modern Art
11 West 53rd Street
New York, New York

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Copy for Mr. Monroe Wheeler

JM

DHS

Mrs. Constance Rourke

Latin Am. Digest
Eng. a

Grand Rapids, Mich.
October 12, 1940

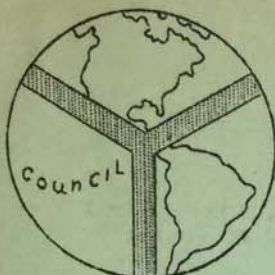
In talk with Mrs. Rourke DHS canvassed the possibilities of the Readers' Digest in its Spanish edition and of the possible counterpart of a Latin American digest giving Spanish subjects in English translation. She said that Carl Detzer, now resident in Ann Arbor, Michigan, has the ability to organize a plan for such a digest in English. He writes for the present Readers' Digest and secures contributions from others. He knows therefore the organization routines, and from travel knows something of the kind of materials American readers would accept in translation. He or some man of his background might well be put on the editorial staff of any new Digest printed in a Latin American country.

DAVID H. STEVENS

DHS:MPB

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PAN AMERICAN COUNCIL BULLETIN

A MONTHLY CALENDAR

PUBLISHED BY THE PAN AMERICAN COUNCIL
86 EAST RANDOLPH STREET
CHICAGO, ILLINOIS

ROBERT C. JONES, Editor

Assistants

Miriam Caines
Mary K. Asher
Lois Williams
Lois Stice

Telephone: Dearborn 0539

Subscription to Bulletin
included with membership
in the Council.

VOL. II

NOVEMBER, 1940

NO. 2

COUNCIL CALENDAR

GENERAL MEETINGS

November 2 - Luncheon; Auditorium Hotel; 1:00 P.M.

Dr. Preston Bradley -- "The Meaning Of Pan American
Friendship."

Those who wish will adjourn to the Council Rooms for
the usual Spanish Speaking at Home, 3:30 - 5:30.

November 23 - Evening Reception; Council Rooms. 8 P.M.

Miss Henrietta Mertz, returned this fall from the Amazon
valley, will present a part of her trip--pictured in
color. Miss Mertz took the new route over the Peruvian
Andes, and then followed the Amazon down to its mouth.

If Sr. Candido Portinari, the well-known Brazilian artist,
can find it possible to remain in this country until that
time, he will be guest of honor. Members will be notified
of details later.

BUSINESS INSTITUTE

November 11 - Opening Meeting; Council Rooms; 7:15 - 8:15 P.M.

Panel discussion on Selling Problems in Brazil.

November 18 - Council Rooms; 7:15 - 8:15 P.M.

Viewpoint of an Argentine Producer--given by Sr. Pedro
Lacau, well known to the Argentine market, with haciendas
near Buenos Aires, in Chicago on a visit to the coming
Stock Show.

November 25 - Council Rooms; 7:15 - 8:15 P.M.

The Place of the Small Industry in Chile--presented by
Sr. Eugenio Salazar, engineer from Santiago, active in
the administration end of such industries until coming
to the U. S. for a period of observation.

REC'D NOV 1 1940

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	KDH	II. 27

December 2 -

The Psychology of Business Contacts in Latin America--
discussed by Sr. Manuel Doblado, of the Abbott Labora-
tories.

Admission to the Institute--8 lectures--\$2.50 for members, \$5.00 for general
public, \$0.75 the single meeting. Tickets should be purchased in advance if
convenient.

NATIONAL GROUP MEETINGS

All members of the Council and their friends specifically interested
in these countries are cordially invited to attend these meetings.

November 9 - Brazil - 2 P. M. Study Group in the Council Rooms.

November 14 - Central American and Caribbean Area - Sra. Elida Pisa of
Costa Rica - hostess. Tea in the Council Rooms. 3 - 5 P.M.

LANGUAGE PRACTICE TEAS

For Spanish: Each Saturday afternoon 3:30 - 5:30 in the Council Rooms.
Members of the Spanish Tea Committee will be hosts and hostesses.
Nothing but Spanish will be spoken. If you must carry a dic-
tionary bring it along.

For Portuguese: The fourth Saturday of each month. Same rules will apply as
at Spanish Teas.

SATURDAY LUNCHEON DISCUSSION GROUP--Council Rooms; 1:00 P.M.

Will not meet on November 2, the day of Dr. Bradley's talk.

On November 9, 16 and 23 they will continue discussing individual
projects already under way. If you have one you wish to commence
studying or report on, you will be welcomed by this group. A box
lunch is served at 1 P.M., to those making reservations.

