

THE FINANCIAL NEWS.

BARON STACKELBERG
Foreign Manager:-

{ THE FINANCIAL NEWS
INVESTORS' CHRONICLE
THE ECONOMIST
THE BANKER

6 Bouveria Street, E.C.4.
TELEPHONE: CENTRAL 8327.

20, Bishopsgate,
London, E.C.2.

September 6th. 1935.

Risto H. Ryti Esqre L.L.B.
Governor of the Bank of Finland,
Snellmansgatan 8.
HELSINGFORS.
Finland.

Sir,

Baron Stackelberg has asked me to send you the following little memorandum concerning the conversations he had the honour to have with you during his stay in Helsingfors, at the end of last month.

Baron Stackelberg will only be able to give the Central Association of the Woodworking Industries of Finland the "Economist" Supplement of 8 pages at the total cost of £200.- which they are desirous to publish in November, as soon as the question of a "Financial News" Supplement to be published in April/May 1936 is settled in principle.

For the publication of a "Financial News" Supplement, Baron Stackelberg requires a minimum of 12 pages of publicity from Finland at the cost of £100.- each - that is a total of £1,200.-

The Central Association of Woodworking Industries (Mr. Solitander) is prepared to ask its members for one-third of the above cost (£400.-), should the Finnish Government support the publication of that Supplement by a more or less equal sum. Baron Stackelberg mentioned therefore, when talking the matter over with Minister Witting, the sum of £400.-, but as he on the other side expects to get from:

The Finnish Shipping Company.....	1 page
The Co-operative Societies.....	1 page
State Railways	1 page
Valio	1 page
The Banks, a minimum of	1 page

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which makes a total of 5 pages, Baron Stackelberg thinks that a support of £300.-, i.e. 3 pages of publicity from the Government will be sufficient.

You were so kind as to tell Baron Stackelberg that you would have conversations during the next week with Minister Witting, Consul Solitander and the banks, and that you would be so very kind as to write to Baron Stackelberg informing him of the results. (Please note Baron Stackelberg's, the Foreign Manager's office is at No. 6. Bouverie Street, London, E.C.4.)

As soon as Baron Stackelberg has the information from you that your Government will support the "Financial News" Supplement to the extent of taking at least 3 pages of publicity, Baron Stackelberg will write to Consul Solitander, asking him to prepare, with the help of Dr. Tudeer, the text of the "Economist" Supplement which ought to be published as quickly as possible.

The "Financial News" Supplement to be published in April/May next, the date to be fixed with your approval. The collecting of the material and publicity will have to be done in March next.

The Supplement will contain editorial articles about every branch of Finland's political economy - and written by your best experts in each branch. The subjects and writers to be fixed between the editorial representative of the "Financial News" who would come over to Finland in March, on one side, and the Press Department of the Ministry of Foreign Affairs, and yourself, on the other.

This Supplement will contain a minimum of 24 pages - 12 publicity pages and 12 editorial, but as the Government would take 3 pages, Baron Stackelberg would give the Government the front page, and enlarge the number of editorial pages to 14.

For each additional publicity page the "Financial News" could obtain in London, from Hambros - Vickers - Wood & Pulp Agents etc., one additional page would be added to the Supplement, keeping the proportion which ought to be equal, in favour of editorial pages.

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Baron Stackelberg wants me also to mention that he was afraid that, before the publicity for a "Financial News" Supplement is definitely assembled in Helsingfors in March, for publication in May, some other paper might try and arrange a Supplement without the help of the Government and the Central Association of Woodworking Industries. Consul Solitander has therefore told Baron Stackelberg that the "Financial News" have the first call for a Finnish Supplement, and that he does not see how any other paper could try even to arrange a Supplement without their help.

Baron Stackelberg wishes me to thank you once more for all the help and support you have given him during his stay in Helsingfors - and hopes now very much that he will soon have a favourable reply from you in the above matter, as so much valuable economic publicity for Finland depends on it.

I beg to remain, Sir,

Yours very truly,

A. W. Schütter

Secretary to Baron Stackelberg.

P.S. Baron Stackelberg had, before his departure from Helsingfors, a telephone call from General Walden's Secretary, saying that the General sympathises very much with Baron Stackelberg's plan.