

Declassified E.O. 12356 Section 3.3/NND No. 785017

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10000/109/333

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10000/109/333

BRITISH INFORMATION
SEPT., OCT. 1945

11.

Executive Commissioner.

Letter at 10 is submitted for your signature.
copies to 2 in light of *q*

25 Sep 45.

13
D.P.R. To see *DS/ork*
Notes - *WJG* B DPR 23 Oct

Final
C.S.O.

HEADQUARTERS ALLIED COMMISSION

Office of the Chief Commissioner

APO 394

Lt Col Talbot

Herewith letter from Press

Attache' Br. Embassy. Could

you reduce to writing some of

the suggestions you so ably made
at the time the other evening -
(BUTTER)

Send them to him.

W. C. L. 1715

b.

337

C.S.O. Thank you for your labour & note

Herewith letter from Press

Attache' Br. Embassy. Could

you reduce to writing some of

the suggestion you so ably made

(POSTER)

at the time the other evening -

Send them to him.

W/L 17/5

b.

337

C.S.O. Thank you for your labour & advice.

We agreed now to issue the letter.

Letter destroyed

8/24/5

W/L 21/5

8.

336

Executive Commissioner.

Letter at 7 is submitted for your signature.

W/L 21/5

24 Sep 45.

C.S.O.

785017

T.G.P. Wt. 3356.

TELEPHONE:—
ROME 43.951.

BRITISH EMBASSY,
ROME.

19th October 1945.

OCT 22 1945

Dear Brigadier.

(10) — Thank you for your letters of 24th and 26th September (613/7/EC & 613/10/EC) which I have now seen on my return from England.

Our Publications Officer has been in touch with Mr Ross, Deputy-Director of U.S.I.S, who hopes he will be able to let us have some high quality paper.

We will let you know in due course about the further progress of the pamphlet.

Yours sincerely
D. Pemberton-Pigott

D. Pemberton-Pigott, Lt-Col.
Assistant Press Attaché

Brig. M. Lush, CB, CBE, MC.
Allied Commission,
Rome.

PA
T. H. Z

24/10.

(P. H. Z)

L. B. 114

335

785017

(10)

Ref: 613/10/EC.

26 September 1945.

Stewart Brown has now told me that Allied Commission only has newsprint paper which is unsuitable for the printing of pamphlets.

However, he suggests that if you get into touch with Mr. William Robertson of UNIS, telephone number 66430, he might have some surplus paper which will do all right for pamphlets. If he has this can be sold to the British Embassy through Allied Commission, the negotiations being handled by Mr. White in the Commerce Sub-Commission.

/s/ MSLUSH

Lt. Col. D. Pemberton-Pigott,
Assistant Press Attache,
British Embassy,
Rome.

c.c. Mr. White, Commerce/c

334

PA
26/9

785017

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HEADQUARTERS ALLIED COMMISSION
APO 394
PUBLIC RELATIONS BRANCH

GSE/dp

R307/PRB

24 September 1945

SEP 25 1945

SUBJECT: Paper for Pamphlets

TO : Lt. Col. E. Talbot
Chief Staff Officer

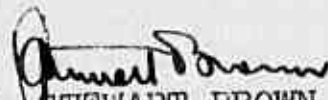
6

This is in reply to your memorandum of
19 September, Ref: 613/6/EC on the above subject.

The AC only has newsprint paper which is
unsuitable for the printing of pamphlets.

Most of the paper suitable for pamphlet use
is paper formerly owned by PWB and now controlled
by USIS. If they have a surplus of the type of
paper required by the British Embassy I am sure
they will be glad to have it declared surplus in order
to sell it to the British Embassy through the AC.
Mr. White in Commerce Sub-Commission handles such
negotiations.

I suggest that Lt. Col. Pemberton-Pigott or
some one in his office get in touch with Mr. Wm.
Robertson of USIS, telephone number 66430, to see
whether they do have surplus pamphlet paper of the
type desired and whether something along the above
lines can be worked out. I shall be glad to assist
in any way I can.