OTHER PLANS FOR COOPERATIVE ACTION:

The Brazilian government is active in a significant field of inter-
American relations. Men in key positions are being financed with
salary to spend varying periods of time in the United States for
"intraining"--coupling academic background with the observation
of how things are being handled in practise. For some time this
policy has been pursued in the field of government, most of the
visitors working in Washington. There are also surgeons,--
doctors, observing hospital administration--(did you meet some
of them at the last reception?)--engineers, business men, workers
in forest problems, and so on.

Many of these observers pass through Chicago. It would be well
if we could open up even more facilities for hospitality to them--
and do what is possible to urge observers from other countries to
the South to pass this way.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II. 27

One of the important problems of the Middle West is that of working out a better adjustment between agricultural and industrial producers-rural and urban populations. Argentina is faced with these same problems. Is it idle fancy to think that the leaders in each area might help each other in the solution of these problems?

Single isolated incidents described in the press, even if true, are likely to give a very false impression if they are not considered in their proper perspective. Some of the recent publicity given to so-called Fifth Column activities in Latin America indicate that we need to have more general as well as specific information regarding Latin American countries to keep us from having some very erroneous ideas about them. (See- Lewis Hanke- Plain Speaking About Latin America-Harper's Magazine- November 1940).

The Pan American Council has increasingly been called upon for information and guidance by groups and individuals outside of Chicago. Detroit, Milwaukee, St. Louis, Minneapolis, Kalamazoo, Muncie, Grinnell, Rockford, Waukegan, Elgin have specifically shown an increased interest in Latin American and inter-American affairs. As such activities become organized we will try to give them mention in our Bulletin.

COUNCIL COMMITTEE NEWS

About one hundred persons attended one or more sessions of the Social Service Institute on the Latin Americans in the Chicago area. Mr. Bert Boerner presided at the morning session and ably led the general discussion which followed talks by Mr. Frank X. Paz on "Problems of the Mexican and Mexican-American in the Chicago Area," and Mr. Emilio Almada on "The Protective Work of the Mexican Consulate." Mr. Alex Elson was chairman at the luncheon session held at the Sociedad Espanola, 36 West Randolph Street. Mrs. Adena M. Rich spoke on "Legal Aspects of the Mexican Immigrant's Problems of Immigration and Naturalization," and Mrs. Milla Dominguez of Detroit sang. Miss Florence Cassidy, also of Detroit, led the afternoon discussions, which featured talks by Miss Marjorie Drury on "The Case Work Approach to the Problems of the Mexican Community," and Mr. Martin Loeb on the "Community Approach to the Mexican People." Mr. Manuel Diaz Ramirez of the Banco Ejdial of Mexico brought greetings from his country. Miss Mary Louise Ruiz, Miss Virginia Acosta, Mrs. Frank Paz and Miss Jeanne Lovejoy generously contributed their services as stenographers. A Findings Committee with Mrs. Edith Kelly, Mr. Norman Humphrey, Dr. Francisca Luna, Mrs. Helen Sedgwick, and Miss Virginia Acosta as members is to formulate a brief report in cooperation with the Committee on Social Service Cooperation (see October issue of the Bulletin). It is hoped that the work inaugurated by this Institute may be carried forward. In any case, another Social Service Institute is being planned to take place in March.

A number of members have suggested that the Council sponsor a Pan American Folk Festival. Besides the fun, there's a lot of work involved, therefore the editor would appreciate hearing some indication of how much interest in, and willingness to work on, such a program exists.

Interest in opportunities for Spanish language practice has been reflected in the good attendance at the Spanish Teas on Saturday afternoons from 3:30 to 5:30 P. M. The present members of the Committee in charge of

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	KDH	II. 27

these teas are Miss Birdie J. Ehrenwerth, Miss Evelyn Jacobs, Miss Jeanne Lovejoy, Mrs. Juanita Poll, Mr. Peter Rodriguez, Prof. Juan B. Uribe, Mrs. Isolena Flores, Mr. Frank Fernandez and Miss Ruth Dworkin.

The International Relations Speakers Bureau, (86 East Randolph Street, Tel. Randolph 0674) reports an increased demand for speakers on inter-American relations and Latin American programs. Miss Catherine Hunter, the Director of the Bureau, is also chairman of the Pan American Council Lecture Committee.

