

August 12, 1957.

MEMORANDUM FOR GOVERNOR ADAMS

Attached is a supplement to the material Charlie Wilson left with me recently about the People-to-People program.

I believe we should direct Arthur Larson to get someone on the job to follow up this matter energetically to see what we can possibly do to get this whole program off the ground.

As I understand the matter, Mr. Wilson has no doubt of the eventual success of the program, if he can first get the necessary money to organize and advertise the effort, including that part of the effort that involves raising money for local committees throughout the United States. He estimates he needs something like \$350,000 a year for three years.

USIA should make a complete and thorough study of the attached memorandum, after which they should promptly hold a conference with Mr. Wilson and decide on what is to be done.

I still earnestly believe that this would be a great and useful effort in getting ahead in the cold war; but if we cannot get private interest developed in the country we had better stop worrying our friends with it.

D. D. E.

