

**May 6, 1954**  
**Letter, James Cromwell to Syngman Rhee**

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**Summary:**

James H. R. Cromwell addresses Rhee's concerns about the Private Enterprise Plan.

**Credits:**

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J. H. R. CROMWELL  
1028 Connecticut Ave., N.W.  
Washington 6, D. C.

May 6, 1954

Dear Mr. President:

My heart was warmed by your friendly letter of April 22nd, which did not reach me until today. I hasten to assure you that your wish not to have your name connected with the "Rhee Plan" did not offend me in the least. As I said in my letter of February 3rd to you:

"There were good reasons besides the explanation in the Introduction why I wished to use the name 'Rhee Plan', but since it worries you, why waste time discussing them? Experience has taught me that your wisdom and judgment are well nigh infallible, and a word from you is sufficient."

The name was changed forthwith to "The Private Enterprise Plan For Korea" and, as usual, you were right. The new name was far better because it was wholly descriptive and the name "Rhee Plan" has never been used or thought of since. I am so sorry this matter continues to worry you for, please believe me, your fears are groundless.

Dear Mr. President, "The Private Enterprise Plan For Korea" is not, in any sense, a "business undertaking", and neither I nor anyone else can or will, make a penny of profit out of it. The purposes of Mr. Shafer's Resolution 219 and the P.E.P. are:

1. To create in Congress a psychology that will assure large appropriations for the rehabilitation of the R.O.K.
2. To provide that such funds will be efficiently and honestly expended to create a system of private enterprise in the ROK.
3. To be certain that such funds will not be used to "build up the economy of Japan", but to rebuild and expand commerce and industry in the ROK under the sponsorship of top American corporations.



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Are the achievement of these purposes not your heart's desire?

Resolution 219 and the Private Enterprise Plan are legislative measures of fundamental importance currently under consideration by the Congress of the United States. I repeat, they have nothing whatever to do with "business" and nobody can gain a penny of personal profit in seeking their enactment.

Perhaps this erroneous impression in your mind can best be dissipated by quoting from a letter I addressed to Assistant Secretary of State Walter Robertson on May 4th:

" I am seeking to sell the 'Private Enterprise Plan For Korea as a new departure in American foreign policy which would be particularly applicable and effective in rapidly building up the power of such of our allies as Turkey, Pakistan, Greece, etc."

It is this conception that has received the endorsement of the National Association of Manufacturers and will presently be endorsed by other equally potent national organizations. The chief executives of every great American corporation I have had time to call upon have given Resolution 219 and the P.E.P. their wholehearted approval.

For example, Mr. Voorhees, Senior Vice President of the U. S. Steel Corporation, who is considered the number one financial brain of American business, writes me that he considers the P.E.P. "very excellent". Senator Capehart, the foremost representative of the business community in Congress wrote to Mr. Shafer, unsolicited, saying he would like to sponsor Resolution 219 and the P.E.P. in the Senate.



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Believe me, Mr. President, no scheme designed to line my pockets or anyone else's pockets, could possibly receive such universal endorsement and approbation. My own good name and prestige have been very greatly enhanced by my conception of the P.E.P. and I am proud indeed to be connected with it.

I am sure you too, would give it your unqualified approval if, as you say, we could meet face to face and I could overcome the false impression you have been given that this "very excellent" legislative plan is a "business undertaking" out of which somebody may gain a profit.

Because this matter is vital to the welfare and security of the R.O.K. it is essential that I do meet with you as soon as possible. Since this is not immediately feasible, I will do my best to explain the situation here in Washington to you by mail, to whatever extent your time permits.

In the meanwhile, Mr. President, may I recommend your re-reading of my letter to you of April 5th, and Mr. Waddell's two wholly impartial letters enclosed in my last letter to you of April 20th. I feel sure the clarifying information contained in these letters would entirely relieve any anxieties that might still remain in your mind.

As ever, Your Friend,

*James Cromwell*  
James H. R. Cromwell

JHRC:b

His Excellency  
Dr. Syngman Rhee  
President of Korea  
Seoul, Korea