

on the air, a number of those thousand or so listeners are going to say, "Well, there isn't a line on that in this morning's paper—I guess the paper just tells us what it wants us to know, or doesn't really give a damn what's going on!"

News is what people think is news. Most commentators or newscasters who stay on the air for long have some following, which accepts to some degree their evaluation of the news. Is it good business for editors to ignore night after night what such broadcasters are saying? Can we trust to luck that there'll be something in the paper on any story that any major newscaster or commentator goes to town on? I think not.

I don't suggest for a minute that editors accept the judgment of a radio news performer as to what is important or interesting. But I do think it's simple good sense, when a major broadcaster gets his audience excited about a story, however synthetic, to make sure to carry a paragraph or two about it somewhere inside, even though the facts it sets forth add up to quite a different picture.

I suggested to news executives of the three press associations that it might be possible to advise newspapers, in a nightly note or two on the wire, what some of the top newscasters and commentators were talking about—at least when one went into a full-dress tizzy. None of the three executives found merit in the idea, and I doubt that it has any.

One replied: "_____ is a great story teller, but his whole show is written off our wires and it seems to me any first-rate editor should be able to select as expertly.... He can spin a great yarn around a 50-word human-interest box but it still is only a 50-word box for the paper."

Precisely!—but did the 50-word box get into the paper, or was it slopped because no editor or make-up man knew what the radio had made of it? If an editor leaves a story out or cuts it to three sentences because radio has carried it and it is old, that's one thing (I would, in most such cases, cut it to the bone but carry it); but if he overlooks the story because he didn't know that radio had made it news, that's something quite different.

Incidentally, what kind of radio equipment do you have in your

newsroom? A battered old \$35 box that is hard to tune in because of pressroom-induced static? How many editors have asked the journalism school and the engineering faculty of their nearest major university to sit down with a committee of their staff and devise modern and adequate radio-television equipment for a 1952 newspaper?

There isn't room here even to touch upon many of the objections I'm sure will be raised by many newspapermen to any suggestion, such as those above, that we should deign to pay more attention to what our radio and television competition are doing.

The press associations bird-dog the national newscasts and telecasts pretty well for tips and stories: If Pearson or Winchell breaks a hot one on Sunday evening or a senator comes out in favor of sin on Meet the Press, they'll cover us (although a smart morning newspaper editor in a city of any size will have one of his own scouts listening or looking for any tip that is news in his locality but not in New York or Washington).

But I'm not thinking primarily of monitoring broadcasts and telecasts for national news tips; I simply think we ought to know as much about what radio and television are telling our readers as we know about what the opposition paper is playing on Page One if we have an opposition, or would make it our business to know if we did have competition.

Brothers, we do have competition! The public knows it. We ourselves admit and even insist on it when anybody tries to tell the American people that, because of a diminished number of dailies, they have fewer avenues of information today than they had 25 years ago.

We are editing newspapers for people who live in the second half of the twentieth century. We had better pay as much attention as they do to what gives on the air.

Tenure of Office

The directors discussed informally a suggestion made by William G. Vorpe, Cleveland Plain Dealer, that membership on the Board be limited, with certain exceptions, to two three-year terms. No Board action required because Mr. Vorpe had announced his intention of bringing the proposal before the membership in April.

Board Reaffirms Its Opposition To Truman Order

The Board heard a first-hand report from the ASNE members who conferred with President Truman on the security information directive prior to its issuance on Sept. 25. In that group were three directors, President Jones, James S. Pope, and B. M. McKelway; Walker Stone, chairman of the Washington Committee, and Jack H. Lockhart, who were invited to the Board meeting. Also present was J. R. Wiggins, who was a member of an APME delegation which registered its objections to the executive order in a White House visit the day before the ASNE Board met.

Outcome of the discussion was the following resolution:

The Board of Directors of the American Society of Newspaper Editors strongly reaffirms its opposition to President Truman's executive order on the classification of information as expressed by its special committee in a letter to Joseph Short, presidential press secretary, last July. That report said:

"We recognize the problem with which you are dealing; the difficulty of solution. We recognize that there are some categories of official information which affect military security and therefore should be withheld from all except responsible Government officers.

"A large part of this proposed executive order is concerned with the mechanics of safeguarding information within and among Government departments. That is not within our province. That is a responsibility of Government officials.

"Our interest arises only at the point where information is classified so as to deny public access.

"We strongly oppose an executive order which formally designates each head of a Government agency an authority to classify information as injurious to national security, without definition of what breaches national security, and without appeal or review.

"We feel that the net effect of this executive order would be to formalize the suppression of much news to which the public is entitled."

THE URUGUAYANS SHOWED GUTS

ASNE Member Describes Dramatic Moments at IAPA Meeting In Montevideo and Draws Some Conclusions for American Press

Why does the editor of a New England newspaper of 30,000 circulation travel 15 thousand miles to attend an IAPA meeting? John R. Herbert gives the answer.

Who is Mr. Herbert?

Managing editor of the Quincy Patriot-Ledger since 1933; ASNE member since 1939, active on committees, chairman of nominations, 1948; began cooperation with journalism schools, largely through Boston University, before such interest was widespread; has won citations for constant efforts to develop better understanding between antagonistic community groups; and in his spare time collects ship pictures, particularly of the dwindling fleet of lumber schooners.



JOHN R. HERBERT

• By JOHN R. HERBERT
Managing Editor, Quincy Patriot Ledger

MONTEVIDEO, Uruguay — At the Inter-American Press Association meeting in New York last year, President Tom Wallace, our own beloved former ASNE president, gave the IAPA members a start when he fell over backwards from the platform. Tom had not collapsed—his chair had simply gone too far backward—and he quickly bounded onto the platform again.

This year at the IAPA meeting in Montevideo, Tom startled us again. This time he was carried from the hall on a stretcher. Tom had been up until 3 o'clock in the morning working with the directors on the problem of processing the membership applications for 44 Argentine newspapermen. The Tuesday morning session started off with the Argentines creating a riot when they discovered that most of them would not be admitted.

The inside dope was that Peron had met the group personally before they left for Montevideo and his instructions were supposed to be that they must wreck the meeting.

The wild screaming group of Argentines left the hall and assembled on the stairway landing below, yelling and creating such a disturbance that the meeting upstairs could not continue. The Uruguayans chased the Argentines from the building.

When quiet settled over the hall and the meeting resumed, Tom Wallace was stricken. He was taken to the hospital and word

came back that he was improving. He gave us many an anxious moment but by Thursday he was discharged from the hospital and he returned to his hotel to meet Mrs. Wallace.

Tom's sacrifices for the cause of press freedom for this hemisphere should have some significance for ASNE members. For some time now Tom has been a sort of hemispheric Paul Revere trying to interest newspapermen in inter-American press freedom.

His greatest triumph was the thing that caused his collapse: the dramatic ending of the Argentine question. No newspaperman from the United States could see this sort of demonstration without realizing that freedom of the press involved something more than convention speeches.

Many of the Argentines were armed, according to officials of the IAPA. The secret police of Uruguay guarded the building and the delegates like a president in the United States. Many of the individual delegates were guarded at all times. The Argentine move failed and the delegation went back across the river. But give the people of Uruguay credit; this tough little democracy is allowing no one to assault the cause of freedom.

Actually the Uruguayans showed greater guts in their handling of the situation than most American newspapermen when they face a tough issue. So often we try to find a pleasant way out, one that will offend no one. But Luis Franzini, publisher of El Dia of Montevideo, presiding officer for the assembly, stood his ground and his courage

and ability won him the presidency of IAPA for the coming year.

The important thing to remember about the IAPA session is that here we delegates from the United States found a devoted group of Central and South Americans trying to fight for press freedom in their areas. They have been watching with growing alarm Peron's policy of using money to control newspapers in Latin American countries. They see a technique much like that used by Hitler and Stalin. Furthermore, they are disturbed at the working agreement that seems to exist between Peron and the communists.

These people who want a real free press need our help and our interest. They stand pretty much alone against a growing tendency toward state control of the press in their region.

And when we say devoted newspapermen, we mean just that. Debates at the IAPA session were punctuated with several verbal battles when it was difficult to keep order and one argument ended in a fist fight close by the presiding officer.

These devoted men in the IAPA are from all of the Americas. They stand as our guard against encroachments against freedom of the press in this hemisphere and they are fighting a losing battle in many cases.

I am certain that no member of the delegation from the United States feels that North American newspapers can safely ignore these developments in the rest of the hemisphere.

This is not intended as a promotional piece for the IAPA, although the organization can well use more help from the United States. It is intended as a call to arms for newspapermen everywhere to be more alert to the menace.

None of us who sat through the sessions will ever forget them. Nothing like this has ever taken place at newspaper conventions in the United States. Here, in the raw, was fascism attempting to run rampant, a fascism that took such form as having at least one of the Argentine group open his coat at the registration desk to display his .45 calibre revolver.

The excellent freedom of the press report presented by Jules DuBois of the Chicago Tribune pointed up our troubles and helped to sound the warning. The bastion of editors and publishers who gathered in Montevideo may help to stop the shock troops of the dictators but they cannot do it alone.

DIRECTORS HOLD TWO-DAY SESSION IN WASHINGTON

Book Publication

The first book publication ever undertaken by the Society, other than the annual Proceedings of Journalism, has been voted by the Board of Directors.

James S. Pope, chairman of the committee on Freedom of Information, reported that Dr. Harold Cross who, at the instigation of the Society, undertook the work of assembling and correlating the facts and writing a comprehensive work on the legal aspects of access to official news, has now all but completed the task. In fact, all but one chapter is in Mr. Pope's hands.

The directors, after expressing gratification at Dr. Cross' work, voted to proceed immediately to explore methods of publication. To this end, President Jones appointed a committee consisting of Jack H. Lockhart, chairman, past-president Wilbur Forrest, and Ben Reese, long-time member of the Society and recently appointed co-chairman of the Advisory Board of the American Press Institute.

Indexing Completed

David Lawrence provided each director with a copy of an index of Board minutes since the organization of the Society, a project that required many months of research. It will be particularly valuable for reference because of obscurities in past procedure.

The Board again thanked Mr. Lawrence for his monumental labor, which included compiling an index to all past Proceedings of the Society. Whether to publish this in the 1952 Proceedings or to print it as a separate pamphlet, depends somewhat on the call for it. Journalism schools definitely want it, but would many editors find it useful? Members' opinions are sought before the decision is made.

Treasurer's Report

After Treasurer Basil Walters reported a balance of \$24,706.36, the Board voted to continue the annual \$500. contribution to the American Council on Education in Journalism and (in conjunction with the ANPA) the annual dues to the FIEJ. Payment also was ordered to Dr. Harold L. Cross for research and writing in behalf of the Society.

Mr. Walters revealed that nine members were delinquent in payment of dues and it was decided to cut them from the rolls if a final appeal is not heeded.

Enlarged Bulletin

"I believe a smartly edited and enlarged Bulletin, containing articles written by members on subjects of mutual interest would do much to bring us closer together and to bridge the void that now exists between conventions. A committee of advisors would superintend such an undertaking."—President Alexander F. Jones, in the July Bulletin.

Responding to that suggestion, the Board voted to increase the size of the Bulletin to a maximum of 16 pages monthly, and authorized appointment of a committee. Mr. Jones has named Jenkin Lloyd Jones, Tulsa Tribune, chairman. Six other members, selected to provide country-wide representation, will be announced next month.

The change, to be made with the December issue, is a milestone in a publication that has been beset by vicissitudes. Older members will recall that the Bulletin first appeared in 1925 as a small, printed quarterly, edited by the secretary. The late Erie C. Hopwood, Cleveland Plain Dealer, reporting on its birth throes, said, "It will not satisfy the want felt by many members unless every member makes it a part of his responsibility to read it, criticize it and contribute to it," a plea that was voiced by a succession of secretary-editors.

Later, to save costs, it became a mimeographed monthly. During the secretaryship of the late Albert W. Atwood, it was printed in Rochester through the cooperation of Gannett Newspapers, two pages on green stock, twice a month. In recent years, it has been a slick-coated publication, varying from four to 12 pages as the need required and the financial situation of the Society allowed.

Various changes in format were suggested, but it was decided to keep it the same for the present, on the recommendation of the new chairman. Said Mr. Jones, "Let's be sure we can walk before we try to run."

Publication and editorial offices will remain in Wilmington.

IPI Resolution

The Board heard Lester Markel on the International Press Institute, now an operating reality with headquarters in Zurich, Switzerland, then unanimously passed the following resolution:

The American Society of Newspaper Editors originally supported and contributed to the idea of an International Press Institute. Today, after hearing the report by Lester Markel on the activities of the Institute thus far, the Board of Directors of the ASNE is more than ever convinced that the Institute can do an important work in the field of international understanding. It therefore commends to the members of the ASNE membership in the International Press Institute and, whenever possible, attendance at its annual meetings and participation in its other activities.

(A report by Mr. Markel on the progress of the Institute, its organizational set-up and its plans, appeared in the September issue of the Bulletin.)

Secretary's Report

Secretary Kenneth MacDonald reported two deaths in the last six months and 11 resignations, almost all because of ineligibility. The most recent resignations:

Elzey Roberts, who is devoting his time to his radio interests since he disposed of the St. Louis Star-Times;

W. R. Walton, formerly managing editor, South Bend Tribune, recently named director of publicity for the Studebaker Corporation.

Election of 19 new members brought the total to 523.

Mr. MacDonald explained the need of a clause permitting retention on the rolls of members who retire from newspaper work. The proposed amendment to the by-laws appears on another page. He added that this does not conflict with or duplicate Art. II, Section 3, under which the Board is permitted to elect members for "notable contributions to the public service or to the profession."

PROPOSED CHANGES IN MEMBERSHIP QUALIFICATIONS

Representation Based on Circulation Rather Than Population — 'Retired Members' Classification

Following discussion in The Bulletin and careful study by a special committee, the Board has approved modifications of the membership eligibility clauses (Article II) in the constitution of the Society. The membership will vote on them at the convention in April. The proposed changes would:

1) Clarify the meaning of Section 1 by eliminating reference to specific titles of editors eligible to membership, and by rewording ambiguous language.

2) Change the basis for determining the number of editors eligible from a single paper, from city population to newspaper circulation.

3) Set up a new membership status by which members who have retired from newspaper work may, through election by the Board, maintain their association with the Society.

The committee which offered these changes was made up of Virginius Dabney, chairman, Jenkin Lloyd Jones and Hamilton Owens. Mr. Owens, who was absent in Europe when the Board met, had previously dissented from proposal 2, but agreed in substance with the other changes.

Mr. Jones, on behalf of the committee, made an intensive study of American newspapers to determine the probable effect the proposed changes would have upon the Society's membership. His report shows that under the new plan (using circulation as basis) the total potential membership would be appreciably smaller than it is at present (city population basis), although it gives greater proportional representation to smaller papers, less to the larger ones.

The potential membership now (exclusive of the relatively few

elected under the 'small cities' and 'sparsely-settled states' clauses) is 1,177. Under the proposed plan (exclusive of those elected under the seven-a-year small newspaper classification) the potential membership would be 781.

"Admittedly, circulation is not a perfect criterion of the influence or excellence of a newspaper," said Mr. Jones, "but the new proposals were advanced on the theory that the population of a city is an even less reliable criterion. There is little argument about circulation figures, but endless opportunity for dispute over city populations and 'city zones.'"

A break-down of daily newspapers into both circulation and city population categories, as well as to potential ASNE members from each, is contained in the Jones report. Any interested member may obtain these figures by applying to the Bulletin office.

Present Constitution

Art. II, Section 1

Persons of suitable qualifications who are directing editors, that is to say, editors in chief, editorial editors, and managing editors having immediate charge of editorial or news policies of daily newspapers, which, in the opinion of the directors, shall have attained the ranks and standards of the metropolitan press, are eligible to membership.

Art. II, Section 2, Section 13 and Sparse States Amendment

Not more than four memberships may be held by staff members of any one newspaper in cities of 100,000 or more; not more than two memberships may be held by staff members of any one newspaper in cities from 75,000 to 100,000; and but one membership may be held by a staff member of any one newspaper in cities under 75,000.

Not more than five members shall be elected from newspapers in cities having a population of less than 50,000 in any one year, except that the Board, at its discretion, be empowered to elect a total of not more than two members per year from states having no cities of more than 50,000 population and one member per year from states having only one city of more than 50,000 population, in addition to the present quota of five such members per year from cities under 50,000 population.

Proposed Additional Section of Art. II

Members of the Society who retire and thus become ineligible for regular membership may be elected to membership by the Board of Directors as Retired Members. Membership in this category is limited to those persons who, while regular members of the Society in good standing, retire from active news-

Proposed Revisions

Persons of suitable qualifications who are directing editors having immediate charge of editorial or news policies of daily newspapers, which, in the opinion of the directors, shall have attained adequate journalistic standards, are eligible to membership.

Not more than three memberships may be held by staff members of any newspaper having a circulation of more than 100,000 daily, exclusive of Sunday; not more than two memberships may be held by staff members of any newspaper having a circulation of between 50,000 and 100,000 daily, exclusive of Sunday; and not more than one membership may be held by a staff member of any newspaper having a circulation of less than 50,000 daily, exclusive of Sunday. Not more than seven members, representing newspapers having less than 20,000 circulation daily, exclusive of Sunday, may be elected in any calendar year.

The foregoing is not retroactive and will in no way disqualify any member in good standing at the time of the adoption of this section. Article II, Section 13, and the amendment to it (the Sparse States amendment) are hereby repealed.

paper work because of age or health, and do not engage in any occupation which in the opinion of the Board would make them ineligible.

Retired members will pay the same dues as regular members and will have all of the same rights and privileges except that they may not vote or hold office,

Four Octogenarians on ASNE Rolls; All Still Active on Their Newspapers



JAMES L. MCGOVERN WILLIAM G. VORPE

James L. McGovern

Mr. McGovern, associate editor of The Bridgeport Post and Telegram, began work as a granite cutter. He was making \$35. a week, but the dust affected his bronchial tubes so he switched to reporting, on the Bridgeport Union, at \$5. a week. He soon joined The Evening Farmer, staying with it through half a century of mergers, as editor-in-chief of The Times-Star when it discontinued publication in 1941. Three months later he accepted his present post.

In 1914 President Wilson appointed Mr. McGovern Collector of Customs for Connecticut, from which he was retired, after more than eight years, by President Harding, who finally awakened to the fact that an articulate Democrat was filling a nourishing job for which there were many worthy G.O.P. aspirants.

Mr. McGovern, who will be 82 on Nov. 13, is a charter member of ASNE, and president of the AP Connecticut Circuit for 18 terms. He is a Knight of St. Gregory, an honor bestowed by Rome.

After a major abdominal operation, Mr. McGovern was hospitalized for two months this summer, but went right back to work, following his own recipe for longevity: "Don't crab or worry about the time you devote to your job and to religious and civic duties."

★ ★ ★

William G. Vorpe

Mr. Vorpe, Sunday and feature editor of the Cleveland Plain Dealer, turned 80 on September 25. Earlier this year he observed his

50th anniversary with the newspaper, on which he began as a police reporter. Prior to that he had been on the Kenton (O.) News, now the News-Republican, for nine years; then two on the old Zanesville Courier.

An active member of ASNE since its beginning, he had a strong influence on the Society in its formative years, through committee work and on convention programs.

When syndicates were in their infancy, Mr. Vorpe made a study of their methods, some of which (such as the auction process) he roundly denounced in the ASNE Bulletin and Editor & Publisher. Vast improvement in their sales methods was credited largely to him.

Mr. Vorpe attributes his success to innate ambition, his ability to further this ambition and the heritage of good health, for which he thanks his ancestors.

"I have enjoyed newspaper work immensely," he says. "I have seen great changes in the newspaper—all of them for the better, and I don't worry a thing about the good old times. Despite the mess we are in, I think the United States is a mighty good place to live in, and I can get along and enjoy myself."

★ ★ ★

F. A. Miller

Mr. Miller grew up with the South Bend Tribune. At 12 he was a carrier boy for the newspaper whose circulation then was under 2,000. He is now 83, president and editor, and The Tribune's circulation is 104,000.

After a stint in the composing room, Mr. Miller became a reporter, in 1887. He has been on The Tribune continuously except for a short time on a farm paper owned by his father, Alfred B. Miller, one of the founders and principal owner of The Tribune.

In that length of time about everything that can happen to an editor has happened to Mr. Miller, from threats of shooting and libel suits, to high honors. Of the long succession of campaigns for civic betterment that the newspaper has carried on, Mr. Miller considers most outstanding its fight against the Ku Klux in the early 1920's. The Tribune was the only



F. A. MILLER A. O. H. GRIER

large newspaper in Indiana that fought the Klan at that time, he says, and its effectiveness can be gauged by the fact that the Klan's power began breaking up shortly after.

At every turn, Mr. Miller has received awards for good works he or his newspaper have performed. Among the many he cherishes is an honorary degree of LL.D. conferred by the University of Notre Dame.

★ ★ ★

A. O. H. Grier

If records at hand are accurate, Mr. Grier is the oldest member of the Society, born in Milford, Delaware, March 4, 1867.

In 1883 he was a carrier for the Wilmington Every Evening and two years later became an apprentice employee of the newspaper. After ten years in the composing room, he joined the editorial staff as a reporter and soon was made city editor; in 1927 he became editor. Following several mergers, he is now on the editorial writing staff of the News-Journal Papers and, in addition, writes a weekly column on Wilmington of years gone by.

His most exciting recollection of his reportorial years is of the night in June, 1903, when a mob broke into the workhouse, seized a Negro prisoner who had criminally assaulted a white girl, and burned him at the stake. Most of his work was, naturally, more routine, much of it political. In 1896 and '97 he reported a convention which drafted Delaware's present constitution.

Mr. Grier has served on many ASNE committees, most important one appointed in 1929, by Grove Patterson, to cooperate with the American Bar Association on "Cooperation between the Bench and the Press."

A New Kind of World Report

Michael Bradshaw Tells About Newsmen
And Press Clubs from Seoul to New Delhi

Scores—maybe hundreds—of newspapermen have made globe-circling trips and many have brought back inspired stories on the state of the world. Here's something different. Michael Bradshaw writes for The Bulletin of the newspapermen that he met, the press clubs he visited, the trade gossip he garnered; and poses a couple of questions that could be of interest only to editors.

Pick him up as he wanders through Tokyo . . .

