



CWI

21 September 1944

Mr. R. Edgar Moore  
Office of War Information  
Room 3410, Social Security Building  
Washington, D. C.

Dear Mr. Moore:

Your letter of September 13 has been read with interest, and we feel that the project is very timely.

UNRRA has no plans for a booklet of this sort, but would be glad to have the booklet available in its areas of operations. We know of no other agency which contemplate or is in preparation of a similar project.

We believe the ten subjects listed are essentially appropriate ones, but suggest that others might profitably be added. For instance, we have found that European physicians now working for UNRRA in the Middle East are, from a lack of newer knowledge on the sulfa drugs, hesitant to use the new derivatives promptly and adequately. Other timely subjects would, in our judgment, be:

- (1) The place for 35 mm Photofluorography in the control of tuberculosis.
- (2) Biochemical and chemical techniques to use in assessing nutrition and advances in the study of protein.
  - (a) In relation to the protein intake to the formation of Anti-bodies.
  - (b) The parenteral use of protein digests and amino-acid mixtures to maintain nitrogen balance.

We assume that you are discussing this project with the National Research Council and the United States Public Health Service, as both of these agencies would, we believe, have significant and worth while contributions to make to your project.

Sincerely yours,

D. A. Reekie, M. D.  
Acting Deputy Director of Health



OFFICE OF WAR INFORMATION

WASHINGTON

*H. Dr. Reekie*

September 13, 1944

Dr. Dudley A. Reekie  
United Nations Relief and  
Rehabilitation Administration  
Room 910 A, 1344 Connecticut Avenue  
Washington, D.C.

Dear Dr. Reekie:

The inclosed proposal for a booklet, "The War To Save Life," projected by the Publications Bureau of the Overseas Branch of the Office of War Information, has been accepted in principle by our policy board provided (1) the contents are on a high level of authority and interest, with reference notes indicating where specialists may obtain further technical information on the subjects treated; and (2) the project has reputable, authoritative sponsorship.

The Publications Bureau will conform to these conditions, and either the articles will be signed by experts or the booklet will be issued under the sponsorship of a reputable editor or medical organization.

Before giving final clearance to the project we should like to have the reactions of those individuals in the United Nations Relief and Rehabilitation Administration concerned with health projects: their general opinion of the proposed booklet, any suggestions or comment they may have to offer in connection with it, whether or not UNRRA has any plans for a booklet of this sort, whether or not they know of any booklet like this prepared or in preparation by any other agency. A Publications Bureau official asked us to state that the booklet could be made available to UNRRA in its areas of operation.

We know that a number of UNRRA people are attending the meeting in Montreal, but in order to avoid having this project held up till the meeting is over, we would like to have the opinions of those still in Washington. Once the final clearance stage is reached on a project, the operating bureaus are of course in a hurry to get the project under way. All



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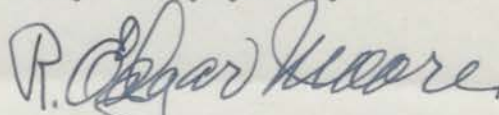
Dr. Dudley A. Reekie

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you can do to facilitate matters at your end will be appreciated.

If you have any questions in this connection, will you be kind enough to call Mrs. Warner, of this office? She can be reached on Republic 7500, Extension 75730.

Very truly yours,

A handwritten signature in dark ink, appearing to read "R. Edgar Moore". The signature is fluid and cursive, with the first name "R." and last name "Moore" clearly distinguishable.

R. Edgar Moore  
Operations Liaison Officer  
Overseas Branch  
Room 3410, Social Security Bldg.



Bureau of Overseas Publications

CLEARANCE APPLICATION

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TO: Secretary, Editorial Board

FROM: Chief, Bureau of Overseas Publications

SUBJECT: THE WAR TO SAVE LIFE - Contributions of American Medicine to the Post-War World

ACTION REQUIRED For consideration and approval by the Review Board

Item to be Produced:

A 50-page, 6" x 9" booklet (approximately 20,000 words) on American medical discoveries and developments which have evolved largely as a result of the war and which will have post-war significance for civilians throughout the world. The booklet will include only such achievements as are susceptible of widespread peacetime use.