NEWS OF OTHER ORGANIZATIONS

Mr. Charles A. Howe will show some of his new colored slides on Mexico at a meeting of the Friends of Mexico, Friday evening, November 8, at Hull House. A number of music recordings made by Carlos Chavez will be played. The meetings of the Friends of Mexico are open to all interested persons and members of the Council. The Friends of Mexico are planning to organize a chapter in South Chicago soon.

The Chicago Chapter of the American Association of University Women is having a number of Latin American women as guests at a reception on November 16. The Association is cooperating with the Council in extending hospitality to Latin American visitors.

American Youth Hostels, Inc. have erected a Youth Hostel near the northern entrance to Mexico City, in Villa Vallejo, corner Laredo Road and Calle de Paganini.

Dr. Harry S. Gradle, Chicago, was elected president of the Pan American Congress of Ophthalmology, which formed a permanent organization after the first meeting held in Cleveland, October 11-12. Dr. Conrad Berens, New York, was elected secretary for North America and Dr. Moacyr E. Alvaro, Sao Paulo, Brazil, secretary for Latin America. Tentative plans were made to hold the next congress in Montevideo, Uruguay, in 1943.

The Library of International Relations, 86 East Randolph Street, is publishing a bibliography of Latin American books entitled "Some Titles from the Section on Latin America". This list will be available about November 15th to interested members of the Council and will be free except for mailing charges.

EDUCATIONAL ACTIVITIES

Latin American countries are particularly in need of technical workers. As a practical cooperative gesture the Illinois Institute of Technology, 3300 Federal Street, Chicago, is offering three graduate scholarships covering the cost of tuition to Latin American scholars, and three additional half-tuition scholarships to persons of Latin American birth resident in the United States. Applications for these scholarships are now being received. The number of Latin American students in Chicago is slowly increasing, but is still very small. There are a number of reasons for this situation. Chicago is not very well known in Latin America as an educational center. The additional expense of travel from port cities is

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	RDH	II.27

not an insignificant item. Institutions and individuals having adequate means need to do more to attract such students. These scholarships represent a distinct step in the right direction.

"La Mesa Española," an informal group of Spanish speaking persons who meet for dinner at International House for Spanish practice, have changed the time of their meeting to 6:30 P. M. every Friday.

Dr. Melville J. Herskovits of Northwestern University has been preparing a research memorandum for the Carnegie Corporation having to do with the unity of New World Negro cultures in terms of contacts of negroes with European cultures of various kinds and the amount of African background that has been retained by them. Dr. Herskovits has also drafted a special report for the Committee on Research in Comparative Musicology of the American Council of Learned Societies on New World Negro music.

The Council is trying to compile a complete list of recent student theses written in the colleges and universities of the Chicago area having some relation to Latin America or inter-American relations.

NEW READING MATERIAL

Mr. Roberto Assumpcao de Arango, a Brazilian student at the University of Chicago, brought with him to the university two hundred books in various fields by Brazilian authors, largely donated by the Ministry of Education with the cooperation of some other organizations. He also brought about twenty musical records and some sheet music of the most recent works of noted Brazilian composers.

Attention study groups! "The Hemisphere", a news-weekly of the Americas, has offered a special block subscription rate to members of the Council of \$4.00 a year, if there are ten or more subscriptions. A file of "The Hemisphere" may be examined at the Council offices.

The September volume of "The Annals of the American Academy of Political and Social Science" which is entitled "Our Foreign Commerce in Peace and War," contains a section "Our Latin American Trade." (Vol. 211, pp. 147-196).

Howard J. Trueblood, who is now with the United States Department of State, the Division of American Relations, has prepared a report "The Havana Conference of 1940" as his final piece of work for the Foreign Policy Association for whom he has done some excellent studies. (See Foreign Policy Reports, September 15, 1940). Another publication of the F. P. A. is the Headline Book - "Challenge to the Americas" by John I. B. McCulloch editor of the fortnightly Pan American News and editor and co-founder of the Inter-American Quarterly.

The map division of the Department of Geography at the University of Chicago has a very fine collection of maps of Latin America. Most of these are available for examination by the public in the Rosenwald Building on the Midway Campus. (See Earl P. Hanson, "The Millionth Map." Harper's Magazine, Vol. 181, June, 1940, pp. 70-77).

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	KDH	II.27

Goodwin Watson, Professor of Education at Teachers College, Columbia University is author of a study "Education and Social Welfare in Mexico," (1939), recently published by the "Council for Pan American Democracy."

"Puerto Rico--Where the Americas Meet" with pictures and text by John W. Thompson is the first of a series of picture books edited by Dozlo Fodor, as published by Hastings House, New York. Books of the same series on Brazil and Argentina are completed and will soon be released.