• By MICHAEL BRADSHAW
Editor, Toledo Blade

After tramping around Tokyo in a drizzling rain, not knowing a soul, not knowing a direction, and not knowing how to get a taxi, I was greatly relieved when I located the Correspondents Club—and was happy enough to settle for an army cot in the large office adjoining the library along with five other fellows in lieu of the room with bath I had been expecting.

Except for the overcrowding, the Correspondents Club is a delightful place. It has a pleasant Japanese-American atmosphere about it, and if you sit in its air-conditioned club rooms long enough, you will meet the newspapermen and officers you knew in the States without bothering to look them up.

On the wall in the bar were pictures of a number of men in army dress under the caption, "These Correspondents Drank Here." They were among the 26 correspondents who have been killed in the Korean war, a greater proportion I was told than have been lost in any other war. It must have been grim going while the fighting was rough. And they still tell stories about the fellows who had guts and two or three—still alive and around those parts—who didn't.

At the PIO office in Pusan I ran into Frank King, general executive of the Associated Press. He was working as hard at reporting as any of the correspondents, but he seemed to have more time to do kind, thoughtful, helpful things than any busy man I've ever seen.

I had gone to Pusan primarily to deliver some pictures of a brand new Toledo baby to his soldier father stationed in Korea. When I mentioned them to Mr. King, he remarked that that was the sort of personal service which only a newspaper, not a press association, can render to its readers.

In Seoul I found the correspond-

ents, who had just moved back to that battered city, fixing up their new quarters, aided by their houseboys. A couple of New York Times fellows had done such a good job in fixing up their apartment that rumor had it that the furnishings were looted from Syngman Rhee's palace. Most of the conversation was serious the night I sat in on a bull session in Tom Bradshaw's room (an AP man and no relation), and I learned more about the Korean conflict from those veteran correspondents than I could ever have picked up firsthand in a much longer stay.

I had got to Korea easily enough, because Capt. Daugherty, in the PIO office in Tokyo, had told me when and where to catch the plane. But in Korea, it seems, correspondents have to hitch-hike their way from one place to another by plane or jeep. And, not knowing the ropes, I might be there yet if Walter Simmons, of the Chicago Tribune, hadn't practically taken me by the hand and guided me safely back to Tokyo.

When I reached Taipei, Walter White, of Reuter's hospitably shared his room with me, and that night Spencer Mussa, the AP's Formosa correspondent, was giving a party at his most attractive Chinese-style home, and since it happened to be my birthday I enjoyed the festivities—and the fried chicken, corn on the cob, and watermelon—all the more so far from home.

In Manila, Rodolfo Nazareno, acting chief of the UP bureau, took me in tow. Thanks to him, I had luncheon at Malacanang Palace with Pres. Quirino and Foreign Secretary Romulo and a long talk at the plush Riviera Club with Arsenio Lacson, their bitter political opponent.

Sitting on the terrace of the Press Club at Hong Kong, where you can get a panoramic view of that fascinating city and its magnificent harbor, you realize more

poignantly than ever before that it is a beautiful world which is in a hell of a mess.

A Saturday night party at the Press Club reminded me vaguely of that pre-World War II movie, "Idiot's Delight." For a sombre note underlies the gaiety. And when Stan Rich, an AP correspondent, and his wife Doris sing "The Stately Homes of England," you get the feeling that their listeners are trying to laugh off their sense of impending doom.

In New Delhi Harold Milks, chief of the AP bureau, showed me how to save cable tolls for The Blade by sending copy Empire rate to London and having it relayed from there to Toledo; and also how he makes a deliciously tasty salad of greens and herbs and oils and cheese, which is the envy of the guests at the Swiss Inn. And, it being a small world and all that, I ran into Selig Harrison, an AP correspondent, too, who used to be an office boy on the Pittsburgh Post-Gazette when I was there.

I brought back with me two questions which I would like to hear both foreign correspondents and editors discuss.

One is whether or not our newspapers, and press associations, don't unconsciously strain and distort the news by expecting correspondents in such places as Korea to file stories every day, or even to meet our deadlines, when, as sometimes happens, nothing of any consequence has occurred since they wrote their stories the day before. When I was in Tokyo and Korea in early June, I got the impression that much less fighting was going on than our readers in Toledo thought and that some of the correspondents had had to scratch their heads pretty hard to give a new twist to an old and minor story to which we gave a pretty big headline.

The other is the question of whether or not local correspondents should be entrusted with major coverage in foreign capitals. In some places it seemed to me that a local man, knowing the ins and outs of local situations, could give American readers a more detailed and more authoritative story than most American correspondents. In other cities I heard widespread complaints about the news sent to the States by local correspondents which lacked objectivity because they were involved themselves in local politics, society, and business affairs.

17 Editors from 13 States Elected To Society Membership by Directors

Coleman Harwell, membership chairman, presented the names of 12 applicants from cities over 50,000 population. All were elected. They are:

Walter H. Annenberg, editor and publisher, Philadelphia Inquirer.
Samuel H. Kaufman, Jr., managing editor, Wilmington (Del.) Morning News.

Raymond L. Crowley, managing editor, St. Louis Post-Dispatch.

Arthur C. Deck, executive editor, Salt Lake Tribune-Telegram.

Rupert Gillett, associate editor, Charlotte Observer.

Edward Gottlieb, managing editor, Long Island Press, Jamaica, N. Y.

John H. Griffin, Sunday editor, Boston Post.

Charles A. King, senior managing editor, Utica Press.

Paul E. Neville, managing editor, South Bend Tribune.

Alicia Patterson, editor and publisher, Newsday, Hemstead Town, Long Island, N. Y.

Floyd F. Hendley, managing editor, Greensboro Record.

Miles H. Wolff, executive editor, Greensboro Daily News.

Mr. Kaufman, Wilmington, replaces John J. Brady, who died last year. Mr. Neville, formerly sports editor of the South Bend Tribune, became managing editor when W. R. Walton resigned. Mr. Wolff was an ASNE member when he was with the Baltimore Sun, resigned, and reapplied for membership when eligible again.

The following were elected from cities under 50,000 population:

Ralph N. Byers, Ann Arbor (Mich.) News, who succeeds the late Arthur Stace as editor.

George E. Clapp, managing editor, New London (Conn.) Day.

Charles A. S. Freeman, managing editor, Newsburgh-Beacon (N.Y.) News. Mr. Freeman was an ASNE member several years ago, resigned when he became ineligible although he has been continuously with the Gannett Group.

Clarence W. Moody, editor and publisher, Hawk-Eye Gazette, Burlington, Iowa.

Clyde M. Reed, Jr., publisher and editor, Parsons (Kan.) Sun.

Election in this category posed the perennial problem of how to select five applicants (the limit under the by-laws), from 18 qualified candidates. Among several factors

taken into consideration were length of time on the waiting list and geographical distribution, particularly in relation to the five elected last year.

This situation would be somewhat alleviated if the proposed change in by-laws is adopted because each year there are several candidates from cities under 50,000 population whose newspapers have the 20,000 circulation which would make them automatically eligible for membership providing they have the required editorial qualifications.

The Board expressed its appreciation to Mr. Harwell for making the trip from Nashville to sit in on the membership discussion, and to his committee: Lenoir Chambers, Norfolk Virginian-Pilot; Roger A. Connolly, New Haven Register; Walter P. Jones, McClatchy Newspapers; John M. O'Connell, Jr., Bangor News; Joe W. Seacrest, Lincoln Journal; H. Clay Tate, Bloomington Pantagraph; and Moses H. Williams, Worcester Telegram.

Casey and Olson Elected For Distinguished Service

Ralph D. Casey, Director of the School of Journalism of the University of Minnesota, and Kenneth E. Olson, Dean of the Medill School of Journalism of Northwestern University, have been elected to membership for Distinguished Service to journalism.

The Board's citation of Dr. Casey was "in recognition of his achievements as an educator in journalism, his journalistic research and writings, and the services of the Minnesota school to the Society in acting as custodian of the library of its Proceedings."

The Board honored Dean Olson "for his years of service in the field of journalism both as an active newspaperman and his contributions as author of text books, and director of the education of journalists, and for his service to American editors in arranging for the forums with Dr. Alberto Gainza Paz, former editor and publisher of La Prensa of Buenos Aires, alerting members of the ASNE to the encroachments of governments, including our own, on the people's right to freedom of information."

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No. 337 November 1, 1951

Postscript to Discussion Of Ethics and Moral Fibre

By GERALD SALISBURY
Managing Editor, Knickerbocker News

After reading Fred Stein's proposed 'code' for newspapermen (September Bulletin) it occurred to me that he has overlooked an important issue. This neglected issue concerns editors, political writers and reporters who hobnob with the great and near great.

Many newspapermen have wide acquaintanceships among political leaders and businessmen. They take pride in having the mayor, a bank president, or a millionaire industrialist among their friends.

Now, just how can editors, political writers and reporters talk on intimate terms with these great and near great and still present an unbiased picture?

You can't have dinner with a man, listen to his theories and then write something in direct opposition. Or can you? If it is unethical to deal with promoters, it should be just as unethical to deal with politicians, businessmen, or even big industrialists.

There seems to be only one solution to the whole matter. If a newspaperman has moral fibre, he has it. If he hasn't, it's just too bad for the industry. It simply becomes a matter of conscience.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 338

December 1, 1951

A Round by Round Report on

Indiana's Battle with Bureaucracy

By JAMES A. STUART
Editor, The Indianapolis Star

A newspaper colleague in the deep South wrote to ask, "What's all the hollerin' about? You Hoosiers are more vociferous on state's rights than our Dixiecrats."

It wasn't the rights of Indiana alone that were at stake in The Star's successful campaign against a Federal Bureaucracy that was spending several billion dollars yearly on welfare in the nation under a cloak of secrecy preventing inspection of relief rolls. The Star contended that Constitutional government had been set aside in denying freedom of information necessary to a free press, as guaranteed in the First Amendment, and that government by secrecy as provided by the Federal Social Security Act is a violation of Article 1, Section IX of the Constitution which reads . . . "A regular statement and account of receipts and expenditures of all public money shall be published from time to time."

It was this danger of more and more government by secrecy from bureaucratic overlords that caused Indiana to become aroused over mounting costs of welfare. Now the average Hoosier spends as freely as any other good American but he is not accustomed to seeing his tax money tossed around loosely. He clings to the old-fashioned idea that a basic safeguard of democracy is for the people to know how and where their tax money is spent. This concept of the value of tax money is nurtured by the wise action of the framers of Indiana's century-old constitution in prohibiting the state from going into debt. So the Hoosier likes to think his tax dollar comes as near being an investment in good government as it can be made by legal enactment.

More than a year ago The Star began to investigate the expenditures of welfare boards in several Indiana counties. In Marion county (Indianapolis) the sum asked for welfare had jumped from two million dollars a few years ago to six millions. This was in the face of high employment, with wages generally satisfactory, and an existing labor shortage in Indianapolis. How come this economic paradox. The Star asked, and put its ablest investigator-reporter, Lester Hunt, on the job. Despite the closed records of the state welfare board and the county boards Hunt's stories began

to appear in early January with some startling disclosures of the misapplication of welfare funds. Among them were the following:

An old age assistance award was made to a woman living in an apartment renting for \$160 a month when her application was approved.

A couple receiving old age assistance bought a \$4,000 property and put it in the name of a son.

A man's income tax of \$108 was paid by the welfare department.

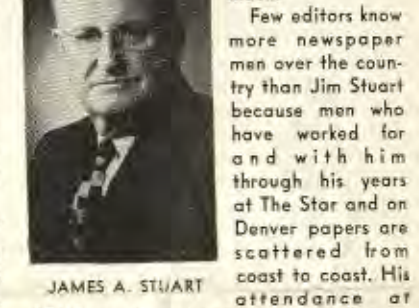
Welfare money was paid for high school class rings and formal dresses for children receiving relief charity.

It was a practice to send students to colleges of their choice at monthly "stipends" of welfare funds ranging from \$140 to \$225. Some of them were not employees but were "expected" to work for the department after completing their welfare courses.

Mothers of illegitimate children were given "bonus" allotments to spend as they saw fit, some of whom went on sprees.

The Indiana General Assembly met in biennial session in January and The Star editorially urged a full investigation of welfare spending and repeal of the state law, passed under Federal direction, imposing secrecy on all welfare records. Two Republican senators introduced such a bill and several

THE AUTHOR of this article says he has a cognominal distinction few newspaper men have in that he can spell the name of his paper with four letters out of his surname, but Stuart minus STAR doesn't leave much.



JAMES A. STUART

ASNE meetings began in 1923 when he became managing editor of The Star. His many civic activities include his chief avocation, a deep interest in hospital administration and services. He is on the boards of the Methodist Hospital, largest in the state, and the Riley Memorial Hospital in the Indiana University Medical Center.

Democratic senators expressed enthusiastic approval, even offering amendments to give it teeth. Then threats of the loss of Federal welfare funds from Washington caused Governor Henry Schricker, a Democrat, to call the 24 Democratic senators to his office and advise them to oppose the anti-secrecy bill. The Democrats then voted against the bill with the amendments they had inserted. Thus it became a partisan issue and finally was passed over the governor's veto with solid Republican votes.

While Hunt's stories were appearing almost daily and the issue was being fought in the Legislature, brilliant and effective editorials on the constitutional questions involved were written by Jameson G. Campaigne, chief editorial writer assigned to the subject. These editorials urged the state to stand upon its rights, refuse to repeal its

anti-secrecy law and finance its own welfare program out of state funds if neither the courts nor Congress forced Federal Security Administrator Oscar R. Ewing to change his decision of August 1 to withhold all Federal funds from Indiana "for violation of the Federal law." The editorials argued that the Federal government had no right under the Constitution to impose secrecy on Indiana's welfare spending or to interfere with the rights of the state to make its own laws, as long as those laws are constitutional.

Then Governor Schricker called a special session of the Legislature on September 24 to solve the financial problem that would confront the state without Federal funds. The Republican majority refused to be stampeded and did not repeal or postpone the anti-secrecy law. Instead it introduced bills to return the administration of welfare to the counties, abolish the state welfare board and to pay for the welfare program out of state funds. Two Republicans in the Senate blocked passage of these "home rule" bills by voting with the Democratic minority and a stalemate ensued.

While this stalemate continued Senator William E. Jenner added an amendment to the Federal tax bill permitting the states to open welfare rolls. Congressman Halleck worked in the House to get joint House-Senate approval. The amendment was accepted by the joint House-Senate committee and became effective when the tax bill was passed by the Senate and House after its second revision. Indiana got back the \$3,500,000 that the governor said was "irrevocably" lost, and the rest of its funds beside.

The Indiana welfare secrecy repeal was made possible because of the exposures in reporter Hunt's stories, and also by the sustained editorial campaign of The Star which brought the Constitutional questions before the people and clarified the real issue—whether or not the Federal government could force this state to violate the First Amendment and itself violate the Tenth Amendment.

As a result, welfare costs in Indiana are already down by approximately \$4,000,000 and are expected to drop much more. And also because of Indiana's victory, other states which have passed anti-secrecy laws contingent on Federal approval are now opening their welfare rolls to public inspection.

World-Travelled Editor Finds That Most Peoples Respect Us

• By WILLIAM R. MATHEWS
Editor and Publisher, The Arizona Daily Star

The United States has the respect and, in many cases, the affection of the people of most of the world. We are generally liked everywhere, save in those areas where support of Zionism has won us and the West the hatred of the Moslems. In every country, of course, can be found articulate minorities and individuals that express resentment, dislike and hatred of us, but no country has a bigger reservoir of good will throughout the world than the United States.

Such is a summary of the answer I would make to that old question: How does the world look upon us? It is based upon extensive travel over a long period of time.

Such statements as Pearl Buck recently made, "Asia hates us," I challenge unreservedly. My last visit to China was in 1949. I found there no hatred of the United States, though I found resentment and disappointment among the intelligentsia, because we were abandoning them to the Communists. Naturally, the Communists in China hate us. That is a fundamental part of their party line, but, from what I have seen of the Chinese people, I am convinced that deep down in their hearts they look upon us as their hope of salvation.

In official circles, the Philippine leaders boast to their neighbors about the United States.

Siam thinks so much of us that it honors any American passport without a visa. When Indonesia became independent in 1950, it used the portraits of Washington, Jefferson and Lincoln on its first postage stamps.

A few months ago I returned from a trip to Yugoslavia, where I saw and heard expressions of faith and hope in our country. A group of young men handling the work of CARE, who had just come into Belgrade from various parts of the country, confirmed my own observations.

In Munich I heard from the lips of Russians, Czechs, Hungarians and Germans similar expressions of faith in America. As far back as 1947 I found similar sentiments in Greece and Spain.

On each of my visits to the Soviet Union I was surprised by the

open admiration of the United States. The Soviet hierarchy, in its anxiety to win the support of the people, constantly cited the existing standards in the United States as the goal they hoped to surpass.

When it comes to France and Britain, I am fully aware that in Communist and Pink circles, as well as in sectors of cafe society and intellectuals, anti-Americanism exists. Many Englishmen and Frenchmen feel humiliated by the decline of their countries, and the rise of America, and express their dislikes frankly.

Almost all British and French, as well as other foreigners, resent our continuous search for gratitude. They do not like to be reminded of the help we are giving, because to them it is humiliating. Among the people out in the country, and in most circles of ordinary decency and responsibility in Paris, I have found that most people know the score and are deeply appreciative, though they do not gush about it the way many of us expect.

If we Americans would put ourselves into the position of these friends of ours and appreciate the ordeal they have been through, we would be less prone to criticize. We too would resent foreigners who came to our country and conducted themselves in a loud, vulgar, lordly manner, as I have seen Americans act in France and Britain.

I think our official policy goes entirely too far in assuming that we can build up good will by buying it. Nor should we go to extremes in "explaining" ourselves in order that we not be "misunderstood." Our work can go for nothing, as it has in China and the Moslem world, when our top policy becomes incompetent or antagonistic.

I think entirely too many Americans worry over whether other folk like us. From long experience I have found that when we treat foreign people with respect and consideration, they respond with equal respect and consideration.

On the whole, I am proud of the record of our country. We have the respect of most of the world, and, as long as we have that, whether people like us or dislike us is of minor importance.

Dr. Cross' Research Reveals

12-1-51

No Enforcible Legal Right To Inspect Federal Records

In the exhaustive research into the field of freedom of information which Dr. Harold L. Cross undertook in behalf of the Society, he concentrated first on access to state and municipal records and proceedings. Currently, however, he is completing work on the federal scene.

In a letter to the office of Senator Francis Case, who has taken an interest in freedom of information on the federal level, Dr. Cross has summed up the situation in Washington as one in which "determination of 'public interest' is, in effect, an official monopoly."

"This enormous legal outrage," says James S. Pope, chairman of the ASNE Freedom of Information committee, "is our theme and our 1952 battleground."

Dr. Cross' analysis follows:

In the absence of an act of Congress creating a clear unequivocal, non-discretionary right to inspect particular records, there is no enforcible legal right in public or press to inspect any federal non-judicial records, the availability thereof being a matter of official grace or indulgence or "discretion." The Army, it appears, may correctly say: "The Secretary of the Army has charge and control of all records and papers of the Army Establishment and has responsibility for assuring that the information contained therein is utilized in such a manner as will best serve the public interest. The release of information therefrom is a matter for the determination of the Secretary of the Army." In the absence of such act of Congress any other Executive Department head might, it seems, correctly say the same. Determination of "public interest" is, in effect, an official monopoly.

Such acts of Congress are rare. As a practical matter they seem to come into existence only when publicity is desired as the means to an end,—as in Section 9(a) of the Internal Security Act of 1950 applicable to the Attorney General's Registers of "Communist-Action Organizations" and "Communist-Front Organizations."

Such state of the law appears to be created by the combined effect of the following:

1. The doctrine that the courts have no jurisdiction against the President to compel him to perform any act incidental to his office, whether purely ministerial or not. The right of the President to withhold records in exercise of discretion, though frequently asserted and exercised has not been fully tested. Perhaps the most recent instances of exercise are the Execu-

tive Orders relating to the loyalty program and the one of September 24, 1951.

2. The doctrine that the courts will not issue mandamus where heads of departments are political or confidential agents of the President, their acts as such being only politically examinable, or where in any case officials have discretionary power to withhold, as they do except in the presence of such acts of Congress.

3. The doctrine that mandamus is discretionary in any event, by reason whereof, for example, inspection of federal records has been withheld because exercise of a right of inspection by one citizen might lead to demands for such rights by other citizens with resulting swamping of the records office.

4. The line of opinions of Attorneys General which, whether right or wrong, operate as a practical matter to bar access. They add up to this: "The records of your Department are executive documents acquired by the Government for the purpose of administering its own affairs:—and must, therefore, be classed as privileged communications whose production cannot be compelled by a court without the express authority of a law of the United States."

5. The doctrine, apparently of common law origin, that there is no general right of inspection of records of executive departments of government which are not intended as notice but are kept merely as evidence of transactions in the department. Though not frequently applied in decisions, this doctrine has been used to bar inquiry into matters of internal management and as such has found its way into 5 U.S.C.A. 1001 et seq., mentioned below.

6. 5 U.S.C.A. 22, and Regulations issued thereunder.

7. 5 U.S.C.A. 1001 et seq.—the Administrative Procedure Act of 1946. This, in section 1002, in effect makes records of administrative agencies available if they do not involve any function of the United States requiring secrecy in the public interest or any matter relating solely to the internal management of the agency, if there is no other requirement of statute, if there is a "published rule" for availability, if the applicant is a person "properly and directly concerned" and if the information is not held confidential for good cause found. How much of all this "ifness" involved vests discretion in administrative agencies has not been judicially determined, but it seems likely that there is enough to cut off any enforcible legal right to inspect against official opposition unless the federal courts undergo a drastic reversal of philosophy. The A.P.A. is undergoing heavy erosion.

8. A series of acts of Congress, few in number, providing for inspection (and attendance at proceedings).

9. A series of acts of Congress, numerous, attaching secrecy. (Income taxes, Veterans' data, labor data, etc.)

10. An almost total dearth of those fine, resounding judicial decisions declaring the right of the people to know in connection with state and municipal records. In fact, one engaging in study in this field notes with instinctive dismay the dimensions of the philosophy of secrecy in the federal field in contradistinction to the general rules of inspection elsewhere in our system of government. I am speaking of legal right, of course, not of the fruits of grace and indulgence as to which there appears to be variation and difference of opinion. A common official point of view is that of the head of the Board of Parole to Mr. Pope: "In the future . . . desired information will be supplied if, in our opinion, such information would be compatible with the welfare of society." Another was expressed in a letter to me from a Post Office official: "Although the section (Regulation under 5 U.S.C.A., 22) seems unduly restrictive, I am sure you will find its administrative interpretation very liberal."