G. STEWART BROWN
Director
Public Relations Branch

Info copy
Mr. White
Commerce Sub-commission

333

(c.s. a.)

24 September 1945.

Ref: 613/7/EC.

Thank you very much for your letter of the 14th September,
and for the copy of Martin Moore's article.

As regards the paper, I have asked Stewart Brown, the Public
Relations Officer, to help, and I very much hope that something will come
of it. I will let you know as soon as I hear of anything constructive.

/s/ M. S. Lush.

Lt. Col. D. Pemberton-Pigott,
Assistant Press Attache,
British Embassy,
Rome.

332

243
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S. M. S. Lush.

Lt. Col. D. Pemberton-Pigott,
Assistant Press Attache,
British Embassy,
Rome.

332

[Handwritten signature]

785017

S. 6

Ref: 613/6/EC.

19 September 1945.

SUBJECT: Paper for Pamphlets.

TO : PRO.

5A

I enclose a copy of letter dated 14th September 45 from the British Embassy, and should be grateful if you would tell me what prospects there are of supplying the paper required on repayment.

1/5/ E TAZBOT
LT COL
Chief Staff Officer,
To the Executive Commissioner.

Incl.

SEE F9

6027 331
24/9

TELEPHONE:—
ROME 43.951.

BRITISH EMBASSY,
ROME.

14th September, 1945.

SEP 17 1945

2806
Dear Brigadier,

With reference to the pamphlet on British Elections which you and Mr. Hopkinson suggested should be produced in Italy.

As I said over the telephone, Miss Maxwell, our Publications Officer, is returning to England within the next few days, and I hope she will be able to bring back with her material for this pamphlet, which we would have translated and edited locally.

There is, however, no paper on the market suitable for the reproduction of photographs, and our prospects of getting any sent out specially from England would be very slight. I should, therefore, be very grateful if the Allied Commission could assist us in the production of this pamphlet by making available on repayment sufficient good quality paper. I understand that for an edition of 10,000 copies of a thirty-page pamphlet, we should require 2,500 sheets size 76 cm. x 108 cm.

I do not wish to ask for assistance in our activities which could not be granted to the Americans or to other Allies. We are, however, proposing to issue ten or a dozen pamphlets in Italy, for which we had intended to obtain paper locally. If the Allied Commission could make available to us further quantities of paper at controlled prices, it would be of great assistance, since we should be able to effect a considerable economy and should also benefit from the improved quality of the production.

D. Pemberton-Pigott
D. Pemberton-Pigott,
Lt. Col.,
Assistant Press Attaché.

(cso)
Brig. M. Lush, C.B., C.B.E., M.C.,
Allied Commission.

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see 317

613
TELEPHONE—
ROME 481888.
43951

3
BRITISH EMBASSY,
ROME.

14th September 1945.

SEP 17 1945

Dear Brigadier,

I am afraid we have not got a spare copy of the Daily Telegraph of September 4th from which to take a cutting of the article by Martin Moore, their Rome correspondent, on the work of the Press Office and of the British Council in Italy. 2

I am therefore enclosing a type-written copy of the article. In case your editors should wish to expand this, I also enclose a copy of the original despatch as cabled from here. 1

I have spoken to Martin Moore, who tells me there will be no objection to the re-publication of either, in any form you may want.

Yours sincerely,
D. Pemberton-Pigott

D. Pemberton-Pigott,
Lt.Col.,
Assistant Press Attache.

Brigadier M. Lush, C.B., C.B.E., M.C.,
Allied Commission.

See 11476

2
DAILY TELEGRAPH 4.9.45.

TELLING ITALIANS ABOUT BRITAIN

From Martin Moore, Daily Telegraph Special Correspondent.

Rome, Monday

The Ministry of Information and the British Council are starting a vigorous campaign in Italy to give Italians more news of Britain and a better understanding of Britain's way of life.