Among the books you should read before you take that trip to South America is Sydney A. Clark's "The East Coast of South America," (Prentice-Hall) giving information about travel to Brazil, Uruguay, Paraguay, and Argentina. The Good Neighbor Fleet of the American Republic's Line is especially featured.

It's springtime now in South America.

A "Mexican Review" has recently been started. Volume one, Number one, contains an article on "Twenty Centuries of Mexican Art and Music," a bibliography of Mexicana written in English during the year 1939, containing 750 items, and some book reviews. The Review is to appear semi-annually. Single copies are 35 cents, the annual subscription 60 cents. All communications should be addressed to Jesse J. Dossick, New York University, Washington Square, New York City.

The Museum of Modern Art of New York has published a volume regarding the "20 Centuries of Mexican Art" exhibit. The book is in both Spanish and English and was prepared by a number of Mexican artists and art critics including Antonio Castro Leal, Alfonso Caso, Manuel Toussaint, Roberto Montenegro, and Miguel Covarrubas. Maps, charts, biographical notes and bibliography add greatly to the merit of the volume. The August 1940 number of "Mexican Travel Notes", published monthly by the Chicago Agency of the National Railways of Mexico also contains a note regarding this exhibit.

Colortext Publications, Inc., 20 North Wacker Drive, Chicago, have published a "Story Map of Mexico" which will delight many lovers of Mexico.

The Modern Hospital Publishing Company, Inc. has published a book in Spanish, "El Libro del Hospital Moderno" which has been sent to hospitals, medical schools, public health officials and surgeons throughout the various Latin American countries. Dr. Otto F. Ball, President of the Company, informs us that interest has been so great in this book that the first edition is practically exhausted.

The University of Chicago Press has published a study of the Chorti Indians of Guatemala by Charles Wisdom, a former student at the University. The area in which these people live lies near the route of the Inter-American Highway between Guatemala and Honduras.

In order to meet the increased demand for books on the language, literature and culture of the Latin American countries the Chicago Public Library plans to add several hundred new titles this fall and winter. As part of the expansion program a small collection of Portuguese books have been added to the Foreign Open Shelf Collection. This will be increased as the interest and demand warrants.

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	KDH	II. 27

"The Lion" a monthly magazine for Lions, published by the International Association of Lions Clubs, contains 8 pages of Spanish material in each issue. "The Rotarian", organ of the Rotary International has been publishing a one page lesson in either Spanish or Portuguese in each issue.

LATIN AMERICA IN CHICAGO

Lacquered wooden vessels from Peru, examples of the beautiful workmanship of the Incas, have been installed in Stanley Field Hall at the Field Museum. The Museum has also received one of the largest and most comprehensive collections of birds and reptiles of Yucatan and Campeche (Mexico) ever collected. These collections are the result of the expedition co-sponsored and conducted by Messrs. Melvin Traylor, Jr. and E. Wyllys Andrews during the fall and winter of 1939-40.

Among the Mexican art objects to be found at the Art Institute of Chicago are a dower chest, some samplers, a collection of Mexican majolica, some serapes, a stone mask and a stone corn goddess.

The community area of South Chicago contains the second largest Mexican colony in Chicago. Mexican stores, restaurants and shops are to be found there near the end of the South Chicago Branch of the Illinois Central Suburban Lines.

Have you ever seen a tortilla factory? Mr. Petromilo Chavez, 3243 E. 91st St., has one very similar to those which are to be seen in Mexico.

Mr. Jack Worth, Executive Secretary of the Chicago Tours Association has organized a tour of the Mexican colony centering around Hull House at Polk and Halsted Streets. Groups interested in learning more about this portion of the city's population should communicate with Mr. Worth, one of the founders and present educational director of the Friends of Mexico.

The Latin American Forum in cooperation with the Art Department of Hull House has organized an exhibition of art work by local Latin American artists, to be held in the Benedict Gallery at Hull House from November 25 to December 23. Much credit is due to Frank Paz, Director of the Forum, who has worked hard organizing the exhibit.

The "Sociedad Española," 36 East Randolph Street, is being decorated in a genuine Hispanic ambiente by Mr. Carlos Lopez, a local Cuban artist.

The "Aztec Hour," radio program sponsored by the ABC Spanish Language Newspaper over station WHIP is now being broadcast from 2:30 to 3:00 P.M., on Sunday.