As to remedy, What is politically feasible I would not know. These considerations occur to me.

1. The philosophy and policy of secrecy in general with exceptions

created by acts of Congress and "liberal administrative interpretation", the exact opposite of the state and municipal situation, seems wrong, unsound, is uncertain, smacks too much of government by "men", and hasn't worked toward public knowledge; indeed, in the opinion of responsible and competent newsmen is trending the other way.

2. Congress went too far in the original 5 U.S.C.A. 22 and hung too many "ifs" on 5 U.S.C.A. 1001, 1002, etc. The law states no standards. Department officials, however sincere, adopted in general highly restrictive policies as was natural as the more secrecy the less nuisance and the more need, room and justification for internal public relations personnel and as secrecy involves less risk politically and otherwise.

3. In many areas the problem is one of definition. In the federal scene there is little legislative or judicial definition, what prevails is practically unrestrained discretionary official definition.

In these circumstances,

1. I favor in general any course that would get definition out of the bureaus into Congress and the courts. I like law, not grace. If the

courts were free to administer justice they would have good precedents in common law and state statutes, and the situation could not be any worse.

2. I am not much in favor of piece-meal legislation except as a minimum objective. It is too hard to get, is too limited when you get it, leaves room for too many adverse inferences as to the status of records not dealt with.

3. I am not inclined to think the job would get done by adding another bureau, though as a minimum objective it need not be ruled out if its result would be to create more law that the courts could get their teeth into, less "discretion" in the presence of which they are powerless. I suspect it might be favored by some officials to the extent it took them off the hook.

4. I like the thought of amending 5 U.S.C.A. 22 and would suggest too an operation on 5 U.S.C.A. 1001, 1002, etc. on the theory that the former works on executive matters as such and the latter on "administrative agencies."

I have not cluttered up comment with citation of authority, but that is available.

HAROLD L. CROSS

Survey Shows Few Zoning Commissions Attempt to Hold Secret Proceedings

For many months Charles A. Hazen, managing editor of The Shreveport Times, has been striving to get the Shreveport Planning and Zoning Commission to reverse its policy of closed meetings. No success so far. Meanwhile, The Journal and The Times have made a report on a survey of "City Planning Commissions and The Press" in 48 cities in the United States.

This consists of responses received from a questionnaire which asked these questions:

1. Does your planning commission hold any executive sessions from which reporters are excluded?

2. If executive sessions are held with reporters excluded are they allowed to see the minutes?

3. How soon are they allowed to do so?

4. If your commission makes zoning recommendations to the city council are these recommendations made public by the commission or by the council?

5. When are they made public?

6. If reporters are barred from executive sessions by your commission, what is the commission's legal authority for raising the barrier?

7. Do you accept exclusion of reporters as a proper action by your planning commission?

"In most instances," the introduction to the report says, "the newspapers responded with letters giving full details. As a result, the survey not only shows that a wide open policy on city planning commission proceedings prevails in virtually all of the cities surveyed, but there is strong opinion over the country as a whole asserting the wisdom of such a policy."

"Careful reading of the responses will show that open door relations between city planning commissions on the one hand and the press and public on the other, are satisfactory to the commission, the press and the public. The prevailing spirit is one of cooperation between the planning commissions and the press, to better serve the public."

Reese Preparing Dr. Cross' Book For Publication

Casey Jones recently assigned me to serve with Jack Lockridge and Wilbur Forrest as a committee to contact New York book publishers regarding Harold Cross' comprehensive report to the ASNE on access to the news.

And then heavily-burdened Jim Pope asked me to relieve him of the "pleasant task" of preparing the 80,000-word manuscript for publication.

You ask why I undertook this "labor of love" for ASNE.

Recently I was dragged out of retirement to become Co-Chairman of the Advisory Board of the American Press Institute at Columbia University. Freed from administrative responsibility, I am concentrating upon all the problems of making the Institute an effective instrument to raise the practical standards of operative journalism in the United States.

Service to ASNE is a high privilege for member or ex-member. I now have time to think about something besides the St. Louis Post Dispatch. This time is available to the ASNE on any mission for which its members regard me as qualified.

Having read Dr. Cross' manuscript and his incredible appendices, I hope it will become available to all editors, publishers, lawyers, and journalism schools. It is crammed with illuminating background and information never before available in one volume.

BEN REESE

SURVEY BY STUDENTS

Nebraska University School of Journalism has begun an exhaustive study of cases in which access to public information has been denied to newspapers in the state. Inspiration for the survey was the ASNE Freedom of Information committee's revelations of steady encroachment upon the right of newsgatherers to inspect public records.

The class in Law Journalism is conducting the project through interviews with newspaper people and public officials. Nebraska publishers are asked to cooperate by contributing their experiences.

Director of the NU School of Journalism is William F. Swindler.

RELIGION ON THE EDITORIAL PAGE

Responsible Newspapers Will Not Ignore Any Public Controversy Affecting Social or Political Character of State or Nation

By FORREST W. SEYMOUR

Editor of the Editorial Pages, Des Moines Register and Tribune

Somebody has been kind enough to suggest that the Des Moines Register and Tribune editorial pages display "courage" about the discussion of religious controversy.

I had never thought of it that way—and, upon reflection, I still don't.



FORREST W. SEYMOUR

In fact, upon receiving the Bulletin's inquiry, I found myself puzzled by the notion that our "philosophy" about the treatment of religious controversies must differ somehow from our philosophy about the treatment of anything else.

Basically it does not.

Nothing which affects the social or political character of the state and nation is taboo in our editorial columns. Obviously that must include organized religion, which is one of our social institutions. The convictions of our Jehovah's Witnesses who become conscientious objectors, the earnest debates in the legislature over carrying parochial school children in public school buses, the proposed appointment of an ambassador to the Vatican—all of these are matters of public concern. Any newspaper which is trying to help its readers analyze and ameliorate their social problems will not ignore such issues. If it does, it is leaving its readers "blind" in an area where, because of the emotionalism involved, they especially need sober counsel.

Needless to say, we do not debate editorially matters of personal faith. We may have had Roman Catholics, Protestants, Jews, Universalists, and Yogis on our staff for all I know. We require only that they have enough understanding of

the history of Man (including his religions) to rise above the dogmatic.

This must be true of the competent editorial writer in any field of research and discussion, and therefore no less in areas of religious controversy. We expect him, through the mature use of logic and reason, to sort out the Social Good without passion or fanaticism, insofar as human limitations will permit.

Now spiritual and secular matters do overlap, in any society—including ours. People who have a profound concern for the institution of public school education, for example, and who believe it to be one of the indispensable pillars of our kind of democracy, do not want its strength eroded away by subsidies to private schools, however indirect. In our time this has raised a lot of questions affecting the whole society—questions of the adequacy of public school curricula in building moral character, of the use of our tax money, and so on. Many of these issues are being debated in our legislatures, argued in our courts, and fought in our school elections.

Can a responsible newspaper shut its eyes to such an issue? I do not see how.

This does not mean that the newspaper's opinion must be doctrinaire. No matter which side of the argument it takes, it needs to be temperate and reasonable. Most of all, it has an obligation to present the issue clearly and understandably, so that its readers—regardless of their inclinations—will have respect for its fairness and earnestness. If then they disagree with its judgment, they will be able to disagree on intelligent and tolerant grounds rather than in blind anger.

But this should be true, I repeat, of anything that a responsible newspaper discusses editorially, from local bus fares to the division of Kashmir.

Our newspapers, frankly, do not try to belong to that part of the press which deliberately emotionalizes public issues. Exactly the contrary. We seek on our editorial pages to de-emotionalize public issues, and to persuade our readers

insofar as possible to substitute thought for heat.

Now some newspapers seem to think that this is the equivalent of being namby-pamby. It is not necessarily anything of the kind. We can be—and regularly are—as sharp and piercing in our criticism of social and political evils as anybody else. We are just as contemptuous of economic legerdemain, religious intolerance, racial discrimination, and so on.

But when we arrive at a state of moral indignation about these things, it is because *fact and reason have brought us there*. We do not automatically leap to the position as a *substitute* for fact and reason.

An educated man can become angry, too, or he is no man. But his anger must have a thoughtful reason and purpose, or he is not educated.

So, in this area of public issues which are affected by religious differences, we try to deal with them dispassionately, with our eyes always on the highest interests of society as a whole, searching all the while for truth and common sense. We do not pretend to have the Last Word From the Mountain Top about these things, any more than about many other things.

Having presented the most thoughtful and the best documented case of which we are capable, we say to our readers in effect, "Still, we too are human. We could be in error. Therefore we welcome other points of view, which we also will publish—in order that our readers may have every possible basis for making their own judgments."

All during the Spanish civil war, our editorial position was furiously attacked in our own letter columns on our own editorial pages, right along side of our own editorials.

Ditto when the school bus matter was before the legislature.

Ditto when we argued that the C.O.'s were foolish not to register for the draft, and then declare their religious objections to military service.

Ditto on some issues involving World Zionism.

Etc., etc.

No, I do not think any extraordinary "courage" is involved here, merely because the issues happen to have a religious connection. It is just a matter of trying to do a good job, of trying to fulfill the obligations of a free press in a free society—whether the current issues are political, or social, or economic, or something else.

The RFC-Boyle-Finnegan Revelations

• By RAYMOND L. CROWLEY

Managing Editor, St. Louis Post-Dispatch

As far back as 1947 and 1948, following the murders of Carl and Bernie Shelton, Illinois gangsters, Post-Dispatch reporters Theodore C. Link and Carl Baldwin began hearing reports that racketeers had "reached" a few Internal Revenue agents.

Then, in November, 1950, the California Crime Commission charged that the Internal Revenue Bureau had "fostered the growth of big-time racketeering through laxity, favoritism and corruption in enforcement of income tax laws." (We gave that story about 3 columns, in a special dispatch.)

From that time on a continuous investigation has been under way to determine if there might be widespread corruption and malfeasance in the Internal Revenue departments throughout the country and its headquarters in Washington. The investigation revealed that James P. Finnegan, United States Internal Revenue Collector at St. Louis, was participating in the profits of an insurance company which had dealings with individuals who were in tax difficulties with the government and whose cases were being handled in Finnegan's office. The Post-Dispatch turned all available information over to the Internal Revenue Bureau.

On February 5, 1951, Robert L. Sharp, a retired intelligence unit agent of the Internal Revenue Bureau, now living in Kansas, wrote to Chief Judge George H. Moore of the United States District Court at St. Louis, charging that politically-influential lawyers had succeeded almost invariably in stopping tax prosecutions of their clients. Judge Moore summoned the grand jury and ordered the jury to determine why there had been no prosecution of certain income tax cases after investigators recommended prosecution. He hinted in his unusual instruction that an effort had been made to fix certain tax violation cases.

That afternoon, United States Attorney Watson summoned reporters to tell them that he had "just been authorized" by Attorney General McGrath to present income tax cases to the grand jury "without going through the usual process of scrutiny by several departments and final approval by the Attorney General."

Interview Obtained

A day or two later, information came to the Post-Dispatch that Sharp had written to Judge Moore.

A Post-Dispatch reporter, Selwyn Pepper, telephoned Sharp and obtained some of the information that led to Judge Moore's unusual instruction to the grand jury.

Sharp, who had testified two days before the grand jury, told the Post-Dispatch: "If a certain lawyer's cases are never prosecuted, it would seem that the lawyer has unique influence. If that lawyer is close to the President of the United States or to the Secretary of the Treasury, agents of the Treasury and Internal Revenue Bureau might be fearful about going ahead with that lawyer's cases. If any of that lawyer's cases ever have been prosecuted, I am not aware of it." Pepper then was sent to interview Sharp at his home.

On March 12, results of that interview were published in a copyrighted story. Sharp charged that fixing of tax cases by politically-powerful lawyers, who worked closely with acquiescent public officials in Washington, St. Louis and other cities, had become so prevalent that, in a single year, 63 per cent of the cases approved for prosecution by heads of intelligence units throughout the country were killed by the Internal Revenue Bureau regional counsels or by the Justice Department.

Sharp also disclosed in the interview that a secret investigation had been made of the office of Collector Finnegan.

On March 21, 1951, the grand jury brought in a partial report, saying it had been unable to find any evidence of tax fixing. This report, the Post-Dispatch learned later, was written by an assistant United States attorney at the suggestion of a representative of the Justice Department who was sent here belatedly to help the grand jury.

Two days later, Treasury Secretary John W. Snyder telephoned Judge Moore and promised that the

office of the Internal Revenue Collector in St. Louis would be cleaned up. About an hour later, Commissioner of Internal Revenue Schoeneman telephoned Judge Moore to tell him that Collector Finnegan was resigning.

Finnegan's Resignation

On March 2, 1951, Finnegan's name cropped up in the Fulbright committee investigation of the RFC. Rex Jacobs, Detroit industrialist, testified that Finnegan was one of several partners who sought to lease the Nicaro Nickel plant in Cuba, a \$30,000,000 plant owned by the United States government. E. Merl Young, Washington "influence peddler," was also named by Jacobs as a member of the group seeking to buy the plant.

At that time, Finnegan was still Collector in St. Louis. He was a friend of President Truman and a frequent visitor to Washington, the Post-Dispatch pointed out in the account of Jacob's testimony.

When Finnegan finally announced his resignation, he told the Post-Dispatch he had conferred with President Truman by telephone several times "within the last month" about resigning.

On April 25, Senator Williams of Delaware demanded a full investigation of Finnegan's resignation. On May 7, he delivered an address to the Senate, charging that the Treasury and Justice Departments withheld damaging evidence about Finnegan from the St. Louis grand jury.

Link Digs Out the Facts

The Post-Dispatch investigation into Finnegan's activities meanwhile had been intensified. In June, an acquaintance told Link he had learned employees of American Lithofold Corporation were curious about some unusual names on the Lithofold payroll. Bookkeepers at the plant had noted that William M. Boyle, Jr., chairman of the Democratic committee, and James P. Finnegan were on the payroll.

Link found that Boyle was on the payroll at \$500 a month and Finnegan at \$1000.

Link conferred with government officials in Washington and checked records on RFC loans granted to American Lithofold. He found that

Boyle's influence extended in many directions.

After about two weeks of digging in Washington, Link asked Boyle for an explanation of his part in the granting of the \$565,000 RFC loan to American Lithofold, his part in the Nicaro Nickel deal and other matters.

Boyle was vague in his answers and said he had always tried to live right, "only to be plagued by such suspicions as yours."

Next, a series of stories was mapped out by Link, Pepper, and City Editor Sam B. Armstrong.

In the first disclosure on July 25, the Post-Dispatch reported that Boyle was paid \$8000 by American Lithofold, which obtained \$565,000 in RFC loans after its applications had been rejected three times. Boyle and Finnegan went on the Lithofold payroll about the same time, we related. Boyle insisted his work for Lithofold had "nothing to do with RFC loans."

In the second story the Post-Dispatch charged that the loans were made to Lithofold only after Boyle and Finnegan exerted influence on RFC directors.

Disclosures Continue

Three times the manager of the St. Louis agency of the RFC, Charles G. Alexander, had rejected the loan application, despite frequent calls and visits from Finnegan. We obtained and published a complete account from Alexander of the efforts by Finnegan to put pressure on the loan agency.

Boyle issued a statement saying that shortly after assuming full-time duties as executive vice chairman of the Democratic National Committee in 1949, he had dropped all his law practice, including the Lithofold account.

On July 27, the Post-Dispatch disclosed that E. Merl Young, influence peddler, joined Boyle and Finnegan in bringing pressure to bear on the RFC on behalf of Lithofold. Young telephoned the St. Louis agency of the RFC, spoke to Alexander and told him the Democratic National Committee was very much interested in the Lithofold loan, Young related.

After the first stories appeared in the Post-Dispatch about the Boyle-Finnegan efforts on behalf of Lithofold, R. J. Blauner, president of the firm, invited the newspaper to send a reporter to his office to discuss the situation and "to clear Boyle." James A. Kearns was sent to Blauner's office. Blauner told him that he hired Boyle as a lawyer

IN COMPLYING WITH A REQUEST for this report from St. Louis, Raymond L. Crowley made it clear that the men who are carrying on the investigation are doing only what is expected of Post-Dispatch reporters and editors.



R. L. CROWLEY

In evidence he cited the newspaper's platform, which stands four-square against injustice, corruption, privileged classes and public plunderers, and which promises that it will "never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

As city editor, Mr. Crowley conducted the news end of the anti-smoke campaign which won The Post-Dispatch a Pulitzer prize. He directed the campaign for improvement in mine regulations after the Centralia mine disaster, another Pulitzer winner, also the campaign which resulted in the disclosures of widespread gambling in Illinois with official connivance, and brought about defeat of the Green political machine. Currently, he is heading up the newspaper's investigation of the U. S. Internal Revenue Bureau.

Mr. Crowley, who became managing editor of The Post-Dispatch this year, was elected to ASNE in October.

for the firm but Boyle did practically no work for the company. Blauner said Boyle had received \$500 a month for three months prior to April, 1949, and then was replaced on the payroll by his law office associate, Max Siskind. Blauner exhibited a series of \$250 checks made out to Boyle and Siskind.

In all, Boyle and Siskind had received \$14,500 from Lithofold for doing "practically nothing," Blauner told the Post-Dispatch.

Siskind was so little known to the Lithofold firm, the Post-Dispatch reported, that his first three checks were made out to "Sam Siscoon." Boyle's first check was dated February 17, 1949. Exactly two weeks later, RFC directors suddenly reversed themselves and granted the first \$80,000 loan to Lithofold.

Lithofold Payments Revealed

Meanwhile, two Senate investigators began an inquiry in St. Louis into Lithofold's employment of Boyle.

On August 24, James B. E. Olson resigned as Alcohol Tax Unit supervisor in New York City. Five days later, the Post-Dispatch disclosed he sold printing forms to liquor firms under his jurisdiction for American Lithofold and received \$5500 in commissions from the firm. He was also a Lithofold vice president, like Finnegan.

Then on September 22, Finnegan was a witness before the Senate investigations subcommittee. He tried to explain what he did to earn \$45,000 from American Lithofold.

On September 24, the Senate subcommittee reported that Boyle had received more than \$100,000 in legal fees from his erstwhile partner, Siskind, since they "dissolved" their partnership in 1949. The Post-

Dispatch had been told that Siskind's payments to Boyle were at the rate of \$50,000 to \$60,000 a year. This newspaper sought unsuccessfully to obtain from Siskind a copy of the contract which he said he had signed with Boyle to purchase his law business. Later, the Senate subcommittee also failed to get any written evidence of the sale of Boyle's law practice.

Siskind testified Sept. 26 that he bought Boyle's law practice for \$150,000 but the purchase did not include one client—American Lithofold. Siskind estimated he might receive as much as \$410,000 from the Boyle accounts.

Reporter Testifies

Earlier witnesses before the Senate subcommittee had testified that Boyle made a telephone call to Harley Hise, board chairman of RFC, on behalf of Lithofold's officers, arranging a meeting with Hise. Three days later, Lithofold got its RFC loan. This gave substantiation to the Post-Dispatch disclosures of Boyle's potent aid to Lithofold.

Link testified September 28. He declined to divulge all sources of his information published in the Post-Dispatch disclosures of Boyle-Finnegan and the Lithofold loan. He related the Boyle stories developed as "an offshoot of the Finnegan investigation."

Link appeared before the committee without an attorney and without a prepared statement, unlike most of the other witnesses.

As a result of Link's testimony, the Hoey subcommittee decided to subpoena records of Boyle's bank accounts, as well as his income tax returns for 1949 and 1950. Boyle had given the committee certain information from his tax returns but

not all information about sources of his income.

Link's testimony also blew up plans for an immediate windup of that phase of the Senate inquiry dealing with Boyle's employment by Lithofold and his part in the RFC loan to the St. Louis firm.

The Senators did not press Link hard to reveal sources of his information.

Cross-examined by Senator McClellan, Link was asked if he had any information that Boyle had conferred with Finnegan and Blauner.

Dates and Places Named

"I have given to the committee staff the names of hotels they met in and the dates they stayed there," Link replied.

McClellan appeared startled. He asked: "Have you any information that Boyle and Finnegan were entertained in Blauner's home in Florida?"

Link said he had the information, couldn't supply it at the moment, but would furnish the dates later, which he did.

In October, Finnegan, squirming in a witness chair, admitted to the House subcommittee investigating scandals in the Internal Revenue Bureau that he received \$2250 in legal fees from delinquent taxpayers in St. Louis in 1948 and 1949.

The United States grand jury in St. Louis indicted Finnegan on five counts. The grand jury recessed, subject to recall for more work on "collateral cases."

Boyle resigned, giving his poor health as the reason.

What has happened since that time is history. Disclosures thus far have brought about the indictment of collectors in St. Louis and Boston and dismissals, suspensions or forced resignations of collectors in New York, Nashville and San Francisco. At last count, more than 30 Internal Revenue Bureau officials have been separated from service this year under various types of informal accusations and formal charges.

The end is not in sight.

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

EDITORIAL COMMITTEE: Jenkin Lloyd Jones, The Tulsa Tribune, chairman; Harry Ashmore, The Arkansas Gazette, Little Rock; Fred Christopherson, Sioux Falls Argus-Leader; Irving Dillard, St. Louis Post-Dispatch; Richard J. Finnegan, Chicago Sun-Times; John Hillman, Indianapolis News; Carl Lindstrom, Hartford Times.

LET'S FILL THE BOX

• By JENKIN LLOYD JONES
Editor, The Tulsa Tribune

The text today comes from Mark Twain.

In his book, "Life on the Mississippi," he tells how, just a century ago, the Mississippi Pilots Association rose to power.

It was a labor union, pure and simple, dedicated to better wages and working conditions for river-boat pilots. Captains and owners fought it. Many blacklisted its members. It didn't look as though the fledgling organization had a ghost of a chance to succeed.

But the MPA had an angle. Its members, it decided, would exchange information. There were neither buoys, day-marks, lights or dredges on the river in those days. Nor were there government bulletins. The channel shifted daily and pilots relied on intuition and luck.

