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*Please show
Mr. Hansmann*

New York

Cl. Messersmilt

March 31, 1952.

Dear Dave :

Cl

I have often wanted to write you a word to tell you what great satisfaction and help I get out of reading the U.S. NEWS & WORLD REPORT. I recall very well a very brief conversation we had several years ago in the Metropolitan Club and during which I shared the optimism you have concerning the development of the circulation of the U.S. News & World Report. My optimism was based on my considered judgment of the quality of the numbers which reached me and I knew that this would have its influence, because there are so many people who are really looking for accurate and well-presented information and they are getting it better now and were getting it better at that time through U.S. NEWS & WORLD REPORT than through any other publication in the U.S. Certainly during the last few years the substance and presentation as well as the selection of items has been getting better and better, and it was good before. I am not at all surprised therefore that in the March 28 issue I see that you have passed beyond the 500,000 circulation mark. This is really an achievement, and it is in a large measure a personal achievement on which I sincerely congratulate you. A job like the one you are doing in the U.S. NEWS AND WORLD REPORT cannot be done without the very best type of collaborators, and there is no doubt that you have them, and you are very fortunate indeed. I have lived long enough and ought to know that an achievement such as this is a personal one.

The editorial which appears on the last page of U.S. NEWS & WORLD REPORT is uniformly excellent and I always turn to that editorial before I read any of the rest. I wish that I had an opportunity to sit down and talk with you about the editorial of March 28, "What Are Profits?" It is really excellent, and I will not begin to analyse it because it is the soundest thing of its kind that I have read for a long time. I am so profoundly convinced, out of my long years of work, that private initiative and private enterprise are the basis of the strength of any country, and certainly of ours, that I view with the greatest concern the inroads which have been made in so many countries, and of which we see too much in our own, on private initiative. If we destroy private initiative ,

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we destroy the sinews of our country, and if the profit motive is taken out of industry, it is destroying all personal initiative.

This is just a hurried note to tell you what a wonderful job I think you have done and how useful it is. I hardly go into the offices of my really progressive and forward-looking Mexican business friends without seeing a copy of U.S. NEWS AND WORLD REPORT on their desks - and I mean desks, and not reading tables.

With all good wishes to you and your wife and hoping some time in the not too distant future to have the opportunity of having lunch with you in Washington, or dinner, when we can talk over the state of the world.

Believe me, with all good wishes,

Cordially and faithfully yours,

George S. Messersmith.

GSM/go