Mexican produced films with Spanish dialogue are shown at the Globe Theatre, 1145 Blue Island Avenue, on Wednesdays and Thursdays. "Mexico Lindo," an all Spanish musical comedy with typical Mexican music, costumes and folklore is being shown at International House on November 12 at 4:30 and 8:30 P. M. by the International Film Bureau, 59 East Van Buren Street. An additional feature will be a twenty minute March of Time feature, "The

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	RDH	II. 27

Gateways to Panama." Further information regarding Spanish films may be secured by writing either the Film Bureau or the Council.

OF SPECIAL INTEREST TO TEACHERS

One of the best as well as most inexpensive ways of learning Spanish in a natural environment is to attend the summer session of the University of Mexico. A number of Chicagoans spent this last summer at the University, and if there is sufficient interest, the Council may be able to secure some special concessions for its members in 1941. Notify the office if you are considering spending your 1941 summer vacation studying in Mexico.

A delightful and instructive Xmas vacation is in store for those who attend the Pan American Educational Conference being held in Havana, Cuba, December 26, 27 and 28. Further information may be secured at the Council office or by writing Dr. V. W. Lamkin, Secretary of the World Federation of Education Associations, 1201 Sixteenth Street, Washington, D. C.

The Chicago Chapter of the American Association of Teachers of Spanish are having a meeting in the Council Rooms, 86 East Randolph Street, at 4:30 P. M., Thursday, November 28th. Pictures of Latin America will be shown. All Spanish teachers are encouraged to attend.

A number of firms who have recently needed stenographers who could take dictation in both English and Spanish have found it very difficult to find such persons.

Many persons have asked what the requirements for membership in the Pan American Council are. According to the By-Laws, "All persons of good character evidencing genuine interest in the problems of the Americas," are eligible for membership. Therefore if you are not already a member, you are cordially invited to join. Dues are only \$2.50 a year, including a subscription to the Bulletin. However, if you are able, your further financial participation in the promotion of our program is needed.

Pan American Council
86 E. Randolph Street
Chicago, Illinois

Mr. Hugh W. Vogl, Treasurer

Enclosed find my remittance of \$2.50 for membership fee for 1940-1941.

Sincerely,

Name _____

Address _____

Telephone _____

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Copy for Mr. Monroe Wheeler

INTER-AMERICAN WEEK

DHS

TROY, NEW YORK

OCTOBER 5-12, 1941

Mexico City, October 5, 1940

Martinez del Rio has solved all his private difficulties by accepting the position of manager of a new branch of the Bank of Mexico in the heart of the city. In spite of his new responsibilities, he says that his interest in education, and in the work of Casa particularly, leads him to continue his lecturing and probably his directorship of the summer session of the University. On the suggestion of Redfield (reported by DHS) that he come for lectures during a term of semester in an American university, he said that at best he could hope for five- or six-weeks leave for such a purpose. On the other hand, he thoroughly approves the idea and would like to be one of the men to demonstrate the value of interchange of persons.

He is gratified that the Readers' Digest is to distribute the new Spanish monthly. He sees that this will destroy the monthly, Sintesis, built up to a circulation of ten thousand in the Americas by the self-sacrifice of his book-seller friend, Mirachi. He would like, therefore, that studies be made to give to English-speaking countries an English digest of exceptional articles taken from all Latin American countries of the hemisphere.

Later: Reviewing this suggestion with Melcher of the Publishers' Weekly in New York City, DHS had strong support for this idea. With it goes agreement of Melcher and DHS on recommendation that an American editor of ability be stationed in Mexico City to select materials useful to American readers; further, that Americans be asked to serve as correspondents for this purpose in all Latin American countries; and also that sample copies with classroom rates be sent to all teachers of modern languages and history in the United States. Another suggestion is that to be pointed out to the Readers' Digest organization that services of persons from Latin American countries are needed for similar work in choosing what is to go into the Spanish edition.

DHS:EHH

DAVID H. STEVENS

President, Russell Sage College
Station, Inter-American Week

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INSTITUTE OF INTERNATIONAL
EDUCATION

MUSEUM OF MODERN ART
11 West 53rd Street, New York

Twenty Centuries of Art (1940)

REC'D SEP 4 1941

11 West 53rd Street
New York City

Gentlemen:

As you have probably read in the papers, the City of Troy, in cooperation with Russell Sage College, is putting on a Latin-American week from October 5-12. This project is being carried out at the suggestion of the National Defense Council and in cooperation with the State Department, Pan-American Union and Institute of International Education. Enclosed you will find a brief and tentative outline of the week's program.