So the MPA set up padlocked boxes on the levees at prominent cities, on islands at the foot and head of chutes. Only MPA members had keys. When one of the boys completed a run through a tricky section of the river he stopped at the next box and left a report on what he found. He read reports left by other members of the river conditions ahead. The MPA information was fresh, hot and of benefit to all.

Pretty soon the owners and captains discovered that boats piloted by MPA pilots were running aground less often and were almost never wrecked. There wasn't much point in saving \$20 by hiring a non-MPA pilot if it might cost a \$50,000 river boat. So the blacklisting was gradually lifted. Pilots rushed to join (and found the dues had been hiked).

Within five years every valuable boat on the river was piloted by an MPA man. These pilots cost more, but they did their job better.

And they did their job better because they exchanged information.

The ASNE is a professional society, not a labor union. But its members, too, are piloting great enterprises upon waters that are often poorly charted. We are plagued by shifting channels. If we are to be better editors we can make good use of the experience of others.

We have within our society the world's greatest collection of editorial talent and proven news judgment. That is why President Alex-

ander F. Jones has insisted that the Bulletin of the society be enlarged. He wants it to be more than a house-organ, recording the internal affairs of the society. He wants it to be a medium for the exchange of ideas—a locked box, if you please, to which all members contribute and to which each member holds a key.

He has appointed an editorial committee to watch for issues and developments of interest to the membership and to assign people of expert knowledge to contribute articles and brief comments. But that's not all. The Bulletin needs voluntary contributions from the membership. The editorial committee can't begin to uncover the full potential of this Society.

In the January 1 issue we start a new column. "Bright Ideas" we'll call it.

Have your boys turned up a feature story that has its counterpart in most other cities?

Have you hit on a constructive and readable exposé that other members could copy with benefit to their communities?

Have your photographers dreamed up a gag picture that brought laughs from your readers?

Does your shop have a new printing or engraving wrinkle?

Have you recently made what you consider a successful innovation in make-up?

(Don't be afraid to be technical. We are supposed to be professional newspapermen.)

Do you have any gripes about the operation of the Society? Any convictions that we are missing some bets, any ideas for improvement of convention programs?

Have you any "personals" concerning travels or significant speeches by members, any dope on honors received by members?

If you have a longer article in mind, pointing with pride to or viewing with alarm some development in the profession, the nation or in the world that should be brought to the attention of the Society, don't wait to be asked.

All these items should be mailed to Fredric Pitts, P. O. Box 1053, Wilmington, Delaware.

Everybody has a key, and we're nailing the padlocked box to the cottonwood. Let's fill it up.

HOW CLOSE TO THE PUBLIC?

Carl Lindstrom Fears That the People Are Not on Our Side
In the Battle for Press Freedom and Explores the Reasons 12-1-51

In a short article in the July Bulletin, "Can't Editors Take It?", Carl Lindstrom expressed the belief that editors listen to their critics only peevishly if at all. Since then he's been brooding over his own question. He also has been interrogating people, just people, and come up with the conviction that, in the fight for freedom of information, they are not just indifferent but thoughtlessly hostile to newspapers. This subject was expanded to a major address, last month, before the Connecticut Editorial Association. A condensation follows.

• By CARL E. LINDSTROM, Managing Editor, The Hartford Times

Since it has become quite the thing for the public to talk about the faults of newspapers I think it is little short of stupid for us to ignore this criticism. We have begun to close ranks and to fight back, but always instinctively, reflexively and without really examining the charges which are hurled at our heads.

We reach for the nearest weapons and declare that we are NOT dominated by our advertisers; that we do NOT suppress news; that many of our best newspapers are found in monopoly towns; that much money and manpower are spent in unselfish community service. Having found ourselves pure and knightly in these obvious respects we use our virtues like atomic bombs to demolish our critics who really found us deficient in quite other directions.

But why, as long as we have millions of readers, as long as we continue to serve our communities according to our own best lights, and as long as we get enough advertising to stay in business, do we need to be concerned?

Because a great battle has been joined and while a few significant skirmishes have been won, it doesn't look too good for our side. It is the battle for a free press; just now the fight is hottest in that sector which concerns the right of access to news sources. There isn't a man or a woman in the profession who hasn't taken part in that fight; who isn't gravely concerned about it; who isn't determined that we are going to win out. There are, however, quite a lot of people in journalism who are more optimistic than I am.

The reason for my low spirits is the fear that the people are not on our side, that they are not just indifferent; they are thoughtlessly hostile.

My awakening came rather abruptly. Just after President Truman announced the security infor-

mation directive, I was in conversation with a couple of substantial citizens who firmly believe that all evil began with Roosevelt and came into fruition under Truman. One of them startled me by declaring that he was heartily in favor of the directive; the other immediately agreed. Said the first: "If you can get the right people in office, I think government ought to be let alone and newspapers shouldn't pry into what's going on in Washington."

With considerable heat he added that the newspapers had given away all the country's military secrets and so jeopardized America's future merely for the sake of circulation.

I gave the best answer I could although I was not then as well prepared as I should have been. The record shows that in 20 major instances, the military secrets were disclosed by some government bureau or department, or announced by a high government official.

Well now who supplied the record which refutes the charge that newspapers gave away the secrets? It was not a newspaper; it was a weekly news magazine, the United States News & World Report. Too often have we let the news magazine carry out our daily news obligations.

I made inquiries among quite a number of intelligent citizens in other strata—civic affairs, industry, education and the professions. All of them were fully aware of the importance of guarding our constitutional liberties, but nearly all of them had reservations regarding legitimate areas of newspaper access to sources. Even those who had no such reservations were of the opinion that the general public was inclined to be on the side of government rather than on the side of newspapers whenever this issue was drawn.

That is rather an appalling con-

clusion and I would like to be encouraged to move away from it. If the people are not on our side, we must either get them on our side or quickly move over to the people's side unless we think the people are wrong and I certainly do.

There is an important corollary to freedom of the press. You have heard it put this way: The freedom to print carries with it the freedom not to print.

I prefer to say: The freedom to print carries with it the obligation to use good judgment.

What have we done to convince people that our news judgment is good? We regard so many things as undebatable in our profession. That is because we are all so familiar with the established pattern of news values that we react intuitively.

On the Hartford Times we received two or three letters and a phone call criticizing us for playing the story of the three baby sitters who went to New York on a spending spree with stolen money. They said we should not have played it up on page one with a three column head and a picture. Well, three kicks aren't very many out of more than a hundred thousand subscribers. Besides we know we were right because the weekly log of the Associated Press reporting on the performance of 1,700 member papers across the land had this to say: "The story of three bobby-soxers on the loose with \$18,000 made one of the week's biggest hits. The favorite display was a three-column story-photo spread atop page one."

What astonishing uniformity! There can't be any argument, can there?

Remember the picture? I do. Three youngsters, in a state of high excitement, frightened to death maybe by this time but in an excited state nevertheless, told by the big city photographers: "Here kid, put these pearls around your neck; hold up these pretty things you bought; there now—SMILE!"

Sure it was a good picture; we printed it, just like everybody else. Now after three weeks, I philosophize that it would have taken more guts to throw away that picture than it would take to stand up to President Truman in a press conference.

And it makes you very humble, because in this—must I say business?—you haven't got three weeks

to get it right. You've got to be right RIGHT NOW.

What have we done to convince people that our judgment is so good that it is to be trusted without reservation in all the sources of news?

Have I gone over to the other side to argue for restriction and suppression? Not by a long shot! I'm urging that we make ourselves strong by winning respect for our treatment of the sacred stuff we handle—the people's news.

The newspapers of America have thrown rascals out of office; they have uncovered fraud. They have worked to make the streets safe for children, and food safe to eat. They have turned the spotlight on secret political confabs, and restored the blindfold to Justice when she peeked. All in the interest of two-fisted fighting journalism and constitutional rights.

But are the people convinced? Some perhaps but they are a minority and that minority is far too small. Ours is a leadership lost upon far too many who think that the journalist does it—

"Just for a handful of silver ...

Just for a riband to pin on his coat."

Why this should be so I do not

understand but I am not content to go to sleep with an enigma. The condition must be corrected.

I'm afraid the people generally do not understand our war. I'm afraid they do not understand the war in Korea either; that they do not understand why meat prices are so high; that they do not understand perhaps just what it means to a community to be declared a critical area as to labor and housing; that far too many do not understand our foreign policy—and much else.

That they do not understand is a circumstance; that they do not want to understand may be an assumption, though a rather fearful one; that the newspapers have not created the will to understand is an unhappy fact.

It is not enough for us to satisfy an existing wish to know. Where it exists we must preserve it. Where it does not exist we must create the will to know.

Having created the will to know, we can be confident the people will demand that a free press have full access to sources of the information which it is their constitutional right to know.

Refutation, Prompt and Decisive

Coleman Harwell, editor of The Nashville Tennessean, does not get excited about casual digs at the press, but when someone of the stature of Leland Stowe makes a serious factual criticism, he feels that newspapers owe it to themselves to bring the facts to the public's attention.

He did so when Mr. Stowe, in a lecture in Nashville, charged that American news services are not reporting adequately on conditions in Russian satellite countries. The former correspondent said that the only way to get the facts from these nations is from underground sources and study of newspapers and contacts along their borders, as he does but news services do not.

Mr. Harwell wired press association executives to ask if the charges are correct, and printed their refutations, to the length of two columns.

Earl Johnson, of United Press, answered, "Stowe is badly out of touch if he does not realize that these restrictions of satellite countries have merely produced extraordinary efforts on our part to devise other methods of covering the

news of these satellite countries." He gave a breakdown of coverage in each of them.

Alan Gould, of Associated Press, agreed. "This closing of normal news channels naturally puts a premium on tapping other sources," he replied. Of primary importance, are pipelines established through underground connections, and information obtained from refugees, he said.

Seymour Berkson, International News Service, cited eleven recent examples of special news-features obtained by INS as a result of extraordinary efforts to tell the story of what life and conditions are really like behind the iron curtain.

Your Suggestions Wanted

Norman Shaw, Cleveland Press, has begun his work as 1952 nominations chairman. First step is to ask his committee members for their selection for candidates for the Board of Directors. Mr. Shaw also will entertain suggestions from other members of the Society. Successive polls of the committee then will determine eight nominees.

Calling All Logomachists

• By EDWARD M. POOLEY
El Paso Herald Post

I am moved to write a letter to the editor. The moving force is the misuse of a word in Column 1, Page 4, of the November issue of the Bulletin.

It is reported that Dr. Harold Cross has written a book on the legal aspects of access to official news "at the instigation of the Society."

"Instigation" is a bad word. The Bulletin does not stand alone. The word is misused nine times to the one time it is properly used, and sometimes I think the lone proper usage is by accident.

"Instigate," says Webster, comes from the Latin "instigare," meaning "to prick."

Now I know that St. Paul said, "It is hard for thee to kick against the pricks," but I am kicking, hoping to impress just one copyreader around the nation that "instigate" is a bad, bad word, and should never be used about people on our side.

The Russians instigate, but the Americans initiate, begin, start, and sometimes incite. One might instigate a pogrom in Moscow, but never a program at the Woman's Club in El Paso.

"Webster's Dictionary of Synonyms" says:

"Instigate, in contrast with incite, unequivocally implies prompting and responsibility for the initiation of the action; it also commonly connotes underhandedness and evil intention; as, one may be incited, (not instigated) to the performance of a good act; one may be incited or instigated to the commission of a crime."

Of course, there could be no evil intention on the part of OUR Society. We leave that to those who would deny us access to official news. Mr. Truman instigated the latest restrictions; we have initiated a noble movement to improve them.

What about a word clinic in the Bulletin? Perhaps the airing of the members' pet peeves would be valuable all around if conducted by a good logomachist uninfected with logorrhea.

After all, the only tools we have are words.

AROUND THE WORLD IN 1000 WORDS

Indianapolis Editor Gives His Impressions of Leading Figures Whom He Interviewed on Recent Global Trip

A provincial background produced a cosmopolitan traveler when Eugene C. Pulliam was born in a dugout house in Grant County, Kan., where his father was a frontier Methodist home missionary. Now publisher of the two largest newspapers in Indiana, and head of others, he attributes his early interest in the business to the influence of the Kansas City Star. A nose for news and the reporter's itching foot started him on his travels.



EUGENE C. PULLIAM

Early in his newspaper career Mr. Pulliam was not only a carrier but a news butcher on trains; police reporter and staff correspondent. He learned to run a press and to do everything else on a newspaper except run a linotype. At one time he was the youngest editor and publisher of a daily newspaper in America, the Atchison Daily Champion.

In 1947 Mr. Pulliam flew to 22 European and Near East countries to see for himself whether readers were getting the real facts on post-war Europe. Later he visited Central America. In the following article he covers the highlights of his most recent trip.

• By EUGENE C. PULLIAM

Editor and Publisher, Indianapolis Star and News

Covering a world trip in a thousand words is a good deal like trying to condense the Declaration of Independence into a single sentence. I suppose it can be done. For instance, if I were asked to condense the Declaration of Independence into one sentence, I would quote St. Paul, who said, "Where the spirit of the Lord is, there is Liberty." Give me only two sentences about a world trip and I would say, first, that the United States of America is the only really free country left in all the world; and second, that the British have taken the place of the Americans as the most hated people—except the Soviets.

For a newspaper man a trip of this kind necessarily revolves around personalities. On this trip I had the rare privilege of talking to General Matthew Ridgway, General Douglas MacArthur and General Dwight D. Eisenhower. Also, I interviewed Pandit Nehru in India, Liaquat Ali Khan in Pakistan and had two private audiences with His Holiness, Pope Pius XII.

General Ridgway was an inspiring disappointment. As a newspaper man I had been very much outraged by the selection of Kaesong and the barring of American newspaper men from the truce conferences. I readily found out that General Ridgway was not to blame. The State Department rammed Kaesong down the throats of both General Ridgway and General Bradley, but once he had an opportunity to move, General Ridgway has shown himself to be a courage-

ous leader and a real diplomat. If the State Department would keep its nose out of military decisions in Japan and permit General Ridgway and his aides to complete negotiations, we would come out of this mess with honor, dignity and a real measure of victory. To a minister's son it seems that God in His infinite guardianship of America and the cause of human freedom saw to it that there was a Ridgway to succeed MacArthur.

The greatest and most unheralded service which General MacArthur rendered in Japan was the distribution of between ten and twelve million Bibles printed in Japanese. When the Japs surrendered they were crushed. It was their first defeat in the entire history of modern Japan. Their religion had been so interwoven with their concept of the military mission that they felt their gods had deserted them. Instead of being a conquering hero, permitting the abuse of Japanese women by American troops, MacArthur actually put into effect the Golden Rule in his administration, then he distributed ten to twelve million Bibles. The result was almost a miracle in the spiritual salvation of Japan. A thousand years from now history will have to say that the greatest single achievement coming out of World War II was the introduction of a new concept of life into the Orient.

The inspiration of Mahatma Gandhi's idealism is still the strong spiritual force in everything that Pandit Nehru does. As a matter of fact, Nehru is not a practical-

minded person. He should be the head of the philosophy department of some great Indian university. Also, he has taken some very bad advice and has been doing a very obvious job of playing two ends against the middle and blackmailing the United States by threatening to go Communist if the United Nations attempts to settle the Kashmir question. There is no way that India can go Communist. Nehru knows that domination of India by Russia would be far worse than British colonial rule was at its worst.

I believe the fate of the United Nations may depend upon how effectively it meets the issue of Kashmir. Every commission appointed to investigate the case has reported in favor of Pakistan. Pakistan's very life blood depends on the waters flowing out of the rivers which rise in Kashmir. Without these streams Pakistan would revert to an arid desert. Also, 72% of the people of Kashmir are Moslem and the partition was made on the basis of religion. Pakistanians are united, enthusiastic and inspired. If necessary they will fight, but under the leadership of their great Liaquat Ali Khan they have been tolerant, patient and peaceful. We were the last Americans to see Liaquat Ali Khan. The West and the United States lost a great friend, and Asia one of its really great leaders. If war comes, and come it will unless the United Nations acts, I am firmly convinced that Pakistan, with its great energy, great determination and spiritual fire, will defeat the Indians in Kashmir. The United Nations was set up to solve just such problems as this—two nations in dispute, with war inevitable, but so far the United Nations has done nothing effective to prevent open warfare.

Pope Pius XII is one of the great men of our times. He is an amazing man physically. His handclasp is firm, his smile as captivating as it was five years ago when I first met him. His fight on Communism is becoming intensified and better organized each day. He has a tremendous grasp of the world picture and seems to know something in detail about conditions in every country in the world. The questions he asks reveal not only a photographic mind, but a deep insight into the causes of the world's tribulations.

"Eternal Vigilance is the Price of Liberty." That is the motto selected by General Dwight D. Eisenhower

for the Supreme Headquarters Allied Powers of Europe, known throughout the military world as SHAPE. That motto tells the story of General Eisenhower's mission in Europe. It reveals the motive force and inspiration for the fantastically successful job that Eisenhower has done in knitting together the military and economic forces of Western Europe in a program of mutual defense. As we sat and talked to General Eisenhower, I thought—here is a man who believes so devoutly in the religion of freedom that he is earnestly certain even the impossible can be achieved to preserve it. In less than ten months he has proven that the impossible can be accomplished in bringing together all the discordant and frustrated elements of Western European life into an integrated program of mutual defense and rehabilitation.

General Eisenhower is a man with a mission and endowed with a tremendous sense of duty. His devotion to freedom carries him over the arduous physical drains of his work.

"Security and solvency are synonymous," he said. "Americans and all other citizens of the free world must learn that we have to earn and deserve our freedom every day. Eternal vigilance is the price of liberty." What a far cry that challenge is from the cheap clap-trap of ward politics emanating daily from Washington.

And now to answer the \$64 question. Yes, I think General Eisenhower will accept the Republican nomination. He will say he is not a candidate but that if he is nominated he will regard it as his duty to accept. He has never shirked his duty. No living man has the respect of so many people throughout all the world as has General Dwight D. Eisenhower.

Raymond T. Van Ettisch

Raymond T. Van Ettisch, who retired last year after 17 years as managing editor of the Los Angeles Examiner, died of pneumonia on October 24, at the age of 65.

Mr. Van Ettisch began newspaper work in Colorado, where he was born, then in 1907 joined The Examiner staff as copy reader; he was city editor for 18 years.

He was an active Legionnaire, a member of the Society of American Military Engineers, of the Chemical Warfare Service Association, and of the ASNE, which he joined in 1943.

The Editor Hears:

Changes in the editorial set-up of the Louisville Courier-Journal and Times are in the making for the first of the year. As if James S. Pope isn't busy enough as managing editor of The Courier-Journal and chairman of the very active ASNE Committee on Freedom of the Press, he becomes executive editor of both newspapers. A. Y. Aronson will retire as managing editor of The Times.

Frank Clarvoe, managing editor of the San Francisco News and long one of ASNE's most energetic West Coast members, has been appointed Pacific states correspondent for the Scripps-Howard Alliance. Mr. Clarvoe resigned from the Society. Frank R. Ford, editor of the Evansville Press, succeeds Mr. Clarvoe on the News.

ASNE member Frank N. Hawkins, chief editorial writer of The Pittsburgh Post-Gazette, has been awarded a one-year fellowship for travel and study abroad by the Reid Foundation, of which Past-president (now Distinguished Service Member) Wilbur Forrest is the Director.

Dale Stafford is now publisher of the Greenville (Mich.) Daily News, which he purchased last month. Mr. Stafford has been on the Detroit Free Press for 11 years, managing editor since 1945. Lee Hills becomes executive editor of The Free Press and will move from Miami to Detroit.

Eugene Farrell, formerly with the Harrisburg Patriot-News, has been named managing editor of The Jersey Journal, Jersey City. Both are Newhouse newspapers.

Since Richard J. Finnegan relinquished the editorship of the Chicago Sun-Times and became consulting editor, about half his time has been spent on the newspaper's affairs. The rest has been devoted to a long-standing personal interest—public health.

He is president of a charitable and non-sectarian hospital for children with rheumatic heart disease, which is servicing nearly 400 children this year. "We are pretty sure," he says, "that we add from

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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No. 338 December 1, 1951

20 to 50 years to the life expectancy of some of these youngsters, and there is as much satisfaction in that as there is in getting a scoop every other week or so."

In addition, he is a member of the National Advisory Heart Council of the U. S. Public Health Service, a director of the Chicago Council on Community Nursing, the Welfare Council of Metropolitan Chicago, and the Chicago Heart Association. And that is only a partial list of his activities.

Add to the list of touring editors, Lester Markel of the New York Times who is currently in Europe on IPI business. Before leaving, Mr. Markel announced the appointment of E. J. B. Rose, now of the London Observer, as Director of the Institute. Mr. Rose is a graduate of Oxford, served as Deputy Director of Intelligence at the Air Ministry in London during the war, and later became manager of the Reuters Feature Company.

The editor of the Toledo Blade, was 70 last month. A week after his birthday he added another, and distinctive, honor to the many already accorded him—a public school was named for him. The Grove Patterson School is a 12-room, \$583,000 project in West Toledo.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 339

January 1, 1952

Calcasieu Parish Awaits a Verdict

• By ROBERT W. AKERS
Editor, Beaumont Enterprise

Calcasieu parish, Louisiana, had had wide open gambling for years, up until Ken Dixon, former Associated Press man, arrived in Lake Charles to become managing editor of the American Press.

Dice games, roulette, black jack and slot machines flourished in night clubs and bars.

A large proportion of the citizens of Calcasieu parish were tolerant toward gambling. Others were indifferent. Little effort was made at enforcement of antigambling laws.

Then came the Kefauver committee's activities, an awakening demand for stricter law enforcement in the parish, the organization of the antigambling People's Action Group and vigorous support of this campaign by the American Press.

The People's Action Group directed most of its fire at Griffin T. Hawkins, district attorney, and Henry A. Reid, sheriff. It was following exactly the pattern proposed by the Kefauver committee: Let citizens' groups be organized to expose lack of enforcement and bring pressure to bear on local public officials.