Mr. Churchill's Cabinet decided that Italy, with Greece, was to be allocated first priority in the post-war development of our news and cultural services, and there is every indication that the present Government has confirmed this policy.

An especially intensive effort is to be made this autumn and winter while the Italians are preparing for their general election. It is felt that wider knowledge of Anglo-Saxon ideas of democracy and methods of government will help this nation in shaping the future for which it is groping after two decades of Fascism.

An entire generation has grown up under a regime which daily derided democratic ideals, and a true knowledge of these ideals now may lessen the risk of the country swinging out of one totalitarianism into another.

+++++

The Ministry of Information through the Press Office of the British Embassy has already extended its services all over Italy. Branch offices have been opened in Milan, Turin, Genoa, Venice, Naples and Palermo, and two more will soon start work in Florence and Bologna.

The Press Attache and his regional officers cultivate friendly relations with editors, publishers, and broadcasters and politicians. Information about Britain is given to all who seek it and Italian newspapers are offered a free service of articles and photographs sent out by the Ministry of Information.

Each of the Press offices will build up as complete a reference library as possible open to all inquirers. Limited numbers of newspapers and periodicals are now being distributed free and it is hoped to arrange soon for daily parcels of English newspapers to be flown to Italy for sale on news stands. This part of the work is hampered, however, by Britain's shortage of newsprint.

Italy, where ten-year-old films are still being eagerly booked by

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Italy, where ten-year-old films are still being eagerly booked by cinemas, is clamouring for new pictures. Three representatives of the British Commonwealth Film Corporation are due to arrive here very soon to arrange for the distribution of commercial films.

Documentaries and newsreels are being handled for the present by the Psychological Warfare Branch, but when this organisation is dissolved all non-commercial films will be supplied through the Press department of the British Embassy.

The British Council, which will concentrate on cultural work as distinct from the dissemination of news and topical information, moved last week from its temporary offices in the Embassy to the 16th century Palazzo del Drago. Here the parent British Institute will open as soon as staff can be obtained.

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Others are to be started in seven provincial cities. The British Institute in Florence, with its fine library, has remained closed but intact throughout the war. It will soon be reopened under its old director, Mr. Francis Toye.

(Over

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A library of English classics and modern books will be built up for each institute. Attached to each will also be a school for teaching English to beginners.

