

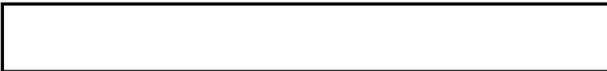
Executive Registry
8-2297

April 27, 1956

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Dear Allen:

In reading the recent statements concerning the new accent on foreign aid - an accent Lloyd and I of course feel is 100% to the good - a thought occurred

to me that might help 

even more.

While there may be good reasons you know of for not making the stress indicated in the enclosed note, still I thought there was no harm done in passing it on to you. Lloyd also agrees.

Hope this finds you back in the tennis courts with loose arms.

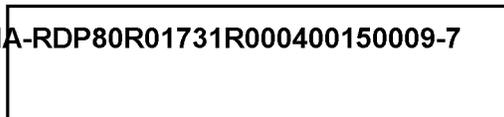
As ever,



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CONFIDENTIAL



CONCERNING THE NEW EMPHASIS ON FOREIGN AID

In order to take full advantage of new statements of policy:

Instead of using the phrase "economic and social aid" to (i.e. India),
use "economic and social aid to help India help the Indian people."

Instead of using the phrase "economic and social aid to underdeveloped
areas,"
use "economic and social aid to the people in underdeveloped areas."

While such a suggestion may seem hair-splitting, trivial or redundant, the constant stress on people might convey a feeling that would have several advantages by implication:

- That the U.S. is not trying to dominate any country and is not threatening its independence - we are interested in the people of that country and their welfare.
- Greater sense of "partnership" between the American people and the people in countries or areas being helped.
- The U.S. is not trying to support any particular party or government that happens to be in power now, but must, obviously, work through that government.
- That our aid is not a "political" matter that will be affected by any changes that may take place in the American administration.
- Such emphasis would keep reminding both U.S. officials and those officials on the receiving end that it is the consequences of our aid on people that we are concerned with.
- Such emphasis would help show that the Soviet Union and Communism are not the only ones concerned with the welfare of people.

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