This started a chain of events that has resulted in the most clear-cut trial in many a year of the issue of a newspaper's right to comment on the action of public agencies and to criticize the acts of

News of the fight of the Lake Charles American Press has been read, piecemeal, by every editor. But here a neighboring editor gives a concise, factual account of events that led up to "the most clear-cut trial in many a year of the issue of a newspaper's right to comment on the action of public agencies and to criticize the acts of officials."

public officials. Some time this month Judge J. Bernard Cocke of New Orleans is expected to read from the bench his opinion on this issue, based on defamation trials of Dixon, his city editor, his courthouse reporter and the co-publishers of the American Press.

From the vantage point of Beaumont, 60 miles from Lake Charles, it appears that the indicting of the newspapermen was not intended primarily as a blow at the free press but rather as a retaliatory act in a local political fight.

It is probable the officials themselves were amazed when they felt the nationwide repercussions of the indictments. What had started out as a Calcasieu parish factional dispute had become a *cause celebre* in the never-ending fight for a free press.

Now let's follow the trail leading up to the indictments, the trials and the forthcoming verdict:

Still following the Kefauver pattern, the PAG, having built up a membership of 3000, organized undercover teams that visited gambling places and built up evidence.

On the strength of this, pleas of guilty were obtained in 33 cases.

The parish police jury (equivalent of county commission) was called upon early last August by a PAG delegation that wanted a resolution demanding more active law enforcement, especially with reference to the gambling statutes.

Assistant District Attorney Melvin Wetherill suggested to the police jurors that such a resolution would imply the public officials had not been doing their duty and might constitute defamation. He advised a resolution simply placing the police jury on record as favoring law enforcement in general. To Ken Dixon this was "legal double talk" and he printed an editorial about it under that heading. At the same time, in his personal column, "Charley Lake Says," he made further comment.

The next Sunday, August 12, he devoted the entire page one of the American Press to setting forth the court and police records attached to the names of 15 of the 33 gamblers who had pleaded guilty and paid fines.

At about the same time he assigned City Editor James Norton to write a story on the antigambling crusade for the Louisville (Ky.) Courier-Journal. Norton pointed out in his article that difficulty had been experienced by some newspapermen in locating pertinent court and jail records in the sheriff's office.

With PAG pressure building up, a special grand jury was empaneled to consider law enforcement. This body took no action against public officials or gamblers, but it did indict for defamation the news-

Can Spring Be Far Away?

Convention dates: April 17, 18 and 19.

The place: Hotel Statler, Washington, D. C.

Program chairman: J. Russell Wiggins, Washington Post.

The schedule will follow that of recent years, three solid days of sessions, including luncheon meetings; probably only one evening

session; and the traditional Saturday night banquet.

Same rule on banquet tickets as last year: Limit of four (member and three guests), best tables assigned to those who take less than the maximum. Instructions for making reservations will be announced in a later issue of The Bulletin.

papermen who had criticized the officers. That was August 27.

Dixon was accused of defaming District Attorney Griffin, Assistant District Attorney Weatherill and the 13 police jurors in his editorial and his column.

City Editor Norton was charged with having defamed Sheriff Reid in his Courier-Journal article.

Co-Publishers Thomas B. Shearman and William Hugh Shearman, Courthouse Reporter Carter George and Dixon were indicted for defaming Claude Williams, Sam Smith and E. J. Miller, night club operators who had pleaded guilty to gambling charges. This count was based on the court records set forth in the August 12 page one.

The Louisiana supreme court appointed Judge Cocke to preside over the trials in Lake Charles and the state attorney general designated Assistant Attorney General M. E. Culligan of New Orleans as special prosecutor, replacing Hawkins.

On November 19, the defendants asked quashing of the indictments on these points:

1. Dixon's criticism of the public officials was within the right of freedom of the press as set forth in the United States constitution. Also, it was charged that the District Attorney and his assistant had been active in obtaining the indictments from the grand jury when they were among the allegedly aggrieved parties. It was argued they should have recused themselves.

2. City Editor Norton made no criminal accusation against the sheriff in saying that records could not be located in his office.

3. Publication of the gamblers' records was from privileged court files.

Judge Cocke refused to quash, saying the points set forth were the very ones that should be cleared up in the trials.

On December 5 the trials got under way without jury. They have now been completed and Judge Cocke's verdict is awaited.

Most heartening to newspaper editors of this area has been the way the public has rallied to the support of the press.

Not only has the PAG stood by the American Press, but in both Texas and Louisiana civic, patriotic and religious groups have adopted resolutions strongly condemning the indictments, praising the American Press antigambling campaign in particular and defending freedom of the press in general.

FEWER NEWSPAPERS, BUT BETTER

A Thoughtful Answer to Those Critics Who Are Bemoaning The Passing of the So-called 'Golden Age of Diversity'

• By ERWIN D. CANHAM

Editor of The Christian Science Monitor

(From an address delivered before the National Association of Manufacturers in New York City, on December 6)

Newspapering in this country has been revolutionized in the last half-century. Changing economic conditions have resulted in a decline in apparent competition in a vast majority of American communities. For this we are roundly accused of conspiratorial monopoly. And indeed, from some points of view, the situation is deplorable. We all deeply regret the disappearance of once-great American newspapers.

But what is not usually recalled is the fact that during the same period, the service of American newspapers to their readers has become very much more effective. The news-objectivity of American newspapers, with only a few exceptions, has greatly increased. The typical nineteenth-century newspaper was proudly and violently non-objective. This did not matter when applied to editorials, which are expressions of judgment and opinion anyway. It was very serious when applied to news and the interpretation of news. I urge any of the critics of today's newspapers to take a trip into the files. I believe they will find that the news-adequacy of the columns of almost any American newspaper is noticeably superior to the service of any comparable newspaper at any previous time in American history.

The typical American newspaper has ceased to be the projection of the set of prejudices of a single group of readers. In its news columns at least, it is responsible to the entire community. A few decades ago, the typical American newspaper was read by a like-minded group of readers. It naturally fitted in with their slants, preferences, prejudices. If it didn't suit them, there was the possibility of changing for another paper. Now which is better: a larger number of newspapers in each of which there is news-distortion and news-prejudice—a multiplicity of error—or a smaller number of newspapers in which an ever-increasing standard of news-objectivity must be maintained? Does truth lie in a diversity of error?

But in these days the newspaper which must serve the largest possible number of people in the community does not suit the prejudices of any single segment of them. It is not talking to a like-minded group. Hence it is not particularly popular, and it may have to run the barrage of criticism of the entire community. Nevertheless, it is a far better newspaper—in its news service, at least—than it used to be in the golden age of diversity. And the criticism can be a very useful disciplinary and muscle-toning influence. We need and can profit by criticism, so long as our response to it is vigorous and constructive. But we should not permit criticism to mount to the pitch where it destroys public confidence. We can meet it with the facts.

The facts in connection with newspapers are that the public has a basic right to be informed. Only as it is correctly informed, can it preserve all its liberties, and maintain a dynamic and free community. The first act of any dictator is to seize control of the channels of information, and to turn them to his thought-control purposes. Laws, even such basic guarantees as the First Amendment to the American Constitution, would not be worth the paper they are written on without public understanding and support.

The best way to prevent the theft of our freedoms is to make sure the people understand their importance. And so I think newspapers must continue to explain and to illustrate and to exemplify in their daily service the importance of information to people. We must make clear to people the difference between the old, special-group, prejudice-serving newspaper of the so-called golden age of diversity, and the total public-serving newspaper which is the typical pattern today. We must balance criticism with understanding. It's fine to live in the dog house—if you're a dog—but American newspapers cannot afford to neglect public misunderstanding of their basic role.

The Rhode Island Story

Providence Journal-Bulletin Waged a Four-Year Battle Through Seven Court Actions to End Pawtucket's Political Blackout of News

• By SEVELLON BROWN 3rd

Associate Editor, Providence Journal-Bulletin

Rhode Island has had a grim demonstration of the way in which municipal mismanagement can flourish behind a political blackout of news.

On Dec. 3, the U. S. Supreme Court ruled in favor of the Providence Journal-Bulletin in its four-year fight to open tax abatement records in the city of Pawtucket.

Fifteen days later, state auditors revealed such chaotic mishandling of Pawtucket funds that the mayor demanded an immediate grand jury investigation. There was not enough money in the city treasury to meet current payrolls.

While there was no actual relation between Supreme Court decision and the state audit of Pawtucket accounts, both events resulted from the Journal-Bulletin's long battle to gain free access to Pawtucket city records.

Journal-Bulletin reporters discovered wholesale erasures and changes in the Pawtucket tax list last May. When these were called to the attention of the governor, he ordered a state audit of Pawtucket accounts to start immediately.

Typical of slipshod financial methods disclosed by the audit was the fact that page totals of tax assessments were found to be \$2,924,897 in excess of taxes actually listed on the books.

These conditions indicated the state of Pawtucket city affairs which the Journal-Bulletin had been trying to expose in its four-year fight to examine tax abatement figures.

Our fight to see tax abatements of \$469,253.01, which represented taxes on nearly \$22,000,000 valuation, started Dec. 31, 1947. On that date the Pawtucket city council passed a resolution abating taxes for 1942 through 1947. Joseph A. Kelly, manager of our Pawtucket bureau, and Thomas L. Forbes, night manager, asked city officials to see figures in the abatement resolution. They were told by James M. Donovan, Democratic boss of Pawtucket and city clerk at that time, that the figures would be available "tomorrow."

Repeated demands for the figures received similar rebuffs from other city officials. On Jan. 16, 1948, we addressed a letter to Ambrose P. McCoy, then mayor of Pawtucket, and other city officials, demanding permission for our Pawtucket reporters to see the abatement figures. None of the officials ever replied to the letter, but on Jan. 21, 1948, McCoy announced he had released the figures to the Pawtucket Times.

At the meeting of the board of aldermen where this announcement was made, an ordinance was adopted which forbade publication of the tax abatement figures without specific permission of the city council. Mayor McCoy told aldermen this ordinance was aimed at the Providence Journal-Bulletin.

"They have threatened us for 15 years," McCoy said. "This time we will fight it out to the last ditch."

That ultimatum started a series of legal battles which carried the Journal-Bulletin into seven different court actions before the U. S. Supreme Court ruling nearly four years later released the tax abatement list.

On Feb. 7, 1948, the Journal Company was joined by the Rhode Island attorney general in a petition in Superior Court which asked for a writ of mandamus to compel the Pawtucket officials to release tax abatement lists to the Journal-Bulletin.

Two days later, Pawtucket aldermen passed a resolution which permitted certain attorneys and title searchers to see the figures, and also gave the Pawtucket Times official permission to publish the list.

Pawtucket officials filed a demurrer to our petition for the writ of mandamus, but Presiding Justice Charles A. Walsh of the Superior Court upheld our right to a hearing. Seeking further delay, city attorneys petitioned for a state Supreme Court review of Superior Court action. This review was granted and on Nov. 26, 1948, nine months after our original petition, the Supreme Court held that Judge Walsh had been in error in not requiring

us, the complaining parties, to issue an alternative writ. The record was ordered returned to Superior Court.

On Dec. 7, Judge Walsh in Superior Court issued an alternative writ commanding Pawtucket officials to make the tax abatement list available to the Journal-Bulletin immediately or show cause why they should not do so.

City officials countered by filing a motion, on Dec. 20, asking that the alternative writ be quashed and the case dismissed. Five months later, on May 18, 1949, Judge Philip C. Joslin held the tax abatements were public records. He directed the issuance "forthwith" of a peremptory writ of mandamus to compel Pawtucket officials to make the lists available to us.

Again city officials appealed to the state Supreme Court and on May 26, 1950, the court reversed Judge Joslin and rejected the Journal-Bulletin suit "in its present form" on technical procedural grounds. The court did not rule on the issue of the abatement lists being public records.

Meantime, on Aug. 19, 1948, the Journal Company had asked the U. S. District Court to compel Pawtucket officials to produce the tax abatement records. Trial in this case started May 17, 1949, and lasted 10 days. More than a score of witnesses were heard, including the then mayor of Pawtucket and 10 other city officials.

Judge John P. Hartigan ruled, at conclusion of the trial, that the tax lists were public records and that denying the lists to us for publication had violated our constitutional rights. He ordered city officials enjoined from withholding the records from Journal-Bulletin reporters.

Pawtucket appealed this decision to the U. S. Court of Appeals in Boston, which affirmed Judge Hartigan's findings on July 17, 1951. On Oct. 14, 1951, attorneys for the city filed the petition for a U. S. Supreme Court review of the lower court decision, and the ruling of Dec. 3 in our favor finally brought victory in the long fight.

On Dec. 13, Kelly and Forbes were allowed to examine the abatement lists in the office of the treasurer at Pawtucket city hall.

This has been entirely a battle for a principle. After the Pawtucket city council granted permission to the Pawtucket Times to print the tax abatement lists, we picked up the lists from the Times

and reprinted them, with credit to the Times.

That was the information we had sought in our fight up to that point, but we were still determined to establish our right to free access to the source of news. What is now being revealed about the chaotic condition of Pawtucket finances confirms our conviction that free access to public records is one of our best weapons against dishonest and incompetent officials.

Newspapers that take up the cause of a free press must be prepared to battle long and tirelessly against the forces that can profit from press restrictions. The results, in victory, are worth the effort. We feel our readers have been very well served by the information we have won for them and that the cause of good government has been strengthened, not only in Pawtucket but wherever politicians hear about the Providence Journal-Bulletin triumph.

And if any editor thinks the battle for a free press is ever completely won, let him consider the ironic aftermath to our Supreme Court victory.

In the Pawtucket board of aldermen's meeting following the final Supreme Court decision, a Republican member moved that the board congratulate the Journal-Bulletin "on their victory in the Supreme Court in the long fight to make the tax abatement records available to all the citizens who may want to inspect them."

"I think we ought to get some credit," objected the spokesman for the Democratic administration which had fought the case to the highest court. "It takes two sides to get to the Supreme Court. If we hadn't opposed, it never would have reached there."

The motion died without a second.

So long as such overweening ambition drives the unscrupulous politician, so long must the free press be prepared to defend its freedoms at whatever cost.

New Jobs for Old Members

James R. Doran, formerly editor of the Schenectady Union-Star, now is editorial assistant to the publisher of the Harrisburg Patriot and Evening News.

Norman Isaacs, managing editor of the St. Louis Star-Times until it was sold last summer, has been named managing editor of the Louisville Times.

Almost Anything May Be 'Restricted' These Days, Even a Telephone Directory

In an address before the National Association of Radio News Directors in Chicago, William P. Steven outlined the handling of



WILLIAM P. STEVEN

security information in World War I (bad), in World War II (better) and in the present emergency (worst).

Mr. Steven, who is assistant executive editor of the Minneapolis Star and Tribune, and a member of the ASNE Freedom of Information committee, said that he could establish, at least to his own satisfaction, that political security is as much a motive as national security under the present classification program.

Regarding Mr. Truman's protests that his Executive Order is to be used to protect national security, Mr. Steven asked, "All right, what kind of security does it protect in the Defense and State Departments where they are accustomed to it?" He answered that one as follows:

"Senator William F. Knowland of California recently told the Senate that he had requested a copy of the telephone directory of the 1945 Yalta conference. He received it, with a letter warning that the directory was restricted and the letter itself was also stamped restricted. Mr. Knowland put the whole silly business in the Congressional Record, which is not restricted, thank God.

"James Reston, diplomatic correspondent of the New York Times, reports that the telephone book for the Japanese treaty signing is also restricted.

"With a railroad strike impending, we inquired of the army colonel in charge how many men were involved with the Chicago and Northwestern. The colonel was shame-faced about it; he couldn't tell us, the number of workers on a railroad being operated by the government in a strike situation is—you guessed it—restricted.

"I have a large wall map in my office—sections of the civilian pilots' maps pasted together. An

army major, there on other business, almost exploded: 'Where did you get that restricted map?' I told him: 'the department of commerce, 25 cents a section—and the Russians can buy 'em, too.'

"Two years ago, a naval trainee at the University of North Dakota fell off a truck and was killed. We were refused his name and told to call Great Lakes, Illinois, after the next of kin was notified. The ASNE made a cause celebre on the security involved in this action, and got nowhere in Washington. Last March, the army sent a top PRO to Minneapolis to answer editors' questions. He said security was the only rule. He was asked about the North Dakota trainee. Not security, he said, but human compassion. Well, we asked, who goes to the family to bring the news—a chaplain? No, he said, it goes by telegram. Do you get notice from the telegraph company that the message has been delivered before you release the name to the press? No, he said, that would be too difficult; we wait two hours and then assume the message has been delivered. What kind of nonsense is this anyway? Is it any worse shock to be told of tragedy by a newspaperman on the phone than by a Western Union employee?

"The point of these examples is that security is only an excuse for withholding news in many government cases. And the agency which decides for itself when security should be invoked *always* abuses it."

Journalism Head Surveys News Curtains in Texas

Each month brings further evidence that journalism teachers realize the importance of keeping news channels open. Latest instance is a study on news source curtains in Texas, made by Donald D. Burchard, head of the Department of Journalism, at the Agricultural and Mechanical College of Texas.

The answers to a questionnaire Mr. Burchard sent to newspapers show police departments in the fore in denying access to news and/or records, with city councils and school boards second. Only a third of the 99 dailies queried replied.

British Information Head Says

"Don't Shoot the Public Relations Officer; He Is Doing His Best."

• By PAUL GORE-BOOTH

Director-General, British Information Services in the United States

The other day someone said to me, "Oh, yes! you're the propagandist, aren't you?". Which sounded to me a bit like the time-honoured "Have you stopped beating your wife?". It sounded like that not because the question was intentionally loaded but because the word "propaganda", which used to be neutral, has gone sour, and there is no simple substitute.

I am, under the British Government, head of a public relations and information organization operating on behalf of the Government of the United Kingdom in the United States and under the laws of the United States. The United States Government very properly maintains similar services in other countries. An Information Service in this sense has nothing to do with what is technically known as "intelligence". The basic activity of British Information Services in the United States is to answer questions. In New York alone, in the busy season, we answer 4,000 questions a month, exclusive of spot press queries. We reckon to answer questions objectively and right. If we did not do so, our service would be no good. Nobody would believe us, and the British taxpayer would immediately and rightly fire us.

The Public Relations or Information Officer comes in for a lot of confused shooting by his critics. He doesn't mind much because, if he did, he would not be a Public Relations Officer for long. None the less he welcomes and appreciates an occasional opportunity such as this to say to some of his friends and customers "Don't shoot the P.R.O.; he is doing his best".

Supposing we reverted to the pre-P.R.O. era. Supposing that in a big Government Department in Washington it were nobody's job to answer enquiries about routine matters or policy. Suppose that it were no one's business to issue texts of important speeches. What would be the result? The thousands of members of the Washington Press Corps, who have quite enough chasing around to do anyway, would find themselves relying not on regular, organized channels of information but on individual

personal contacts which might or might not be relevant, useful or available in a particular case. And there would be no texts of speeches at all. Comment would still be possible, but the fundamental information which forms the basis of responsible comment would often be lacking.

So that what the public relations officer or information office has to contribute is a service, and we are not claiming too much in our organization when we call ourselves British Information Services. Sometimes we or our American or other colleagues may misjudge what our assumed clients need or want (they don't always want what they need, by the way). If that happens, it is, to my mind, our fault as individuals and organizations and not the fault of the public relations system as such. And, if we are not giving our customers the service they require, we do rely upon them to complain not to their business partners or their wives, but to us.

All in all we believe from experience that there is a need in America for information about Britain and we know that there is a demand for it. We believe that we have a duty to provide what the customer wants as far as possible in the way he wants it, as far as possible, because the United States is immense and our means are not. We believe this to be our duty not only towards our own people, but because the maintenance of the free world's free institutions depends on the free world's knowledge of itself. That means not only American knowledge of America or British knowledge of Britain, but includes also American knowledge of Britain and vice versa.

As long as the Atlantic Ocean is 3,000 miles wide, the acquisition of this knowledge will need local information services. It will need them because time and time again what the interested person needs does not stop short at what he sees in the paper or hears on the radio. It is some development of that item of thought or knowledge, —the background, the why, the how and the wherefor, something

EDUCATED at Eton and Balliol, Paul Gore-Booth joined the British Foreign Office in 1933 and held diplomatic posts in Vienna and Tokyo before being appointed to the Embassy in Washington in 1942.

As a member of British delegations, he attended all of the more important international conferences in this country during the war and in 1945 was transferred to the Foreign Office in London to act as Secretary to the U.K. delegation to the first meeting of the UN General Assembly. Later he was appointed head of the Economic and Social UN Department in the Foreign Office and, in 1948, head of the European Recovery Department. He took up his present post in Washington in 1949.



PAUL GORE-BOOTH

for which there is no reference book except the memory or, if that fails, the library of the people presumed to have some authoritative knowledge.

There is this demand all the time and, as people's interests widen, it will go on growing. Different methods of satisfying it will come and go and we shall have to keep up with current ideas and techniques, whatever the field and whatever the medium. But there is a principle to which we shall stick through all changes of method and fashion, the old principle that honesty is the best policy.

Thus we believe that information services, including Government information services have a function in modern society, a function which no one else can discharge. We believe that people do not in their heart of hearts want to go back to a system or lack of system under which there are no authorised, accessible sources of Government information. Like our colleagues, we in British Information Services claim no monopoly of wisdom. We simply claim that on our subject we have and will give information that is accurate and, we think, valuable. We hope that what we say will be constantly compared with what emerges from other sources and from the unrolling of experience in the lives of our people and of the world. We think we can stand this comparison with confidence.

Miami Herald Clipper Edition Read by Peons and Presidents

• By JOHN A. THALE

Latin-American Correspondent, Chicago Daily News Foreign Service

A pioneering step taken by The Miami Herald in the field of further solidifying Inter-American economic and cultural relations observes its sixth birthday on Jan. 9 with a brilliant past and a rosy future.

It is The Herald's airborne Clipper edition, whose subscribers along a 5,500-mile "route" through the Caribbean and South America get their stripped-down, lightweight Herald on the same day the regular edition is delivered in Miami homes.

In the six years since the first 50 copies of the Clipper winged across the Florida straits to Havana, the international edition has won praise from Latin American presidents and Latin American peons, from high United States diplomats and lonely United States drillers in isolated Latin American oil fields.

It brought The Herald the Pan American league's Certificate of Merit for "outstanding service to the cause of Inter-American friendship and understanding by blazing the trail with the daily delivery of its special Clipper edition, carrying the typical factual news of the United States into the countries of the other Americas."