Languages and Quantities:

To be determined after consulting outposts.

Time and Place of Distribution:

To be stockpiled for delivery in liberated areas as soon as possible.

Method of Distribution:

To be determined by outpost officials in the areas concerned.

Purpose:

Primarily, to project the United States in a dignified, idealistic, useful and intelligent light. A straightforward, factual account of our accomplishments in the field of medicine will add up to one indisputable message: The United States has both the ability and the desire to help augment the well-being of humanity.

Secondarily, to supply much wanted information to people who have been starved for news of all sorts. Outposts repeatedly indicate a need for as much medical and scientific information as we can supply. Here are two out of a good many recent reminders:

From London: "As I pointed out above, we will welcome all the medical and scientific material that you can send through."

From the Cherbourg Peninsula (Queries from educated people):  
"Has the war produced any advancement in science that will be of peacetime use? What has been achieved in medicine and surgery?"



The accomplishments to be described will need no embellishments. Implicit in each is a rousing story which frequently reads like a combination of detective yarn and miracle play. Furthermore, the scientists who have made possible the achievements are the finest type of American, brilliant, simple and intensely devoted to solving the problems they have undertaken.

Specific subjects to be included are:

1. The Story of Blood (its derivatives from plasma to globulin, the measles immunizer).
2. Chemotherapy: penicillin, gramacidin and other powerful new germicides; heparin and dicoumerin, the anti-blood clotting agents, etc.
3. New technics in the treatment of burns.
4. New technics in surgery: tantalum (the new surgical metal) and other surgical devices; the cast method of wound healing; sodium pentathol and other new anesthetics and palliatives.
5. Advances in nerve and plastic surgery.
6. Mental rehabilitation.
7. Venereal diseases: the one day cure of syphilis, quick cures for gonorrhea.
8. The synthesis of quinine.
9. DDT and other insecticides.
10. Dietary discoveries (the efficacy of biotin, etc.).

The dramatic aspect of each story would depend on the facts inherent in it and would therefore give the booklet considerable variety. In every instance, however, the points to be brought out are:

- The Over-all Picture: What the discovery has already accomplished.
- The Background: The searches, struggles and human interest behind it.
- The Discovery: A description and appraisal of what it is - simple and non-medical, but solid, through and authentic.
- The Future: Its expanded uses for peacetime civilians.

The booklet should be aimed at educated people in general as well as at the medical profession. It is a well established fact that medical articles in general American magazines outrank almost all other subjects in readership appeal. To cite a specific example, month in and month out they rank among the top five to ten in the Readers Digest according to a continuing survey conducted by an independent magazine research company. Lay medical literature also has appeal for the medical profession which likes to keep abreast of what the public is reading in its field. Since interest in the human body - and in whatever discoveries will make it a healthier and happier machine - is universal, the proposed booklet should have a very wide audience. Since it will go to people who have been entirely cut off from knowledge of recent medical accomplishments, it will also have the additional asset of news value.



UNITED NATIONS RELIEF AND REHABILITATION ADMINISTRATION

4 apr 44

MEMORANDUM:

TO: ~~Dr. Crabtree~~, Dr. Reekie

FROM: A. L. Frechette

SUBJECT: Conference on OWI educational activity held in Col. Rounds' office, April 4, 1944.

Conference was held at Mrs. Louchheim's request. Present were Col. Rounds, Col. Hiscock, Mrs. Louchheim and writer.

Mrs. Louchheim said that OWI in its foreign educational program wanted to correlate its work with that of other agencies interested in those countries. UNRRA had been approached by OWI and asked if there were any anticipated problems in the areas in which UNRRA plans to operate on which OWI could elaborate educational material - both films and written material. Because the responsibilities of UNRRA in the health field seem better defined than in the other fields it was thought advisable to explore the possibilities in this field first. Mrs. Louchheim had requested the meeting with Cols. Rounds and Hiscock to find out if anything of similar nature had been done by the Army.