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COLLECT MAIN TELETYPE UNIT

Private can keep secret short leadership of mounted an eye univariate
 was ministry of information at British council are starting vigorous
 campaign to give Italians more news of Britain, after understanding
 of Britains way of life stop Churchill's cabinet decided that Italy with
 Greece was to be allocated first or only in the national development of
 our news structural services and there every indication that present
 government has conveyed this policy and an especially intensive effort
 is to be made this autumn winter while the Italians are reading
 private's General election stop its felt that wider knowledge of anglo-american
 idea is of democracy essential of government will help this nation in shap-
 ing the future for which its mind after two decades of fascism stop an
 entire generation has grown up under a regime which daily divided democ-
 ratic ideals and are true knowledge of these ideals now may lesson their
 or country swinging out one totalitarianism into another are ministry of
 information through press office of British embassy has already extended its
 services all over Italy stop much officers have been opened in Milan, Turin,
 Genoa, Venice, Naples and Palermo stop more will soon at work in Florence
 and Bologna stop press attacks and his regional officers cultivate friendly
 relations with editors on leaders' broadcasts stop political and stop information
 about Britain is given to all who seek it, edition news agency has offered
 a free service of articles, photographs sent out immediately of information
 that each of press offices will build up a complete eye reference library
 as possible even small inquiries stop limited numbers of newspapers stop
 idiosyncratic are now being distributed gratis and its hoped arrange soon for
 daily local English newspapers to be flown daily for sale on newspapers
 stop this sort of work is hampered however, but British shortage of reprint
 para considerable staffs are being gathered stop headquarters stop in Rome
 numbers about forty stop Milan largest stop provincial branches will employ
 about twenty people when in full operation stop, stop of other local branches
 is to have two senior British press officers and British secretary stop all
 staff of Italians, have Italy, where ten-year-old films are still being widely
 looked for one cinema after another is clamoring for new pictures stop
 representatives of British companies with full correlation are the entire were
 soon to arrange redistribution of commercial film stop documentaries
 and newspapers are being handled for present by psychological warfare branch
 but when this organization is dissolving the non-commercial films will be
 supplied through other department of British embassy are possible the
 psychological warfare branch is distributing all over Italy the quite five
 world famous newspaper desk, only to be featured now being shown in that
 country stop when in it film its name in London jointly by ministry infor-
 mation and an office of war information stop there are now no foreign daily
 reviewed enterprises and travel stop film being circulated large amount of
 council which will concentrate on cultural stop as distinct from dissemination
 of news attached information stop to a much from its temporary offices in
 embassy after a short time stop stop stop stop stop stop stop stop
 the present British institute will open at some stage but be obtained from
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ing the future for which its growing after two decades of fascism stop an entire generation has grown up under a regime which daily denied democratic ideals and a true knowledge of these ideals now may lessen risk of country swinging out one totalitarianism into another para ministry of information through press office of british embassy has already extended its services all over italy stop branch offices have been opened in milan turin genoa venice naples and palermo stop two more will soon start work in florence and bologna stop press attache and his regional officers cultivate friendly relations cum editors publishers broadcasters ethnologists stop information about britain is given to all who seek it ethnologists stop information a free service of articles ethnologists sent out para ministry of information para each of press offices will build up as complete a reference library as possible open adall inquirers stop limited numbers of newspapers ethnologists are now being distributed gratis and its hoped arrange soon for daily parcel english newspapers to be flown editaly for sale on newsstands stop this part of work is hampered however para britains shortage of newsprint para considerable staffs are being gathered stop headquarters staff in rome numbers about forty stop milan largest of provincial branches will employ about twenty people when in full operation stop each of other local branches is to have two senior british press officers a british secretary ethnologists staff of italians para italy where tenyearold films are still being eagerly booked by one cinema after another is clamouring for new pictures stop three representatives of british commonwealth film corporation are due arrive here soon to arrange prodistribution of commercial films stop documentaries and newsreels are being handled for present by psychological warfare branch but when this organisation is dissolved all noncommercial films will be supplied through press department of british embassy para meanwhile the psychological warfare branch is distributing all over italy the quote free world unquote newsreel dash only topical feature now being shown in this country stop spoken in italian its made in london jointly by ministry information and us office of war information stop there are now no fewer than sixty-five documentaries and twelve long films being circulated here para british council which will concentrate on cultural work as distinct from dissemination of news ethnologists information moved this week from its temporary offices in embassy ad the sixteenth century palazzo del drago repeat del drago stop here the parent british institute will open as soon as staff can be obtained stop others are to be started in seven provincial cities stop british institute in florence with its fine library has remained closed but intact throughout war stop twill soon be reopened under its old director francis toyne para library of english classics ethnologists books will be built up para institute stop attached ad each will also be a school for teaching english ad beginners stop there will be photographic ethnologists exhibitions illustrating various aspects british life and as travel facilities improve men ethnologists distinguished in arts ethnologists will come out as visiting lecturers stop council will also arrange for permanent english lecturers to join staffs of italian universities their salaries being paid by council para the production ethnologists distribution of newsreel is only field in which british ethnologists information services actually collaborate stop but old operating were through ethnologists information service works in close understanding ethnologists ethnologists ministry information stop eye have found no trace of ethnologists ethnologists ethnologists possible commercial implications of national ethnologists are still in background and the two information services in making their countries better understood here are really engaged in single task of propagating the western ideal of liberty ends

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