

## UNITED NATIONS WORLD

THE INTERNATIONAL MONTHLY

385 MADISON AVENUE

NEW YORK CITY 17

April 28, 1947

Sr. don Alfonso Reyes, Director  
Colegio de Mexico  
Sevilla 30  
Mexico, D.F.

Dear Sr. Reyes:

Mrs. Carroll Colvin has requested that we write you about the new international magazine, UNITED NATIONS WORLD. Mrs. Colvin felt that you, with your personal interest in world affairs and global trade, might want to receive this important world magazine.

UNITED NATIONS WORLD is published in close cooperation with the United Nations, although it is privately owned, independent and non-partisan. Its policies are based on the principles of the Charter of the United Nations. We support that which is in accord with the Charter; oppose that which is not. No other consideration, whether ideological, financial or political, affects the magazine's objective stand on world affairs.

But there is more to distinguish UNITED NATIONS WORLD than even its concept of honest and impartial reporting. This magazine is edited from a purely international viewpoint. Its policies and personnel are international. Richard Walsh, former editor of Asia and Collier's magazines, is Chairman of the Editorial Board. Louis Dolivet, former editor of Free World and author of the standard work, "The United Nations: A Handbook of World Organization", is International Editor.

The Editorial Board includes such world-famous figures as Dr. Jan Masaryk, Foreign Minister of Czechoslovakia; Jawaharlal Nehru, head of the Interim Indian Government; Dr. Lin Yutang, distinguished Chinese scholar; Thomas Mann and Pearl Buck, Nobel Prize Winners for literature; and Vincent Sheean and William L. Shirer, two of the United States' best known authors and correspondents. Colonel Egbert White, formerly vice-president and director of Batten, Barton, Durstine and Osborn, the advertising agency, war-time head of the Mediterranean "Stars and Stripes" and founder of "Yank" magazine, is publisher of UNITED NATIONS WORLD. Its advertising director is George B. Sadler, for fifteen years advertising manager of Time, Life and Fortune.

In the March issue, Frederic Joliot-Curie, France's High Commissioner for Atomic Energy, discussed at length that country's plans for research into the peace-time uses of



Sr. don Alfonso Reyes

-2-

April 28, 1947

atomic power and reveals how the atom bomb "trigger", one of the world's most closely guarded secrets, is set off. Fred Smith, war-time special assistant to the Secretary of the Treasury, reported the inside story of the Morgenthau Plan for Germany and discloses that it was General Eisenhower who first suggested the "Get-Tough-With-Germany" theory upon which Morgenthau based his plan.

In the April issue which is now on the newsstands, Admiral Ellis M. Zacharias, war-time deputy chief of the U.S. Naval Intelligence, has written a striking article entitled "Balance Sheet of Disaster." This article is an analysis of the line-up of the world's peoples in the event of there being a third world war. The Admiral thinks such a war can be avoided but believes it is in the interests of peace to make a frank examination of the potentialities of both sides at this time.

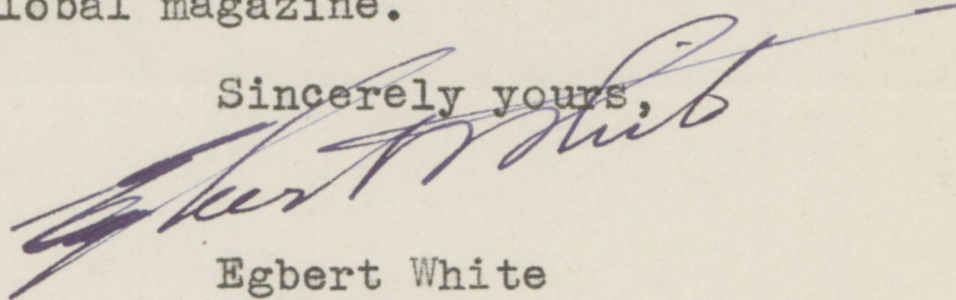
Other important articles in this issue include a penetrating discussion of the world bank and its new organization; an article by Vincent Auriol, the President of France; and a full length biography of Mexico's President Aleman by Anita Brenner.

Of particular interest to officials and business men is the department, "World Files," which lists and summarizes international documents, including treaties, international agreements, diplomatic correspondence and important official pronouncements.

These and many other features make UNITED NATIONS WORLD exciting reading -- and required reading for all those interested in world trade and world peace.

We should be honored to include you among the numerous important government, business and professional people who are subscribers to this new global magazine.

Sincerely yours,



Egbert White  
Publisher

EW  
rah



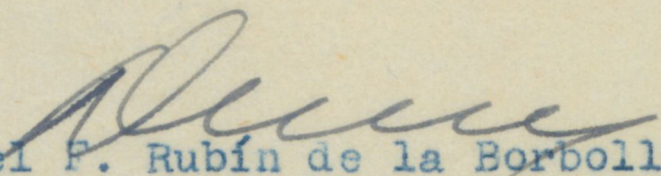
México, D. F., a 12 de mayo de 1947.

Sr. Egbert White, Publisher,  
United Nations World,  
385 Madison Ave.  
New York City 17,  
U. S. A.

Muy señor mío:

A nombre de don Alfonso Reyes, Presidente del Colegio de México, doy respuesta a su carta 28 de abril para manifestarle que la precaria salud de don Alfonso lo ha obligado a un estricto reposo, por prescripción médica, por lo que siento profundamente que no pueda colaborar por el momento en la importante revista que ustedes publican.

Con mis atentos saludos quedo de usted afectuosamente.

  
Daniel F. Rubín de la Borbolla.  
Secretario.

DFRB/jat.