It was one of the major factors in the award of the Maria Moors Cabot prize to Managing Editor Lee Hills in 1945, for his leadership in making the edition possible and thus making an outstanding "contribution to hemispheric understanding."

Actually, the idea for the Clipper edition was conceived by Hills and other Herald editors during the war, when South Florida Army and Navy air bases were the hopping off points for vast aerial supply lines that spanned the world.

Few of the far-ranging military planes took off without stowing some extra copies of The Herald aboard for news-starved GIs and Gobs overseas. At bases in the Caribbean and South America, across Africa and in India and China, servicemen latched onto the copies eagerly and passed them

from hand to hand until they were in shreds.

After the war, mindful of the fact that the United States would be figuratively "facing south" in the coming years and aware of Miami's position as hub of air commerce, trade and communications between the Americas, Herald editors set about tailoring the country's first airborne, international newspaper.

The result was the Clipper.

In order to make the plane schedules it must meet to get across the thousands of miles it covers to make day-of-publication delivery in foreign lands, The Clipper goes to press just in advance of The Herald's regular first, or street, edition.

Daily editions of the Clipper generally contain 20 to 32 pages less than the regular editions. They carry all national and international news, as well as stories of special interest to Latin America, plus full market reports, sports, comics, woman's section news and editorial features. All national advertising is carried in the Clipper, and about 44 per cent of local display on weekdays and 20 per cent of local display in the big Sunday editions.

Classified advertising is dropped from the Clipper, as well as purely local and state news that would be of little or no interest to South American readers.

The Sunday Clipper generally carries some 68 to 76 pages less than the regular edition.

Regular dealers handle distribution of the Clipper bundles in 14 islands and countries in the Caribbean and Latin America—Puerto Rico, Virgin Islands, Bahamas, Panama, Guatemala, Honduras, Cuba, Colombia, Venezuela, Jamaica, the Dominican Republic, Aruba, in the Netherlands West Indies; Haiti and Trinidad. And there is no country in South America where individual copies do not go.

Although it is primarily a prestige edition, the Clipper has from

the first paid its own way. And the readership is by no means limited to top drawer diplomats and tycoons. Letters prove that there is virtually no section of the Clipper that doesn't draw an avid readership.

The Herald's weekly food recipe contest draws entries from such spots as Maracaibo, Venezuela, Puerto Rico and Aruba. Mention of an item in a shopping column brought an overseas telephone call from Guatemala to find out where the item could be purchased. Nixon Smiley, Herald farm and garden editor, gets inquiries about plants and flowers from Colombia, Venezuela, the Netherlands West Indies and other points.

To supplement the coverage of news of interest to Latin America by the wire services and the Chicago Daily News Foreign Service, The Herald probably sends out more of its staff members on major league roving assignments to Latin America than any other United States newspaper.

In recent months, assignments from Argentina to the Yucatan have been undertaken by Staff Writers Charles Fernandez, Jack Thale, Jeanne Bellamy, George Beebe, Jack Bell and Jack Kofoed, as well as a special swing to Mexico by Managing Editor Hills.

Putting out the Clipper entails some particular headaches all its own. In addition to the problem of covering a 5,500-mile route, there are other circulation problems, for example, that domestic circulation managers never have to face.

Occasionally Clipper circulation men find that customs officials of one country or another for one reason or another have started holding up Clipper bundles in the customs warehouses for days at a time, delaying delivery. Once, in one Caribbean country, Herald officials suddenly found a 10 per cent tax slapped on Clipper editions coming into the country, although the tariff laws specifically allowed newspapers free entry. That took correspondence and conferences to straighten out. And there have been instances when officials in some strong-man countries, displeased at something written about The Boss, simply ordered confiscation of an entire issue of the Clipper.

Over the years, the Clipper has built a solid reputation as a cultural and economic "liaison agent" between the Americas.

United States State department

officials and businessmen doing business in Latin America look to it to present a factual, unhysterical and unsensationalized version of North American political and economic policies and our general way of life.

Latin Americans, on the other hand, look to The Herald's Clipper and regular editions to correctly interpret for the North American readers their hopes and plans, their problems, their sometimes slow and painful but steady economic and social progress.

There are any number of reasons why Herald editors feel the path being blazed by the Clipper edition is vital to this country, and to the world.

Latin America is important from the viewpoints of hemisphere solidarity, progress and prosperity. Friendship and understanding among the Americas can best be cultivated through a full and free flow of information about what other peoples are seeking, planning and accomplishing.

By fostering this understanding, The Herald feels it can contribute something real to the cause of world peace. Special strong ties between the people of the western hemisphere can valuably supplement the very thing the United Nations is trying to do on a worldwide scale.

To maintain our high levels of employment, income and standard of living, we are going to need more markets outside of the United States to absorb our expanding productivity. Latin America, where there is now a great mass of low-income people with limited purchasing power, offers one of the most fertile fields for the development of such markets.

As an illustration of the potential, Latin America, with 10 times the population of Canada, now buys just about the same amount of goods from the United States as does our northern neighbor.

Latin America is a storehouse of vital materials. During World War II that area sent some three and one-quarter billion dollars worth of raw materials to us—much of it in the form of strategic items whose supply from other parts of the world had been cut off by the conflict. Venezuelan oil, Chilean nitrates and copper, Bolivian tin, Brazilian mica and quartz crystals, bauxite from various countries in the Caribbean and Latin America—without these items our World War II production would have been seriously crippled.

Recommended Reading for Editors

The book I liked best in 1951? There were many in the year that, in my opinion, newspaper editors and publishers should know.

Here are a few that come at once to mind: Strange Lands and Friendly People, William O. Douglas (Harper); Awakening: the World at Mid-Century, Erwin D. Canham and members of the Christian Science Monitor staff (Longmans, Green); The Day Before Tomorrow, Robert Waithman (Scribner); The Loyalty of Free Men, Alan Barth (Viking); A Soldier's Story, Gen. Omar N. Bradley (Holt); The Fear of Freedom, Francis Biddle (Doubleday).

Also, Freedom Is the Right to Choose, Archibald MacLeish (Beacon); The Citizen Decides: A Guide to Responsible Thinking in Time of Crisis, Ralph Barton Perry (Indiana University Press); Jefferson and the Rights of Man, Dumas Malone (Little, Brown); George Washington, Douglas Southall Freeman (Scribner) and Powell of the Colorado, William Culp Darrah (Princeton University Press).

It would be a pleasure to write a testimonial for each of these to say nothing of others, for example, Reunion and Reaction, C. Van Woodward (Little, Brown). If I were to select two for special attention—one on world affairs and the other in the national field—I should choose for the first Justice Douglas' report on his first-hand investigation of black, killing poverty in the Middle East and American activities in those backward lands. There is little question as to the long-range importance of that area in terms of Communist designs and Americans cannot know too much about the efforts and methods of our State Department's representatives there.

For the book on domestic affairs I would emphasize particularly Alan Barth's study of the conflict between our desire for security against the Communist threat and our traditional concepts of liberty. It is absolutely first rate and should be read by every newspaper editor and publisher. Several other books on my brief list deal with this field, including those of Biddle, MacLeish and Perry. And if there is a more important field, I do not know what or where it is!

IRVING DILLIARD

• St. Louis Post-Dispatch

Twentieth century man knows he is being rushed along toward a pap-fed existence at the hands of the welfare state. But when he votes he refuses to turn back the clock. He reacts only sluggishly to the old battle cry of free enterprise. Perhaps he wonders just how free the man at the bench in the factory, or behind the counter in the store, is in these days.

James F. Lincoln, author of Incentive Management (and president of the Lincoln Electric Company) wants us to prefer freedom to security. To that end he has been preaching the doctrine of incentive management for years. But he practiced first, preached afterward. He constantly makes a better product, lowers costs, and passes the saving on in lower prices. Yet his workers get an income that seems fantastic by ordinary standards.

How? By putting into practice a new kind of industrial thinking, revolving around what Mr. Lincoln calls incentive. An example is the amateur athlete, who tries hard even without a money reward. Incentive follows from feeling oneself free to develop one's talents to the full. Give a man that and he is ready to prize liberty over security. And he will work as he never worked before.

Maybe Mr. Lincoln is right, and those industrialists and labor leaders who ignore him wrong. That is why editors ought to read this book (published by The Lincoln Electric Company, Cleveland, at \$1), and tell the world about it. Then we might even have a Republican administration for a change.

HERBERT BRUCKER
The Hartford Courant

* * *

Dumas Malone is halfway through his promised monumental four-volume project on Jefferson, putting the current volume atop the successful Jefferson the Virginian. I would say that at half-time he has a safe lead over any competition, past or present, in chronicling the career of the man whom Virginians call (a little reverently) "Mr. Jefferson."

Jefferson anyway comes very much alive in Malone's care. We who write editorials, whether we are Democrats, Dixiecrats or Republicans, frequently lean on Mr. J. (It's easier, by the way, if you have handy a copy of Saul Padover's Jefferson concordance,

which is around in pocketbook edition currently.) That is to say, in this second volume of the four Dr. Malone produces much that is quotable in the sense that it is pertinent. The volume covers roughly the period of the French Revolution and the founding of our Republic under the Constitution. History hasn't a handsomer decade.

Most of us know Dumas Malone as editor of the Dictionary of American Biography, one of the handier tools in any newspaper library. That speaks for his editing, which again in the two Jeffersonians is carefully documented without being stuffy. I claim that this, too, is fine writing, smooth but not slick, scholarly but not pedantic—and wholly absorbing whether or not you agree, as I do, that Thomas Jefferson is the one authentic genius in American history.

DON SHOEMAKER
The Asheville Citizen

Winston Churchill, who has had experience in politics and statecraft, said in his Guild Hall speech the other night that one must know the past in order to understand the present and assess the future, or words to that effect. If and when American editors can spare time from monitoring the world to give thought to their own country, they might well heed Mr. Churchill's suggestion and become familiar with what has gone before in America. So I commend to editors two books that have to do with American history.

Nathan Schachan has just written 1,000 pages about Thomas Jefferson in which he paints a colorful picture of the United States in the making. Mr. Schachan, although he has looked into many dusty records, has known how to present the founding fathers as human beings whose foibles he does not hide. At the same time he sets forth graphically the circumstances attending the birth of the nation and its nursing days. It is a major work in two volumes painstakingly documented and readable even after a hard day at the office carrying the burdens of the cosmos.

Fitting in well with the Jefferson story is Russell Kirk's new book, *Randolph of Roanoke*. Although Randolph fell out with Jefferson and fought him bitterly he did carry the torch of state rights when Jefferson's enfeebled hands dropped it. How and why he kept the flame burning while such states' righters as Calhoun were

wobbling is convincingly and entertainingly told in this lively book. At the same time a clearcut analysis of the economic aspects of the new nation and of the inexorable shift from agrarian to industrial is included. It also may be profitably and pleasantly read by tired editors.

MARVIN H. CREAGER
Milwaukee Journal

About Members

Ralph McGill, Atlanta Constitution, is on an assignment in India, due home early this month.

New president of The Outer Circle, national organization of drama reviewers, is an ASNE member, W. W. Vosburgh, editorial director of The Waterbury Republican and The American.

Christmas card from Alfred G. Hill, Chester Times, reports that he learned last fall that he has a slight heart disturbance. By being a good boy, and following the "take it easy" rules, he is promised a normal life which, he says, was never more attractive.

Bernard DeVoto's reference, in Harper's, to the horse as the dumbest of all animals, drew a blast from Walter M. Harrison, ASNE past president and distinguished service member from Oklahoma City. In a Letter to the Editor, November issue, he related two instances of "horse sense" and credited horses and cows (Oklahoma horses and cows, that is) with more intelligence than some newspaper readers.

Frank C. Clough, Speidel Newspapers, is hospitalized, expects to be home soon.

Edwin L. James

Edwin L. James, managing editor of the New York Times since 1932, died on December 3, at the age of 61.

Before he went to The Times as a reporter in 1915, Mr. James had worked on the Baltimore Sun, the Pittsburgh Dispatch and the Albany Knickerbocker Press. He first gained fame as a correspondent in World War I, staying on in Europe as Paris correspondent for the New York newspaper. This background, when he became managing editor, enabled him to develop The Times foreign coverage and also to write his Sunday column on foreign affairs which was widely quoted.

LETTERS

Last time I wrote a business letter to an editor it got him in trouble. I married the guy. But I guess we're both safe this time.

In the November Bulletin, I ran across the proposed additional section to Article II of the by-laws, which would permit retired members who do not go into any other business to retain membership in the Society. As the wife of a retired and honorable editor, I just want to take the liberty of saying I think it is a wonderful idea.

JULIE PERRIN
(Mrs. Dwight S. Perrin)

I notice that The Bulletin copies are perforated for loose-leaf filing: is any standard binder available for that purpose and might it be worthwhile calling the attention of the membership to this and telling how members can keep a permanent loose-leaf file of the Bulletins?

GIDEON SEYMOUR
Minneapolis Star and Tribune

The Bulletin is punched to fit any standard three-hole notebook, available in stationery or dime stores.

I think The Bulletin is getting better and better. In the last issue, the story from Crowley (RFC-Boyle-Finnegan) is wonderful because it tells what we have had only in a succession of small details through the press. I like Bill Mathews' statement (Most Peoples Respect Us) although I presume some other man could write one that would be exactly the opposite and both of them would be true. The Jones notion of the suggestion box is great.

The only thing that I object to is that I think we are wasting a lot of money by using such a high grade of calendered paper.

DWIGHT MARVIN
Troy Record Newspapers

Thank you for the nice note at the time of my "demise" as a newspaperman and maybe I will do that "other side of the fence" piece you suggest, but I'm still too confused to do anything except to find my office. I know exactly how a cub reporter must feel, but I don't know how long he feels that way.

W. R. WALTON
Director, Public Relations
The Studebaker Corporation

Members Answer W. R. Mathews' Query:

Are We Being Shouted Into a War?

(And Do Our Newspapers Add to the Din?)

THE Davenport Times reprinted three editorials from the Arizona Daily Star. The Chicago Sun-Times ran them serially, and the North American Newspaper Alliance has asked distribution privilege. The Wall Street Journal and The Washington Post commented on the editorials, and Dorothy Thompson and John S. Knight each devoted a column to them.

That's a sample of the response to W. R. Mathews' question, "Are We Being Shouted into an Unwanted War?" which began with a first person, front page editorial in his own newspaper reprinted in The New York Times on October 31. Mr. Mathews was prompted to write two more. The series now is available in pamphlet form.

Mr. Mathews expressed the conviction that semi-hysterical words which champion extremes of diplomatic and military policy are driving us rapidly towards another World War. "From nearly a lifetime experience abroad and at home," he wrote, "I have observed that governments everywhere are compelled to do what the articulate publicists of a country champion."

As evidence that newspapers are unwittingly adding their voice to the din, he cited two instances from his own newspaper. One was a statement by Secretary Marshall that the enemy's build-up was increas-

ing, used to justify a head, "Danger of War Mounts, U. S. Warned." The other was a lead on a Washington dispatch quoting Representative Mahon, "There is only a minimum of hope that the United States can avert an all-out war." Further down in the story, Mahon was reported as saying, "I agree with military officials that war is not inevitable, and I think it would be a tragic mistake to discontinue our efforts for a peaceful settlement." Mr. Mathews' comment: "The lead should have been better qualified."

GROVE PATTERSON, editor of the Toledo Blade, does not go along with Mr. Mathews so far as newspapers are concerned. In his "Way of the World Column" he agreed that some professional columnists and radio commentators "pour it on." But, in his observation, "Men who have made extremely optimistic statements have received the same treatment as those who speak otherwise" and "the press is doing a grand job in reporting the news, good or bad."

At the suggestion of Basil L. Walters, executive editor of Knight Newspapers, ("Maybe there's a hum-dinger in this for the enlarged Bulletin") views of ASNE members were sought, particularly on the newspapers' share, if any, in the mounting hysteria which Mr. Mathews believes is leading us to disaster.

L. D. HOTCHKISS
Los Angeles Times

Mr. Mathews charges we are "literally shouting ourselves into a gigantic war."

Possibly so, but look who's doing the "shouting."

More inflammatory statements have been made by high officials in government concerning relations with Russia within the past two years than were made in the history of this country prior to the current case of government stage fright.

Certainly we must arm and prepare, but we don't have to go about it in a state of high level palsy.

Newspapers if they are to perform their primary function—reporting the news of the day—necessarily must report statements of top government officials on possibly the most serious situation this country ever faced. They could play it down, but what newspaper conscientiously can play down statements of the President of the United States?

Admittedly some columnists and radio commentators send chills down the spines of their readers

and listeners with their columns and comment. Possibly newspapers are at fault in printing these columns; possibly radio stations should run these fright purveyors off the air.

But elimination of these fire-crackers will not cure the situation.

The cure lies in level-headed top government officials who think before they speak. There are other steps, but these will follow logically with the elimination of jitters at top level.

N. R. HOWARD
Cleveland News

Of course there is some sense to what Bill Mathews says. There never was a time when the rest of the world thought the newspapers so hysterical as it does now, and that can't be laughed off. But the fundamental of news and opinion publishing is to insist on the widest freedom. I want the judgment as to the extent of our proper or improper hysteria to remain in the hands of the people who have the print paper and the presses.

H. CLAY TATE
Bloomington Pantagraph

I agree with W. R. Mathews that the United States is being shouted into war, and that the press is partially to blame. The Collier's issue of Oct. 27, 1951, setting forth a "Preview of the War We Do Not Want" was a particularly irresponsible piece of journalism.

A large segment of the nation's newspapers capitalized on the hysteria caused by the inept dismissal of Gen. Douglas MacArthur to fan the flames of all-out war which, in my opinion, could end only in a larger and more costly stalemate than we now have in Korea. But, to say that newspapers created this hysteria is incorrect. They gave vent to it.

The wire services must share a part of the blame for this war hysteria. They are not objective. Their dispatches are written defensively. Few of the enemy proposals are allowed to go to the reader without a qualification which refutes the proposal.

Some will say that we cannot trust the enemy and, therefore, the reader must be protected by

such qualifications. No nation can trust an enemy. Agreement can be reached only when the agreement is mutually satisfactory, and the agreement will be broken by either side when mutuality ceases to exist.

This defensive position is born out of the national feeling of uncertainty, reflected by the newspapers and in part created by them.

Yet I do not believe the newspapers could shout loudly enough or long enough to bring us to the great disaster of World War III without a groundswell of public opinion quite independent of the press. Much of the journalistic shouting is merely shouting with popular opinion.

The great tragedy is not so much, therefore, in the shouting as it is in the lack of information of the public which causes the shouting. People generally do not read the serious pieces which should give them balance and perspective. The newspapers have not found a way to get people to read these pieces. Much of the population is still thinking with glands rather than brains, and the newspapers cannot escape their share of guilt for this situation.

It is so much easier to shout than to think. And it is often more popular—even for newspapers.

WILLIAM O. DAPPING Auburn Citizen-Advertiser

I do not think we are being shouted into war, but I think we are being shouted into confusion and disunity by the partisan use of war information in the press and radio of the land.

I agree with Mr. Mathews to the extent that press and particularly radio commentators are voicing too much criticism of the men charged with our national defense, and bring about confused public thinking that causes snap judgment and curbstone opinion to weigh too heavily in public opinion that actuates Congress.

Radio broadcasts consist of a series of daily emergencies, with alarming inflections and too often wire recordings that present an unbalanced presentation of important voices.

Newspapers present a less excitable series of news occurrences that too often are ignored in editorial interpretation, which of course, cannot be found in objective news writing.

"Shouting" or "Screaming"—It's the Same

Without having seen Mr. Mathews' editorials or any comment on them, Louis LaCoss wrote an editorial in the St. Louis Globe-Democrat, headed "Screaming Ourselves to War." He said in part:

"It may be said the newspapers are not without blame; that they give top play for many days to Russia's conference spokesmen who have little to do with molding Kremlin policy. But they are given that play only because of the atmosphere of importance and apprehension American leaders create. Let their remarks be not dignified by retort and denunciation in Washington, and the Russians' new stature would soon dwindle. We Americans, with our built-up fears, are making those men big news, and as such it is the duty of the newspapers to record their doings. The silent treatment from official Washington would swiftly trim them to size."

OTTO C. PRESSPRICH Saginaw News

America is without doubt being shouted into a war which the people of this country do not want. The newspapers cannot sidestep some of the blame for this. They are giving disproportionate emphasis to the semi-hysterical tumult even though few of them are adding their own voices to it.

Our newspaper long ago banned use of the term World War III in the belief that repeated reference to a hypothetical event under a specific title can make it seem real and therefore inevitable. We restrict ourselves to "another world war."

The newspapers can serve best by exposing the truth—that we are being shouted into war by the Felix Frankfurter school of planners who are determined that the Government of the United States shall play God not only for the American people but for the whole world under its Point IV program.

These Frankfurter disciples, installed under Franklin Roosevelt, have won almost complete control of domestic affairs in the United States. If they have their way, this nation will wind up by having all the world's problems dumped into its lap, with nothing really but money, and maybe not so much of that, to use in solving them.

These planners see in the East-West tension a golden opportunity to realize their dreams of world planning and socialism. Richard Bissell, Jr., Marshall Plan acting chief, let the cat out of the bag when he said the United States should seek "major social changes" in Europe's structure while the rearmament program is going on.

The newspapers have failed to alert the people to what is going on. They have failed to awaken the

people to the grave need for devising means by which the people can recapture their Government.

In Michigan, the political machines decide who is to represent the people at county, state and national political conventions. Our newspaper is campaigning for a precinct caucus method by which the people can choose their own delegates and bar other politicians from the conventions.

If the people of America can recapture their own Government, much of the danger of our being shouted into war will vanish. The nation's newspapers can do much more than they are doing to bring this about.

JOE LaGORE Paducah Sun-Democrat

Despite the shoutings of many writers and speakers that there is a minimum of hope for averting war, we do not, after five years of alarms, have war in the sense that we have been fearing for half a decade, and that is war in Europe. We do have grim and terrible war in Korea and elsewhere in the Far East, but not THE war the West has been half-expecting and wholeheartedly fearing.

If it were possible for the shouters to shout us into war, we would have had war in the West a long time ago. Certainly enough has been said and written to have provoked war long ago if, as Mr. Mathews contends he has observed at home and abroad, "... governments everywhere are compelled to do what the articulate publicists of a country champion."