The Museum of National History, the Brooklyn Museum and the Whitney Museum are sending us valuable collections of Latin-American art. The Museum of Costume Arts in New York City is sending us an extensive exhibit of Latin-American costumes. In short, many different organizations throughout the country are helping to make this an outstanding experiment in educating the public of the United States to a better understanding of the Latin-American countries.

As an important part of this week, we are planning for an extensive exhibition of books dealing with Latin-America. I am writing to ask if you would be willing either to contribute or to loan the books on the enclosed list which have been published by your company. Similar letters are being sent today to the other publishing houses of the country in the hope that we may have as complete a collection as possible.

Your willingness to cooperate with us will be deeply appreciated by the City of Troy, Russell Sage College and the governmental bodies cooperating with us in this significant undertaking.

Yours very truly,

J. L. Meader
J. L. Meader
President, Russell Sage College
Chairman, Inter-American Week

REC'D SEP 4 1941

Held on the Occasion of the 25th Anniversary of
Russell Sage College

Sponsoring Organizations

TYPICAL OF THE MANY
ARE THE FOLLOWING:

AMERICAN LEGION AND
VETERANS ORGANIZATIONS
BENEVOLENT PROTECTIVE ORDER
OF ELKS
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB
CATHOLIC DAUGHTERS
OF AMERICA
CATHOLIC WOMEN'S
SERVICE LEAGUE
CHAMBER OF COMMERCE
COUNCIL OF SOCIAL AGENCIES
DAUGHTERS OF THE
AMERICAN REVOLUTION
EMMA WILLARD SCHOOL
ILLUM CLUB
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JUNIOR CHAMBER OF COMMERCE
JUNIOR LEAGUE
KIWANIS CLUB
KNIGHTS OF COLUMBUS
LA SALLE INSTITUTE
LION'S CLUB
MASONIC ORDERS
PARENT-TEACHER ASSOCIATIONS
PUBLIC SCHOOLS
RENSSELAER POLYTECHNIC
INSTITUTE
ROTARY CLUB
RUSSELL SAGE COLLEGE
SONS OF THE REVOLUTION
TROY CHROMATIC
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TROY WOMEN'S CLUB

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EDUCATION

INTER-AMERICAN WEEK of TROY, NEW YORK OCTOBER 5-12, 1941

Planned and executed by its citizens to promote, among the twenty-one American Republics, that understanding and goodwill which are essential to enduring peace, prosperity and progress in the Western Hemisphere.

August 30, 1941

Museum of Modern Art
11 West 53rd Street
New York City

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SEP 4 1941

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September 8, 1941

September 13, 1940

Mr. J. L. Meader
President
Russell Sage College
Troy, New York

Dear Mr. Meader:

We are in receipt of your letter of August 30th, requesting a copy of "20 Centuries of Mexican Art", to be included in your Latin American book exhibition, October 5 - 12, and we are sending this to you under separate cover. It will not be necessary for you to return it.

Sincerely yours,

mw.ljs

We are now investigating the sales and distribution of translations of American books already published in Latin America. When you have prepared a definite financial program, I shall be glad to discuss it in the Coordinator's office in Washington.

Sincerely yours,

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GREENBERG: PUBLISHER



November 1st, 1940

Mr. Murray Wheeler
The Museum of Modern Art
11 West 53rd Street
New York City

November 13, 1940

Dear Mr. Wheeler:

Covering our correspondence of the other day, I would like to give you the plan of our projected enterprise:

Mr. J. W. Greenberg
67 West 44 Street
New York, New York

The plan is to publish the best and most important of our serious non-fiction books of a literary nature, and to offer these books for sale throughout the Latin-American countries.

Dear Mr. Greenberg: Thank you for your letter of November first, outlining your plan for the publication in Spanish of books by leading American authors. Our preliminary investigations indicate that this is entirely feasible.

You mention that you have gone carefully into the matter of costs, tariffs, exchange rates, distribution, etc., and doubtless these investigations have enabled you to determine the cost of publishing an average volume and its possible revenue. Before the question of financial aid can be seriously considered in Washington, we would have to know exactly how much subsidy the average book would require. This would then have to be weighed against the question of working through Spanish-language publishers whose systems of distribution are already developed.

We have already completed a thorough investigation into almost every phase of the problem. We are now investigating the sales and distribution of translations of American books already published in Latin America. When you have prepared a definite financial program, I shall be glad to present it to the Coordinator's office in Washington.

Sincerely yours,

We have gone carefully into the matter of translation and manufacturing costs, tariffs, rates of exchange, methods of distribution, discounts to the trade, comparative prices between our books and theirs, etc.

