

ROME, LE March 19th, 1914.

INSTITUT INTERNATIONAL
D'AGRICULTURE

LE DÉLÉGUÉ DES
ÉTATS-UNIS D'AMÉRIQUE

Mr. E. De Miklos,
Delegate of Hungary,
President of the 1st Commission.
International Institute of Agriculture, Rome.

Dear Mr. de Miklos.

I see from the Report of the Secretary General that the matter of making the publications of the Institute known in a manner that shall increase their circulation is to come up before the 1st. Commission thursday afternoon.

As I stated at the last Permanent Committee meeting, I think that an experiment in advertising the publications of the Institute should be made in one or more of the leading countries. For this purpose an appropriation should be set aside. The advertisement should appear in a paper like the "Figaro" of Paris, the "Times" of London, or the "Saturday Evening Post" of Philadelphia. The space should be from half an inch to one inch on single column. A trial should be made for from six months to one year.

There is another way and that is to arrange with publishers for the sale of the publications and to furnish them free circular slips which they can insert in forwarding their other books.

If either of these two experiments proved good they could be extended to other countries.

A few days ago I wrote to the President suggesting that the Institute be represented at the Panama Canal Exhibition at San Francisco. at which I understand that the Hague Peace Tribunal will exhibit.

I think there are two reasons why the Institute should be represented there, first the occasion would afford a good opportunity to make the



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Institute known, more especially its publications. The second ~~reason~~^{reason} is that the Italian government is to^y be represented, and it would seem to me that the Italian exhibit would be incomplete without the Institute.

I enclose copy of my letter to the President on the subject/I/

I would be pleased to have you bring these points up before your commission.

Yours very sincerely,

Delegate of the United States,
International Institute of Agriculture, Rome, Italy.