It would be difficult to believe that any considerable number of the shouters have boldly set about talking us into war. It is quite possible that the greater number of them have had the opposite objec-

tive in mind—to shout us into peace. The shouters have nearly all had one reservation in common: they make it clear they do not think war is inevitable. If they actually hoped their shoutings would bring on war, they would not attach this important reservation to their predictions of doom to come. They would shout not that it is coming, but that IT IS HERE, NOW!

As purveyors of the news, the newspapers generally publish the shouts of the war-shouters. If, thus, the newspapers are guilty of helping to shout us into war, they are equally as guilty of helping to shout us into peace, for they are giving the peace-shouters as much news space as the war-shouters—and backing them up with editorials to boot.

ALLEN MERRIAM Dallas Times-Herald

The charge that "we are being shouted into war" seems unwarranted at this late day. After experiencing years of cold war tension and bitterness, I do not believe "shouting" in or out of the press will plunge this country into an all-out conflict.

Because of the able and, with few exceptions, unbiased reporting of the news in newspapers, magazines and by radio, the people know the facts and realize their significance. I am certain there is no semi-hysteria in this section of the United States.

In peace or war we always have had vocal alarmists. I do not recall any of them exerting any profound influence on national policy.

Our major task, it seems to me, is to keep our press free from government censorship and bureaucratic control.

JOE W. SEACREST Nebraska State Journal

I believe with Mr. Mathews, that many public officials and writers are creating a semi-hysteria for World War III. The purpose is to attract attention to the causes or ideas that they are presently championing.

To not report these instances would be unfair to the present day readers and would handicap future historians in showing what took place in this troubled period.

CLIFFORD B. WARD Fort Wayne News-Sentinel

I thoroughly agree that we are being shouted into a war. I believe with Mr. Mathews that some of our most influential newspapers in this country are not only joining in the hysteria, but helping lead it. I disagree with Grove Patterson's self-serving statement on behalf of our profession that newspapers are not guilty.

In my opinion, many eastern seaboard newspapers have shared the hysteria of those about them for a long time and exercise a national influence out of all proportion to their actual importance.

Some of our most highly touted newspapers have gone along with our screwball foreign policies when they should have been opposing them. In some cases, it was a matter of actual conviction. In other cases, it was a matter of timidity lest someone call them nationalist.

What should be our program, government-wise and press-wise? In my opinion, the program should be to ask ourselves constantly, what's good for the United States of America? If it isn't good for us, it isn't good for anyone in the long

run. It is a tragic thing that Americans now need to apologize for being Americans, lest they offend those who conceive of allegiance to the UN as a need prior to national self-interest.

I wish to make no one angry, but to the people who dismiss the views of Mr. Mathews with the cliché that they are isolationist or nationalist, let me remind them that when it comes to doing our part in fulfilling national commitments in which we have no part, we of the interland beyond the eastern seaboard, have no apologies. If it's a matter of producing materiel of war, we lead in its production. If it's a matter of producing the soldiers, sailors and airmen who must fight insane police actions, we also lead there too. It is about time for all Americans to wake up to the fact that America is worth saving too.

JOSEPH AGOR Shamokin News-Dispatch

Yes, I think we are being "shouted into war," or at least much of the "shouting" has the tendency to push us toward war.

And yes, newspapers must share in the responsibility. Many editors seem to take a fiendish delight in playing up hysteria stories.

I certainly do not agree with Grove Patterson. Mr. Patterson, I have noticed, rushes to the defense of the Press whether it is right or wrong. I prefer honest appraisal and constant effort for improvement to blind loyalty.

Mathews' views concerning the actions of the Press in the current crisis, generally speaking, are the same as mine. We may differ as to detail, and I think we differ in our conclusions concerning possible outcome of all the shouting. I doubt that we shall go to war with Russia, although the possibility always exists. I don't think Russia wants war with the West. Why should she? She attains most of her ends without fighting.

Public opinion has a wraith-like quality. It changes rapidly under certain stimuli, especially in matters so vast as the current world situation. The average man and woman are bewildered by the varying views of our spokesmen at the national level. As to what the mass of Americans want done abroad, take a look at the case of Douglas MacArthur. Many of the people who blindly threw their sympathy with the general (because many of them hate Truman

"It's News, Whether We Like It or Not"

"If I were to disagree with Editor Mathews," John S. Knight wrote in his weekly column of Nov. 17, "it would be on the point that all newspapers are not staffed to do the thoroughly responsible job he has in mind. . . . In the smaller cities, a limited force simply does not have the time to wade through reams of copy provided by the press associations and edit it as judiciously as is possible in metropolitan newspapers or news magazines."

Mr. Knight thought also that Mr. Mathews failed to stress that the purpose of newspapers is to publish news. "No matter how screwy or provocative are the remarks of a newsworthy person, a good editor feels duty bound to convey that information or misinformation to his reader. 'The constant alarm theme' that characterizes so much official talk is news, whether we like it or not."

and the Democrats) are the same people who think Korea is a national blunder. They brush off the fact that MacArthur would have extended the fighting and risked a third world war when we were in no position to engage in such a war.

The small-city folks with whom I have talked have a variety of views concerning the world situation. They run all the way from "Get out of Korea" to "We ought to declare war on Russia and use the atom bomb at once."

Much of today's small-city opinion—and I guess of all Americans—is dependent on how individuals are affected personally by current events.

This is generalizing, of course. But on one point I need not generalize, and that is the unawareness of most Americans that a world revolution is taking place and that the United States is literally trapped in the middle of it. No other course appears logical but to arm to the teeth, pour out our wealth and literally beggar ourselves.

Our leaders, both Democrats and Republicans, are stumped by present world problems. Britain, Italy, France, Japan and countless smaller nations are leaning heavily on American economy. The have-not countries, especially in the East, play a blackmail game on the theme: Help us or we'll go Communist.

Now the man in the street cannot be expected to have a comprehensive, clear-cut yes or no view of all this. He reads his newspaper and listens to the radio. What he reads and hears, naturally, are varying viewpoints. National leaders at home and statesmen abroad argue and wrangle among themselves. One type sees war imminent, another remote. Recklessly partisan politicians smear each other with abandon. Corruption in high places is exposed. Traitors (Remember when Benedict Arnold was the only American traitor we knew about?) are uncovered.

Who has an opinion of what?

PAUL E. SMITH
Plainfield Courier-News

I do not believe we are being "shouted" into war. "Shouted" is the wrong word—I much prefer the use of "lead." For the life of me I cannot understand why the newspapers should be blamed. It's our job to print the news—we don't make it—and part of our job is to report what is said and done by people whom we deem prominent and important enough to quote or write about.

I do think newspapers, however, should take a more general attitude of optimism toward the future.

MILES H. WOLFF
Greensboro Daily News

I do not believe we are being shouted into war. I think Russia will decide if and when we have World War III, and I doubt if anything we say will have too much effect on the decision.

However, I do believe there is too much mud-slinging at Russia on the part of our top officials. Almost every time Russia makes a peaceful gesture (phony though it may be) our leaders in chorus denounce it in no uncertain terms. I doubt if Russia is impressed but I can't help but believe this has an adverse effect on other nations. It lends color to Russia's argument that we are war mongers.

I don't believe we should mince words when firmness is necessary, but I am convinced we lose effectiveness by constant shouting.

As for the newspapers, it seems to me they are for the most part simply mirroring (and correctly so) the Washington picture.

H. M. AYERS
Anniston Star

While I have a high respect for Bill Mathews' opinions in regard to international affairs, I do not believe that we are shouting ourselves into war.

The time has passed when one chain of newspapers can create sentiment enough to force us to take up arms, and I believe that the preponderance of editorial opinion regarding a possible World War III is considered and conservative.

On the other hand, if shouting would accomplish anything, I think we err by omission instead of commission with respect to our unpreparedness.

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No. 339 January 1, 1952

HERBERT KOEHL
Dayton Daily News

To say that we are being shouted into war certainly is to oversimplify. It seems to me the timing of a war is out of the hands of the American people and government; there will be a war when and if the Soviet rulers decide it is to their advantage.

There is a great deal of war shouting going on, especially by certain radio commentators, columnists and politicians who seek personal advantage and by certain publications who believe it the answer to circulation problems. But the majority of newspapers are doing their job of reporting the news as accurately as possible in a most difficult and complicated situation. The fact that war news is usually more exciting than peace news is not the fault of the newspapers.

Barracks in Navy Service

First ASNE member to go into full-time government service in the present emergency is Robert A. Barracks, formerly managing editor of the East St. Louis Journal. Following a tour of training as a reserve officer at Norfolk last spring, Commander Barracks was recalled to active duty and now heads the News Branch, Office of Information, Department of the Navy, in Washington.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 340

February 1, 1952

The Continent Today

ASNE Members, Home from Tours Through Europe, Report on Social, Military and Economic Trends and the Impact of America's Marshall Plan

By JAMES G. STAHLMAN
Publisher, Nashville Banner

Visiting 39 cities and towns in seven foreign countries and two possessions in 25 days is not calculated to qualify one as an expert, but after a rather close and intensive view of the political, economic and military situations in some of these spots, I have reached some conclusions which are totally mine and, therefore, not infallible.

Turkey and Greece are the two brightest spots in the joint defense effort of the West, designed to avert World War III, if possible. France is the weakest spot in that picture. Yugoslavia can play a most important part when and if Tito makes up his mind to align himself definitely with the NATO countries. Germany is staging the most phenomenal economic comeback of all the countries in Europe. Without the participation of a German army in NATO, however, hope for a successful defense is diminished, if not impossible.

Eisenhower's task is enough to tax the energies of Superman and the patience of Job. He is facing it with the zeal of a crusader and the determination to make it work at all hazards, as the last best hope.

A federated Europe is the only ultimate answer to the complete economic recovery and well-being of the nations on the Continent, as well as to their continued ability to defend themselves against all comers. Europe cannot expect American aid, either military or economic, forever.

There must be an end somehow, somewhere, some day. It is a very disturbing, unpleasant overall picture, but not altogether hopeless. It will require time, patience, energy, money, toil and sweat on the part of all hands. It is a long road, with no pleasant detours for us, with no foreseeable end. It is a certainty, however, that we must begin to think of the tremendous drain on our own resources and be prepared to put on the brakes before we are bankrupt.

After taking a look, there is only

one thing of which I am definitely sure and that is, despite back-breaking taxes and all the crookedness and corruption practiced by the adherents to the "Fur Deal," I can thank Almighty God that I am privileged to call myself a citizen of these United States of America.

By OSCAR S. STAUFFER
Editor, The Topeka State Journal

"What were your conclusions after your trip to Europe?" a number have asked.

Any evaluations after such a superficial visit necessarily must be considered as shooting from the hip. Yet for what they are worth we give these conclusions:

1. Over all of Western Europe there is a very marked ferment—peasant farmers and workers are eagerly desirous of bettering them-



Photo courtesy Associated Press

Three ASNE members on their return from a 25 day tour abroad under auspices of the Defense Department: President Alexander F. Jones, Syracuse Herald-Journal; O. S. Stauffer, Topeka Journal; James G. Stahlman, Nashville Banner. In this issue, Mr. Stauffer and Mr. Stahlman summarize their conclusions on conditions in Europe. Jenkin Lloyd Jones, Tulsa Tribune, who made the same trip, covers another angle. And Hamilton Owens, Baltimore Sunpapers, reports on his visit, last autumn, to Spain and Yugoslavia.

Instructions for making
HOTEL RESERVATIONS

For 1952 convention

April 17, 18 and 19

PAGE 10 OF THIS ISSUE

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.

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selves and their families. They've heard that a large percentage of American farmers and workers own their own automobiles, that they have bathtubs and electrical gadgets of many kinds. So underneath is this restlessness, a sort of cosmic yearning for a better life.

2. Due to the overcrowded condition in most of Europe, with few factories and most of the people dependent on agriculture, it is impossible for millions to do better than eke out a bare existence. In Yugoslavia, tens of thousands of peasant families sustain life on five acres or less. In Italy, one-third of the 40 million people are illiterate, and thousands actually exist in caves; as many as eight to ten persons live in one room; the increasing population in the various countries keeps dividing up the land into smaller and smaller tracts thereby sharing the misery.

3. In spite of their low standard of living, the evidence in the countries visited was overwhelming that there had been a very definite improvement in the economic condition since the war and had it not been for the Marshall plan much of Europe might have been engulfed in communism—particularly is that true in Italy and France and perhaps Greece.

4. Germany, the vanquished, the nation suffering the worst physical damage, seems to be building back fastest, insofar as Western Germany is concerned.

5. Europe ultimately cannot be stabilized without some kind of a union of states—perhaps a United States of Europe. Already the three Benelux countries are showing the way.

6. Whether Russia strikes, or when, is anyone's guess, but our military and economic buildup with the various nations goes on, and time is on our side. But without Western Germany a successful defense of Western Europe against Russia is doubtful.

7. General Eisenhower's name in Western Europe is magic. If anyone can perform the herculean feat of organizing Western Europe, militarily, that man is General Ike. Both Turkey and Greece are bright spots in southeast Europe.

Finally the light ahead on the road of European destiny brightens as the months go on. So with time and prudent leadership, out of it all there may come a more stable world. Certainly there is much substance on which to build our hopes.

Our Newborn Friendships

By HAMILTON OWENS

Editor-in-Chief, Baltimore Sunpapers

The chief reason I went to Europe last autumn was to clarify my own mind about Yugoslavia and Spain. These two countries are at opposite poles of dictatorship, the one Communist, the other



HAMILTON OWENS

Fascist. For strategic reasons, if for no other, it is important that somehow they be included in the defense organization of the West. To make this possible, we have to reorient our thinking.

Yugoslavia turned out to be poorly organized for casual tourists like myself. The hotels are run by the government through its tourist agency, called Putnik. There is good will but things get snarled up in red tape. At no time was an advance reservation made good by a hotel clerk without an argument. Never did I get an adequate room. It was lucky for me that George Allen, our ambassador in Belgrade, is an old friend. He and Mrs. Allen took me in when discomforts and bad food had worn me down. The other members of the embassy staff and the few United States newspaper men in the city were all cooperative so that in the end I had a reasonably good view of the country and managed to hold complicated three-language conversations with a number of Yugoslavs of various political affiliations.

The two things which seemed to me to stand out were these:

1. The people are generally opposed to communism but are almost a unit, paradoxically, in their pride in Tito and their willingness to support him in his stand against the Cominform. Tito is under some inner obligation to continue to preach the Marxian doctrine and, along with that, to insist that he is the true believer and Stalin the heretic. He has already nationalized most of the industry and distribution machinery of the country and apparently doesn't know how to unscramble it, even if he

wants to do so. But though he continually preaches the necessity of collectivizing agriculture, he does mighty little about it for fear of alienating western support. The farmers know he is caught on the horns of this dilemma and are all but openly defying his domestic edicts at the very time they are praising his courage.

2. The second thing that stands out in my mind is the prevailing hopefulness of this amiable, industrious conglomeration of peoples. For twenty centuries, as everyone knows, their country has been fought over every few years, divided and sub-divided, exploited and harassed by every powerful neighbor. It is probable that the low point in their modern fortunes was reached in 1950 when starvation threatened. We took the lead in saving them and their gratitude is almost pathetic. Like all gratitude it is partly combined with the hope of favors yet to come.

The hope may or may not be well-founded. But it is certain that, granted a period of peace and a reasonably intelligent government, this still uncrowded land with its unexploited resources in food and minerals may yet put its inhabitants on a level of material life higher than that of most European countries.

Spain is a far more difficult nut for an outsider to crack. The values involved are subtler and the forces at work too complex to be appraised in a few sentences. In trying to account for the harsh Franco regime it is necessary to remember that ever since the Fifteenth century, the Spaniards have managed to put down every major uprising against the status quo. Their contribution to the Renaissance, after the ousting of the Moors, was chiefly the ruthless exploitation of Latin America. There was not much of that general enrichment of the individual human spirit which took place in Italy and France. The Reformation, so significant in northern Europe, did not get very far in Spain. Even the French Revolution had only dim echoes there.

So one must conclude that the civil war of this century and the consequent suppression of the Republican movement were in the established tradition. Obviously the army, the Church and the nobility, the three strongest forces in

the country, wanted nothing to do with any leftist movement. One becomes almost convinced, after a few days of observation, that the agricultural peasantry is equally conservative. Such ideological ferment as exists is almost entirely in the few industrial centers. Alfonso was apparently mistaken when he concluded that the majority felt he ought to abdicate. In any event, Franco has proclaimed that Spain is still a monarchy and one hears no open dissent.

Officialdom insists that a major objective of the regime is the further industrialization of the country. But those freer to talk are skeptical. They say that there is little vigor in the effort for the obvious reason that industrialization is revolutionary almost by definition. Most of Franco's present political troubles arise from the complaints of factory workers. In any event the wisest man I talked to insisted that Spain's greatest immediate need was not industrial capital but fertilizer to help her solve the problem of feeding herself. He added that if the regime really wanted to attract capital for industrial purposes it would lessen the present restrictions on foreign businesses.

One might sum up by saying that the Spaniards generally, having lived on a subsistence level for many generations, know how to get along without many of the material things we regard as necessary. They have even learned not to hope for them.

The strategic importance of our new-born friendship for both these countries is obvious. Tito's shift to our side brought about something closer to a balance of power, *vis-à-vis* Russia, than had existed before. Granted the proper arming of his large conscript army, he could probably immobilize all the satellite divisions without calling his reserves to the colors. With mobilization he could perhaps divert some Russian strength as well.

Spain's army is perhaps as large as that of Yugoslavia but putting it in a place where its power could be utilized poses a real difficulty. Speaking broadly, both the English and the French are anti-Spanish (or at least anti-Franco) and the feeling is mutual. We must go a long way before we can incorporate Spanish units in a NATO force. To have bases in Spain is important, but it provides no answer to the question of utilizing Spanish man-power directly against Russia.

Did We Get Prostituted?

By JENKIN LLOYD JONES, Editor
The Tulsa Tribune

I have just returned from a government-sponsored junket to Europe and Turkey. With me were three other ASNE members—Casey Jones, Oscar Stauffer and Jimmy Stahlman.

The question before the house is, did we get prostituted?

Fred W. Stein, the forthright editor of The Binghamton Press, doubtless thinks we did. In the September ASNE Bulletin Stein lashed out against the acceptance by newspapermen of free tickets, passes, and sponsored junkets.

Said Stein:

"Before an editor participates in a junket he should ask himself four questions:

"1. Will I be intruding on the beat of newsmen who are better informed on the subject than I? 2. Will I be restricted to talking only to the persons to whom the sponsors steer me? 3. Could my paper afford to send me on this trip by itself? 4. Do the sponsors have a motive or ax to grind?"

"If he can truly answer 'no' to each of these questions, he is entitled to take the junket."

Alas, Brother Stein, the answer in my case is "yes" to all four questions.

Sure, I intruded on territory being covered by better-informed writers. I do constantly. Our city hall reporter knows more about the city hall than I do, but that has never deterred me from commenting on affairs in the city commission. I do not hold that "experts" are always right, or that if an editor travels in a foreign country he should write nothing if there happens to be a cobweb-covered AP stringer who has been there since Kent Cooper was a cub.

Were we steered? Sure, in the sense that when you go to a party you are steered into the guests. We were steered into royalty, into presidents, prime-ministers, diplomats, generals, and other editors.

That doesn't mean that anybody put a tail on us and forbid us to talk to "the man in the street." But let's not kid ourselves. Just how would Casey, Jimmy, Oscar and I talk to the man in the street in Yugoslavia? We might have hired a government spy masquer-

ading as an interpreter to accost two or three bewildered peasants who would have assumed we were agents provocateurs. But we did better attending the bullsession at the embassy, and the dinner with the Belgrade "press" where we listened to the painful rationalizations of Tito's hired help.

Sure, my paper could have sent me overseas at company expense. But we did pay all our expenses except transportation and the free banquets and drinks. We went to and fro across the Atlantic on regular government planes that were scheduled anyway. True, we did have a special plane from Paris to Ankara and back, but the crew was on the payroll anyhow so the net cost was gas and oil. Damned if I'm going to commit hari-kari over that.

The true value of this junket to me was not the free transportation. Hard-to-open doors were opened because 12 editors, writers and radiomen traveled in a group, and because, if you are under U. S. government auspices, the officials of mendicant nations are most anxious to be agreeable.

No obscure Oklahoma editor, going under his own power, could have interviewed the men I talked to. Tourists can admire the exterior facades of a lot of fascinating places. Government-junketeers get inside.

Was there a motive? Gosh, there must have been a motive. I don't suppose the Department of Defense is crazy. But was it trying to sell us a bill of goods? Did that young fox, Clayton Fritchey, run his eye down the ASNE roster to find four pliant heels who would be willing to sell their readers a sack of bad oysters in return for a gander at the Blue Mosque, an ogle at the Queen of Greece, and a few fast rounds of slivovitz? I don't know.

But, if the bill of goods was that everything is hunky-dory with NATO, that a few more billions from America will cure everything, and that our foreign policy has been written by the Delphic Oracle, the whole plot flopped.

We talked to too many unimpressive foreign politicians. We saw too much inefficiency and complacency. We heard too many sincere U. S. government and military officials expressing conflicting views as to where we should go from here. If this thing was staged, the management was awful.

And we wrote our pieces, clouded perhaps by preconceptions and

misconceptions, but they were our own, and nobody even insisted on clippings. Maybe some of us bit the hand that hauled us, but nothing has bitten back yet.

Fred Stein raises the interesting question, why are such junkets offered? I don't know why. Certainly the founding fathers in Philadelphia had no such function in mind for our federal government. Nor can I figure out why guys who have the sub-zero enthusiasm for this Administration that Jimmy, Oscar and I share should be invited at all.

But I like to think that not only did we editors learn something of real value to ourselves and to our readers, but that we spread a few ideas around concerning trends of public opinion in America that haven't been adequately appreciated by European statesmen and editors.

One of the greatest dangers to the free world is the widespread belief among Europeans that Americans can and will continue to underwrite bankrupt European economies indefinitely, and that hence there is no real hurry in getting about the business of reform. Maybe over the third Martini we let fall a few undiplomatic gems that helped pay for the gas and oil.

Anyway, I have wrestled with my conscience and laid it flat.

If they ever send me another invitation they can just address it to "Available" Jones.

Honors for Walter Locke

When Walter Locke opened The Dayton Daily News of January 6, he found a half page of tributes to himself, on the completion of 25 years' service as editor of the newspaper. The surprise feature had been arranged by James M. Cox, publisher.