MW:CH

67 West 44th Street, New York City

Tele. address: GRAMMEX, New York

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November 1st, 1940

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The Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. Wheeler:

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The plan is to publish in the United States, in the Spanish language, the best and most important of our serious non-fiction books of a cultural and economic nature, and to offer these books for sale throughout the Latin-American countries.

We propose to acquire, by purchase, the Spanish publishing rights to these books from all the leading publishers in the United States. Our preliminary investigations indicate that this is entirely feasible.

It is our thought to have the selection of the books to be published made by an advisory board consisting, in addition to ourselves, of one or two Spanish-speaking editorial men residing in this country, a representative from the firm of Snyder & Hall, who now handle our line of English books in South America, and representatives from your own Council, the State Department, and the Pan-American Union, and possibly Mr. Melcher, editor of the Publishers' Weekly. We should include also a few academic men from the larger universities. We have already completed a thorough investigation into almost every phase of this project and have found it to be one that appears altogether practical -- with one exception -- the high postage rate, which is definitely an obstacle to be overcome in some way. We have already made arrangements for the matter of sale and distribution throughout the Republics and have even completed a tentative first list of books to be submitted to our advisory board for final selection.

We have gone carefully into the matter of translation and manufacturing costs, tariffs, rates of exchange, methods of distribution, discounts to the trade, comparative prices between our books and theirs, etc.

67 West 44th Street, New York City

Cable Address: GREENINK, New York

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Mr. Monroe Wheeler
November 1st, 1940
Page Two

We find that it would be feasible to print in editions as small as 5000 copies and yet offer, at an attractive price, a volume physically far superior to what the South American market is accustomed. And this in a much better translation and in a cloth-bound book.

Our idea was to start off, early next Spring, with a carefully selected list of about 20 titles, all non-fiction.

We have all the facilities, the connections, the experience, and the knowledge, we believe, to make a good job of this enterprise. We do not, however, have sufficient capital to do the job adequately and in a way that will really make it an effective and important project. Moreover, we would be forced to publish only such books as would be definitely commercially profitable ventures, regardless of their cultural or literary value.

We therefore ask the financial aid of the Council of National Defense in helping us get started, as well as its advisory help in directing the type of book to be published.

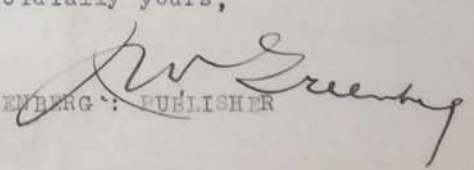
This financial aid could be ~~made~~ either in the form of a loan or in the purchase of stock in the company. In either case, we should welcome the Council's participation in the directorate.

We believe it would be best to organize a new company for this business, entirely separate from our own publishing house, but using our offices and other facilities so that there would be no considerable overhead burden to the new corporation. The company might be known as the Pan-American Press, or some such name as would indicate the nature of its business.

It has been suggested that this might be a cooperative venture on the part of a number of American publishing houses, but we believe this would not be at all a practical plan and one that would result in hopeless confusion, delay in getting started, and other difficulties. The best proof of this is that wherever cooperative ventures on the part of publishers heretofore have been tried (as in the case of re-print enterprises), they have, without exception, been dismal failures.

We are all set and prepared to put this project into operation immediately, actually turning out our first list by February or March, and we feel it to be important that the business should be started without delay, both from the economic point of view and from the point of view of America's interest in her cultural relationship with the Pan-American States.

Cordially yours,


GREENBERG PUBLISHER

JWG:s

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Clandestina ☆
☆ Secuestrada



MILES DE LIBROS

La fotografía muestra los miles de ejemplares de la novela de Dafne du Maurier, "Rebeca, una mujer inolvidable", cuya edición clandestina, fué secuestrada por orden del juez en lo civil, doctor Rojas

La edición clandestina de una novela cuyo éxito de librería fincaba en el suceso de una película recientemente estrenada, dió lugar a un proceso que está ventilándose en los tribunales y que está lleno de matices realmente novelescos.

La editorial Glem (Grandes Librerías El Maestro), con sede en Corrientes No. 1583, adquirió los derechos de publicación en la Argentina de la novela "Rebeca, una mujer inolvidable" de Dafné Du Maurier. Pero hete aquí que la editorial Tor, con sede en Río de Janeiro 760 edita la novela y la distribuye profusamente, a bajo precio, en quioscos y por vendedores callejeros.

