JUNK-JUTA

Juta

March 29, 1946

My dear Mr. Lie:

I am enclosing a letter which I received from Mr. Juta. I have seen his work and I think you might like to see it.

With many thanks.

Very sincerely yours,

111 East 55th Street,
New York City,
El. 5-0704.

March 13th, 1946.

Dear Mrs. Roosevelt:

It was very kind of you to have taken the time to look at the examples of the visual material which has been distributed throughout the United States. As a result of my experiences during the war, and the surveys I have made both in Britain and elsewhere, I am convinced that the form of "poster-chart" which has proved so popular in this country, as well as the "film strip", will be the visual aids most widely used for educational purposes in the next few years. This idea is supported by the report of Commander Noel who was sent to Europe right after the war by the State Department and is now head of the Audio-Visual program of the Board of Education of California.

As I told you, I am anxious to see some sort of "central clearing house" for visual material of all sorts to be set up as a function of the U.N.O. or, if such a course is premature, then under some non-profit, distinguished, international sponsorship.

OBJECT: To promote international understanding through visual aids, particularly film strips, depicting the culture and geography of the various United Nations.

SOURCE OF MATERIAL: Existing pictures, and a suggested continuity depicting each country to be furnished by the country concerned, after discussion on the most immediate needs. Language variations for each of the United Nations

to be edited either by (a) an unbiased international board or (b) an educational authority, native to the country concerned.

This will protect the material from the suspicion of nationalistic propaganda, and insure that it will fit into the curriculum and needs of schools of the country where it is to be shown.

FINANCES: The small expenses of photographing and titling the material, together with the necessary research, should be met by the country desirous of availing itself of these visual aids. I cannot think that it would be difficult to persuade the Ministry of Education of each country to finance an editor for its special editions.

I am primarily interested in the productive end of this idea in as much as I have produced so much of the material on Great Britain, and especially recommend the "film strips" as the least expensive, most flexible, and easiest to operate of all visual aids. They are the only type which permits the rearrangement of scenes, editions, retitling, etc. for special foreign versions without incurring large expense. As a start, we have a certain amount of material on Britain, together with a number of very interesting strips made and produced for the O.W.I. by a colleague of mine Mr. F. Wythe, on the economic and cultural life of the U.S.A. This material would serve as the nucleus for a library of the type I am suggesting.

The whole project is so very simple, so immediate in its operation, so modest in its financial requirements, and yet with such tremendous potentialities of expansion of service that it ought to have an immediate appeal. It serves both the country depicted and the country using the service, and in these days when international understanding is the fundamental principal of the whole future structure of the world, it

would seem obvious that we should make the most of the advantages offered by these media.

I should be delighted to discuss this whole idea more in detail as soon as an opportunity arises: as a South African, with an international background, I feel I am in a position to do this kind of thing without any nationalistic bias and can only thank you again for your enthusiastic and understanding support.

I shall be most grateful for anything you can do to bring this idea before the appropriate authorities. I can be reached either at the above address, or through the British Information Services, 30 Rockefeller Plaza, CI 6-5100, with whom I shall keep in touch.

Sincerely yours,

Jan Juta

Jan Juta.

Mrs. F. D. Roosevelt,
29 Washington Square West,
New York City, N. Y.

JJ/mm