Col. Hiscock said that nothing had been done by the Army in the nature of films or pamphlets intended for the civilian populations of the liberated countries. He expressed the thought that undoubtedly there was an opportunity for the use of such material in a public health program. He felt that it might be some months before an area was sufficiently well organized to permit an educational program.

Col. Rounds indicated that it would be up to Col. Hiscock to decide whether his office would want to consult with OWI and advise on the preparation of the material. There was no further discussion on this point.

Comments:

The responsibility for the preparation and distribution or exhibition of this educational material would rest with OWI. UNRRA's function would be to outline the problems, advise on the type of material to be used, and give some technical assistance.

In areas where UNRRA will be 'operating' rather than be acting in an advisory capacity the work can be greatly facilitated by a well-planned health education program. Such a program would have to be under the control of the UNRRA medical officer. Helping OWI make up educational material now would create a reserve from which the medical officer in the field could draw.

Dr. Crabtree, Dr. Reekie, 4/4/44

2.

In areas in which UNRRA will be advisory the use of such material as a rule will not be welcomed by the local government. It will be some months after the liberation of a country before the material can be used and by that time the local government will be sufficiently well organized to resent any American propaganda even as indirect as this. They will want to issue their own propaganda and their own educational material. It would be better for the UNRRA medical officer to assist the local health department in developing its own material rather than to have prepared American material either for distribution or for showing as films.

FRECHETTE/jdb



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FRECHETTE/jdb



Proposed Outline for OWI ~~Post~~-War Food Report

I. Conditions in Europe--the need for relief and rehabilitation

1) lack of food

facts and figures on extent of starvation and malnutrition

figures on condition of children--necessity of saving younger generation

2) lack of medicine

extent of plague, typhus, etc.

3) lack of housing

bomb destruction, deterioration

4) lack of clothing, raw materials, goods and services of all kinds

5) brief description of Hitler's planned looting, use of food as political weapon and general policies on above 1)-4)

II. Brief account of situation at end of last war (not relief methods), pointing up magnitude of present problem.

III. Reasons for proposed action.

1) military

to prevent chaos, restore order, and make allies behind the lines

to prevent epidemics among the troops (and also to keep plagues out of the U.S.)

2) self-interest

to create good will and future markets

to lay basis for stable peace in a balanced economic world.

3) humanitarian

IV. What action we can take in (a) relief period, (b) rehabilitation period

1) what can we send

a) Will the food be adapted to needs of country or will we simply dump whatever is in surplus (e.g. wheat)?

- b) Will it be in the form of prepared rations and if so how will these rations be worked out as to nutritive values? (Something about scientific tests behind selection of certain food stuffs. Laboratory lore.)
  - c) Will there be special rations for children?
  - d) Will the quantity and type of food, clothing, etc. differ in the relief and rehabilitation period?
  - e) Will we send seeds and machinery immediately?
  - f) What will we send in the line of drugs, raw materials, shelter materials, etc.?
- 2) How much can we send?
- a) What is the bare minimum that will sustain life? ✓
  - b) How much can we spare from our own rations?
  - c) How far will we cut our own rations (or ration new items) to send food abroad?
- 3) Where will it come from?
- how much from United Nations pool, other countries, private sources, etc. |
- 4) How will it be transported?
- 5) How will it be distributed?
- a) Will we feed our former enemies, and if not how will we determine who to feed?
  - b) To what extent will we rely on local channels to distribute?

#### V. Mechanism

- 1) organization and personnel of ~~QRR~~ OFR
  - a) How it plans to operate here and in the field
- 2) relationship of ~~QRR~~ to international agencies (Leith-Ross?)
- 3) relationship of ~~QRR~~ to Lend-Lease, Agriculture, BEW, War Shipping, etc.
- 4) relationship ~~QRR~~ and Army in field



VI. What post-war relief will mean to the people of the U.S.

1) how much will it cost us in

money

sacrifice (prolonged rationing)

work (production goals, shipping space, etc.)

2) how much it will benefit us in

stable U.S. economy (good will, markets, etc.)

stable world economy

(Note: in re the last it seems to us that a statement by  
the Director would be an effective method of presentation)