El perjuicio para Glem era evidente, motivando la presentación de ésta a la justicia, ante el juez doctor Rojas, secretaria Dollera. El juez dispuso el secuestro de la edición, el que se hizo efectivo anoche.

Pero la editorial demandada, después de la presentación ante la justicia en contra suya de la editorial Glem, envió al Correo paquetes de libros destinados al exterior. Esto motivó una nueva di-

mario correspondiente.

ligencia, además del procesamiento de Tor por desobediencia.

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Latin American Project

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Date 23. X. 40

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From:

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Latin American Project

THE MUSEUM OF MODERN ART

Date 23. X. 40

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Date 23. X. 40

Mr. Vergotti
Editorial *Latin Americana*
Large color offset children's books 6 pieces

Expenses large
definitely faint

Mr. Shirley Enochs *Children's Bureau*
U.S. Dept. of Labor

re: Child Care + Training + Faege + Anderson

\$1000 for 5000 copies

incl. 125.00 for copyright
including ~~translation~~ + translation

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Latin American Project

THE MUSEUM OF MODERN ART

Date 23. IX. 40

To: Mr. [unclear]
From: Mr. [unclear]

Re: The Principal Distributors to Latin American of Books of U.S. Publishers

23. IX. 40

Air Mail

Professor Percy A. Martin
Stanford University
California

Dear Professor Martin:

Dr. David H. Stevens of the Rockefeller Foundation has suggested that copies of the new Spanish edition of the Reader's Digest be sent to all those listed in the new edition of your book, Who's Who in Latin America, which he said would be ready in a few weeks. This distribution would be made as part of one of the new Government Latin-American cultural projects, on which I am working.

Will you be kind enough to let me know approximately how many names are listed in this forthcoming edition? This information will be of great help to us in making certain calculations. Thanking you in advance for the courtesy of your consideration, I am

Sincerely yours,

MW:CH

Handwritten notes and signatures:
B. [unclear]
H. [unclear]
John [unclear]
Edward [unclear]
W.H. [unclear] - [unclear]

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Date 23. X. 40

To:

From:

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Edward K. Robinson

Appleton - Century - Pan Am Highway

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The S... publishers which sell books in Latin America* namely, Appleton-Century Company, Ginn and Company, and the American Book Company.

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THE MUSEUM OF MODERN ART

Date 23. X. 40

To: Mr. Wheeler

Re: The Principal Distributors in Latin

From: Mr. Wheeler

America of Books of U.S. Publishers

At the suggestion of Mr. Caldwell, I saw Mr. William Stanley Hall, of the firm of Henry M. Snyder Company, in Mr. Snyder's absence. He said that they had no exact figures on Latin American sales because they sell throughout the world and have never prepared breakdowns on Latin American sales only. He thought, however, that the sales would come to less than 100,000 books annually, and he estimated that 80% of the sales were reprints, such as the Pocket Book 25¢ Series (of which they have sold 50,000 in the last six months), Grosset and Dunlap titles, and technical books. He said that he had recently sold 1,000 copies of Phaidon Press art books to Mexico. He said the sales of fiction, biography, and other types of books were inconsiderable.

If a popular English technical book--for example, one on chemistry--were published, it would sell from 250 to as high as 500 copies, Mr. Hall said.

Mr. Hall said that he could not emphasize too strongly the fact that the principal obstacle to greater sales of books in Latin America was the exorbitant book post rate of \$.12 per pound, instead of \$.015 per pound, as it is in the States. In his opinion, the book export business to Latin America could be doubled and even tripled if the \$.015 per pound rate could be established. He reports that his business is increasing rapidly and that if it were not for the high postage rate it would be even greater.

The Snyder Company does not, however, represent the three major textbook publishers which sell books in Latin America--namely, Appleton-Century Company, Ginn and Company, and the American Book Company.

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THE MUSEUM OF MODERN ART

Date October 23, 1940

To: Mr. Wheeler

Re: Conversation with Mr. Carl Van Ness

From: Mr. Wheeler

of the Textbook Department of the

D. Appleton-Century Company

D. Appleton-Century Company has, since its organization, specialized in export to Latin America and has always published textbooks in Spanish.

He said their present sales of all books amounted to around 40,000 copies a year, by far the greater proportion being books in English and divided among more than 100 titles.

He said that they had recently issued in Spanish a series of elementary science books which have been successful in American schools, and which they hope will be adopted by schools in Latin America.

In regard to the higher cost of American books, Mr. Van Ness said that he did not see how anything could be done about this, because they merely reflect higher American living standards.