Among the ASNE members contributing was Paul Bellamy, Cleveland Plain Dealer, who wrote: "He and he alone was the reason why I consented to serve two terms on the Antioch College board. I always knew that he would drive me over to Yellow Springs and back and the two hours thus consumed were intensely valuable to me."

Report Distributed

The Washington committee has sent its report on Congressional Press Gallery privileges for representatives of foreign governments to members; it also appeared in Editor & Publisher, January 12.

Gazette Analyzes Doctors' Problem And Gets Their Thanks—Plus Results

"You know how jumpy doctors are when it comes to discussing their problems," says E. C. (Pete) Hoyt, managing editor of The Cedar Rapids Gazette. Nevertheless, when reports began coming in, largely from Iowa's vast rural area, that all was not well with medical service in the state, The Gazette decided to do something about it.

Specifically, there were reports of:

1. Fabulous offers to general practitioners from communities needing family doctors, especially towns where old doctors were anxious to retire;
2. The difficulty of finding a good general practitioner in cities where over-specialization exists;
3. Failure of a general practitioner residency program in University of Iowa hospitals;
4. Dissatisfaction of internes with medical courses which tend to make them specialists whether they want to be or not;
5. Failure of the state university to find a medical college head.

The Gazette detached Art Heusinkveld, a staff man, from his regular duties to study the matter and, after thorough research and careful documentation, to write a series of articles for the paper. Officers of the Iowa State Medical Society, after being convinced that the Gazette would do a sober, conscientious job, were understanding and co-operative; the rank and file of the profession were largely skeptical.

In his opening article, Mr. Heusinkveld asked the question: "Are the citizens of this state—especially the ones in smaller rural towns and villages—getting the medical protection they need?" In the following twenty instalments he gave facts and figures from which Gazette readers could form their own answers. Typical chapter headings were

- "Small Towns Need Help"
- "Young Doctors in Demand"
- "Specialism Lures Too Many"
- "Towns Must Act to Attract"
- "Professional Changes Needed?"

"Readers were interested in the series," says Mr. Hoyt, "because almost every situation, doctor-wise, in small town, city or rural area, was involved. Then, too, people like to read about the medical

profession's problems because there has been so much secrecy about them. The profession's public relations have been terrible and its leaders are beginning to wake up to the fact, under threat of socialized medicine."

Chief developments since the series are a more determined effort on the part of the university administration to find a medical dean and the decision to try the preceptorship system, Mr. Hoyt says. But probably the most gratifying of all results was the request by the Iowa State Medical Society to reprint the entire newspaper series in booklet form, for distribution to state officials and physicians.

(ASNE members may obtain a copy of the booklet, "The Family Doctor in Iowa," by addressing Mr. Hoyt at The Cedar Rapids Gazette.)

Paris Held No Lure For Weary President

Because of his devotion to ASNE duties, President Jones nearly missed the plane out of Washington on the recent editors' trip abroad.

Asked to make a major address at the University of Michigan the day before the start of the trip, he accepted although it meant a tight schedule. Tighter even than he realized, because at Ann Arbor Dr. Wesley H. Maurer, head of the Department of Journalism, had arranged a full day of conferences and seminars lasting through the evening. After a rush trip to Detroit, he found the Washington plane grounded by weather, sat around the airport for several hours. The plane finally took off, almost reached its destination, was turned back by worsening weather and came down—at Pittsburgh.

Mr. Jones reached the airport in Washington just in time to take his required shots on the spot, and board the trans-Atlantic plane.

After the rigors of the trip, he was exhausted. "I'm probably the only American," he surmises, "who ever arrived in Paris and went to bed at 7 o'clock."

The Deep Drop In Journalism College Students

By N. R. HOWARD

Mr. Howard, editor of The Cleveland News and past-president of the ASNE, is one of the Society's two representatives on the Accrediting committee of the American Council on Education for Journalism.

Student enrollment in journalism schools in 1951-52 was down more sharply than total college enrollment. The figures: Total college enrollment, down almost 14 per cent from 1948-49; journalism college enrollment, down nearly 30 per cent.

The drop in accredited journalism schools and departments, in these years, is from 7,401 to 4,542. The drop in other journalism schools and departments was from 2,996 to 1,410, or more than 50 per cent. "Accredited" means examined and accredited for one or more journalism education sequences by the Council on Education for Journalism, in which the Society of Editors participates.

The end of the "GI" benefits, which began in '46-7, is largely responsible for the total college enrollment's decline. The prospect is that college enrollment will continue to decline until the effects of the low birth rate of the 1930's yields to the more ardent and romantic rising birth rate of the World War II years. Somewhere around 1958.

I have only my own opinion as any evidence about the deeper drop of journalism college students, and that has frequently proved worthless evidentially (cries of "Right you are!"—"Yes, yes!"). It is that the accrediting procedures, over the last few years, have made journalism majors and courses less attractive to the kind of collegian who is shopping for the least necessary investment of work and intellect. The reason I think so is from meager but consecutive personal experience on accrediting inspection trips. I do not recall any, and I checked the similar experience of brethren on other accrediting tours, that did not result in some modification, expansion, reform, or uplift in the curriculum or student application to



Burrows Matthews (left), again has taken leave from the Buffalo Courier-Express to go into government service. Chatting with him (at the last convention) is N. R. Howard, Cleveland News, who reports on journalism school enrollments on this page.

In World War II, Mr. Matthews was a lieutenant colonel in the Public Relations Division of SHAEF, serving in General Eisenhower's headquarters in Paris. Now he's in Tokyo, as adviser to General Ridgway on matters relating to public information and opinion in the United States.

In an editorial in the St. Louis

Post-Dispatch, Irving Dilliard said of the appointment:

"Mr. Matthews takes to the high command at Tokyo a knowledge of American opinion and familiarity with procedure and organization in a top level military headquarters. Such a civilian adviser ought to be of invaluable help to a man who must handle the burdens which rest on General Ridgway."

"It is to Mr. Matthews' credit that he is assisting his country in the Orient and an evidence of the patriotism of the Buffalo Courier-Express that he is released for this important assignment."

the curriculum. These seemed never quite alike; in College A, it would be to add a few courses in social sciences or economics to the major's requirement; in College B, it would be the insisting on better lecturing and more paper work on the history of American politics intertwined with newspapers; in College C, it might be that exposure resulted in classes reciting with textbooks closed instead of being open referentially before them. And so on, steadily. But I think a case could be made for the accrediting process having improved educationally, down into considerably fine details, the level of some instruction and the consequent better (harder) work of the underclassmen.

It certainly has been the case in the last four years that a discernible element of students that in-

cluded the "GI" population were not looking for too hard a life in the classrooms. If—I say if—the word got around that journalism was no longer among the so-called "snap" majors at given colleges and universities, the effect on enrollment would have been pronounced.

Twice this fall-and-winter I have encountered professor friends (one was Norval Neil Luxon), with close knowledge of journalism education, who were of the opinion that, as a craft, journalism may be losing out in appeal compared to business and vocational majors because the impression had got around, or the cases were, that college graduates could start off at a higher salary level in the non-journalism fields. I think my friends would know something about such student preference,

though maybe not as to whether it constituted a trend. It is open information to any of us that engineers, accountants, and chemists now go from the campus to an apprentice job at higher pay than most newspapers offer.

Our own craft-rebuttal is bound to be that young men and women interested in "quick money" are likely not to be the type we can develop anyhow, and there is much truth that we newspaper people understand in this defense mechanism. I am neither afraid or ashamed to tell a young hopeful that there are rewards to newspapering which go beyond material considerations, and I don't think the rates of compensation hereabouts are completely unattractive.

This nevertheless is a hard-boiled generation of young people. I do not always know, it seems, what they think about things. They may not grow as misty-eyed at 23 as I imagine I did about the glories and the heroisms of honest journalism. If the sliding enrollment of the journalism schools betokens any new mass attitude toward the rewards of the craft, there may be something there for all of us to try *very carefully* to find out.

I learn by inquiry that the military situation has no special application to the situation. The draft recognizes no "essential occupations" among students except medicine and dentistry. But all students are being permitted by the military set-up to finish a first college year they have started and all who score 70 or above, or stand in the higher 50 per cent of the class, are being deferred.

On being consulted on the issue, the best posted ASNE member on journalism education and the pivot man of the entire Council on Journalism Education, Alfred H. Kirchofer, refused to be drawn into expressions of alarm at the enrollment figures. Said he: "One important point in connection with it is to urge the journalism schools to be sure to hold the line and not let their standards drop during this period of readjustment. There will be a tendency to cut corners and expenses because income will be falling off. If this trend controls, it will mean that some of what has been accomplished by accreditation may be wiped out, which would be most unfortunate." Amen.

Recommended Reading for Editors

Every editor is asked at least once a day (if he gets around): "What's our foreign policy?"

There are perhaps as many answers by editors as there are editorial policies. In Master Plan U. S. A., John Fischer does not claim to know the one answer but he is bold enough to assert "the eight main assumptions . . . on which our foreign policy is being built." Here, "with rough but reasonable accuracy" (which I have condensed, and maybe roughened still more) are the assumptions:

"(1) The men who run Russia are determined to bring the whole world under their dictatorship. (2) No 'peace settlement' can be negotiated with the Kremlin's present rulers. (3) Stalin & Co. don't want a full-scale war. (4) Nevertheless, the Russians believe that war is inevitable. (5) Their immediate aim is to strengthen their position for the expected struggle, and to weaken the enemy, by every means short of war. (6) U. S. is the only nation that can organize an effective defense against Soviet imperialism. (7) By itself, the U. S. wouldn't stand much chance of survival. (8) The Soviet system can't last."

Maybe these assumptions add up. Maybe they don't. Mr. Fischer, by the way, is something of an optimist, since he doesn't look for a Soviet-ignited war any time soon and he believes that the Soviet system will collapse. He writes compactly, lucidly and simply—if at times in generalities. I think this is one of the better books of the year on a subject which too few of us treat compactly, lucidly and simply enough for our readers.

DON SHOEMAKER
The Asheville Citizen

The Fear of Freedom, by Francis Biddle, is, to me, a less than ringing and somewhat argumentative treatment of the current loyalty hoopla. Nevertheless the subject is so important we ought to read the book and start thinking and asking questions. Our problem, as the former Attorney General puts it, is to "protect our nation from acts of disloyalty and subversion that may endanger our national security, and at the same time preserve our traditions of freedom." To me only a minority of newspapers

seem to be living up to their responsibilities in doing this. They treat too gingerly the McCarthys who are hell bent for rooting out subversion, but trample on freedom in the process.

Always in the past—and we have lived through these alien-and-sedition hysterics before—the responsible ones among us at least have been able to distinguish between thought and action. All Anglo-Saxon history shows that self-government works best if thought, speech, and writing are free. We should prosecute only seditious or treasonable actions, not unpopular thoughts. And prosecution should be only within the safeguards of the courts.

It seems to me we should subject all we do and think to the fullest and freest criticism. Then we can believe in our way because we know it has stood the test of full examination. And loyalty will come from a fierce inner conviction, not from a Russian-like fear of departing from the prevailing tribal orthodoxy.

Because this book digs into the background of this whole subject, and makes you think about it, it is highly useful current reading.

HERBERT BRUCKER
The Hartford Courant

Peter Zenger Book for Youths

Suitable gift from an editor to a young friend or relative is Peter Zenger: Fighter for Freedom, by Tom Galt. It's written on the junior high and high school level; published by Thomas Y. Crowell Company, and was favorably reviewed by the New York Herald Tribune.

'YOUR RIGHT TO KNOW'

The Freedom of Information Committee urges every ASNE member to read a series reprinted from The Milwaukee Journal called "It's Your Right to Know."

Here is a perfect pattern of action by larger papers, and a revelation in detail of what the smaller papers in some communities are up against. Every editor should read every word of this series with the knowledge that similar conditions exist at his own doorstep.

The Journal generously agreed to send a reprint of the series to each of you. If any member did not receive the booklet, he may obtain it by writing Wallace Lomoe, managing editor.

KEEPING NEWS SOURCES OPEN ALL OVER THE NATION

Editors Maintain Vigilant Watch for Suppression Attempts and Gain Some Notable Victories

In Michigan

Many editors agree that school systems are generally worse than other government agencies in withholding news. Michigan editors are doing something about the situation. They have been holding a series of conferences with school officials to seek a better basis for cooperation.



CARL M. SAUNDERS

At a meeting of the Michigan Association of School Administrators, Carl M. Saunders, editor of the Jackson Citizen Patriot, related several examples of school efforts to suppress news.

Among them was a superintendent who sought to hide the salary schedule because, he told a reporter, a lot of people would think he was being paid too much.

"He was being paid too much," Mr. Saunders said, "Not too much for a good superintendent, but more than he was worth."

In another instance, school authorities made hysterical efforts to keep from the newspaper the news that a teacher had been arrested on a rape charge.

"The resultant hullabaloo," Mr. Saunders pointed out, "hurt the schools vastly more than publication would have done."

Two superintendents were charged with padding enrollment figures, to obtain more state funds. School Board representatives urged (unsuccessfully) the Citizen Patriot not to publish the story, arguing that the superintendent was only trying to build up the school.

School boards, Mr. Saunders believes, are even worse than administrators. The reason, as he sees it:

"Once a good citizen is elected to a board of education a transition occurs. He arrogates to himself special prerogatives. The schools are his in partnership with other board members. Unlike a city commissioner or a state legislator he feels a sort of paternal attitude.

The schools are not the public's property, their business is not the public's business. He resents a reporter insisting that he has a right to attend board or committee meetings."

Mr. Saunders admitted that most attempts to withhold news are not evilly intended, but the result is inevitably bad because "Corruption, graft and incompetence flower in the darkness of secrecy and censorship or whatever you may call selective arbitrary control of news of the public's business and the public schools."

In Fort Wayne

The two biggest threats to freedom of press in this country are constituted authority and the unawareness of Americans to recognize the roots from which their freedoms spring. Clifford B. Ward, News-Sentinel editor, told The Quest Club of Fort Wayne. Of the two, he sees the second as the greater danger.

"When everything is boiled down," Mr. Ward said, "the right of the press to be free is your right as a citizen to know the business of government which concerns you and without which knowledge, you as a citizen, cannot intelligently appraise the men and parties for whom you vote. The republican form of democracy which we have is based on consent of the governed to be governed, and upon this premise is predicated a knowledge of what is going on by all citizens. Freedom of the press is not a proprietary right of the press itself. It is a right which exists only to serve you. It was a right won by a long and hard struggle. It can only be preserved by a long and hard struggle. If you are indifferent to it, it can be destroyed. To the credit of all Americans and especially to our courts, there has always been a strong inclination up to now to allow the press the widest latitude possible consistent with proper use of that power. But courts follow not only election returns, but public attitudes. If Americans sleep on their rights, those rights can be taken away from them. Let us pray that never happens. If it does, the United States, like many other countries before it, will embrace tyranny by default."

In Cleveland

Secrecy in public bodies in Cleveland is growing, according to the Cleveland Plain Dealer. Stanley P. Barnett, managing editor, is combatting the trend with front page stories naming names, and explaining to readers that executive sessions mean the public gets only what information officials choose to release. The Plain Dealer reveals that:

County commissioners have participated in secret sessions to plan policy on an airport.

Last month the judges of Common Pleas Court held their monthly meeting behind locked doors. Hiring of five investigators for the domestic relations bureau, sometimes lifetime propositions, was to be considered.

The Cleveland Transit System Board holds a lengthy closed session; then, in front of the reporters, Board members go through the motions of formally recording their votes.

The Public Library Board has been handling more and more of its deliberations behind closed doors. A decision to award an unprecedented five-year bookbinding contract was made at a 'star chamber' session, although in the past bidders have presented their cases publicly.

Last month, for the first time in several years, the Library Board openly nominated and elected officers. The President stated that the meeting was opened because of criticism of secret nominations in past years. Plain Dealer publicity had much to do with the decision.

Another bright note is the Board of Education which has had only a few secret sessions recently, although previously they were the order of the day.

The Plain Dealer lent a helping hand editorially to a neighboring newspaper, The Marietta Times, which is fighting official censorship set up by the Mayor, who issued a ukase stating that "other than an item that may be of public record," municipal news in the city "must be cleared through the head of the safety-service department."

"When censorship invades the city hall," the Plain Dealer warned, "watch out!"

News by Teletypesetter

Does It Portend Further Loss of Individuality in American Newspapers by Putting Editing Power in The Hands of a Few Wire Editors?

It seems to me there are some grave dangers involved in permitting a wire service or even two or three wire services to control the editing of a great portion of the American press.

I have always looked on wire copy as "raw material" to be fashioned into individual products by individual editors.

If papers become too much alike, what is to prevent the next step—distribution of a relatively few newspapers by wired photo to be printed by engraving or off-set simultaneously throughout the nation?

I recognize that there is a basic advantage in the process that cannot be ignored. But I believe American editors should also be doing a lot of thinking about the problems involved so that American newspapers do not further lose their individualities.

The new process puts unprecedented editing power and responsibility into the hands of a relatively few wire editors.

It also would make it simple for a bureaucracy in time of national crisis to step in easily and control the national and international news content of a great portion of the American press.

BASIL L. WALTERS, Executive Editor, Knight Newspapers

NEWSPAPERMEN often moan over the fact that the basic processes of issuing their product have not changed in three-fourths of a century. Only recently have scientists gone seriously to work on the problem of finding newer and better ways to pound mats or to be rid of them, and to bring ink into contact with paper. All through our business there is need for uncovering faster, cheaper, easier ways of doing things.

That's one reason I am glad to see the teletypesetter brought into the picture—faster, cheaper, easier. We Americans, of all people, should have lost our fear of machines and it puzzles me that numbers of editors look upon this development as dangerous.

Naturally the teletypesetter will appeal to the lazy. It can result in a sort of uniformity amongst papers: It can reflect the bad judgment of wire filing editors. Yet these results are not inevitable. And they cannot long endure. A lazy editor would be lazy if he dealt with hand set. An unimaginative editor would ape another's product anyway. And bad wire filers would make their mistakes only so long as angry editors permitted them to do so.

The good newspaper requires a distinctive touch. It must reflect the unusual qualities of an unusual man. Above all it will base its success on its handling of the local news and its service to a commu-

nity. The fact that his telegraphic news arrives by a new method will merely free the good editor to expand his service to his readers. The good editor will get better. The mediocre will remain so—just as he does today.

L. R. BLANCHARD
Gannett Newspapers

DAVENPORT is a rather recent convert to teletypesetter, but both The Times and Morning Democrat will accept AP and UP circuit tape as soon as available. To us teletypesetter news setting answered one of our toughest problems—enough news type to meet deadlines. When teletypesetter operators began producing 3,000 lines per shift, instead of the leisurely 1,500-line pace per shift of linotype operators, the news desk suddenly discovered it had a surplus instead of a shortage of type and could make over for special stories.

We won't worry about AP and UP bureau points pre-digesting the news because the additional volume coming by tape should give us an ample file from which to choose, rewrite, and improvise to suit our makeup needs.

Wire service news by teletypesetter tape is just news in a different package. It's just a new cadence of copy because AP, UP, and INS editors take the first cut at wire copy selection today—tailoring the news for various transmis-

sions. All of us trust the wire services to compress 1,000,000 words of general news copy into 8,000 words for our individual teletype news report each day, so why squirm about giving wire services the right to winnow their report to 5,000 lines of teletypesetter news tape? Essentially, it is the same news in a different form.

The new 6-impulse, caps and lower case monitor copy which goes with wire tape will forever free news desks of their oldest, time-consuming chore—editing cap copy for capitalization, punctuation, and style. It may discourage a bit of individuality in spelling and news style, but uniformity of news presentation should benefit readers. News by teletypesetter circuits should produce a more palatable product, besides releasing scores of copy editors for more useful work than putting three little marks under "U.S." whenever it appears.

PHILIP D. ADLER
Davenport Daily News

TELETYPESETTER wire news takes editing just as the standard teletape takes editing. There is no more danger from one than from the other, unless American editors get lazy, which is pretty easy to do.

It seems to me the only danger to independent editing is laziness. That's why American newspapers turned their editorial pages over to a bunch of columnists. It was easier than thinking and writing on the home front. We'll have wire-edited newspapers if we do the same thing with teletypesetter wire news.

But it doesn't have to be so. Teletypesetter copy isn't basically any harder to edit; there's just a new technique to the job. The real purpose of teletypesetter is to get fast, cheap type, particularly for the early editions. It's simply another time and money saving machine. Like a lot of our machines, it'll run us unless we learn how to run it.

JAMES KERNEY, JR.
Trenton Times Newspapers

IN MY OPINION, those editors who see a grave danger in the rapidly-expanding Teletypesetter wire circuits and who express the fear of wire services controlling the editing of a large portion of the press, are most unduly alarmed.

Teletypesetter copy has no more

"look alike" to it than any other wire copy. It is still "raw material" and can be fashioned to suit the taste of the individual editor. However, facts are facts and they cannot be changed basically by the individual editor if the story is to be correct. Then, too, how many wire service stories are rewritten by most papers?

A newspaper's individuality and characteristics come not from its use of wire news but from its make-up, manner in which it handles local news, how it develops its exclusive stories and many other factors. Use of the TT still leaves it free to follow up and develop any particular angles on wire stories.

As to the argument that TT would make it simple for a bureaucracy in time of national crisis to step in and control the nation and international news content of a large portion of the American press, we can bet our bottom dollar that there would be no more danger of that than now because that "bunch in Washington" would control everything if it had the chance.

J. CURTIS LYONS
Petersburg Progress-Index

ANY EDITOR who proposes to turn over to the press association wire filers the editing of his newspaper is courting trouble; and any editor who turns his back on a chance to make use of teletypesetter is inviting bankruptcy.

At least, these are my opinions.

We expect to use teletypesetter tape furnished by the Associated Press and also, I hope, by the feature syndicates; but we don't propose to surrender any editorial authority or responsibility.

Some of our copyreaders, I expect, soon will be able to read and edit teletypesetter tape. It can't be much harder to decipher than the long-hand society column the slot man used to deal me when I was on the copydesk rim.

I don't share my friend Stuff Walters' fears that widespread delivery of news by teletypesetter will make it easier for a bureaucracy to step in and control "the national and international news content of a great portion of the American press."

GEORGE W. HEALY, JR.
New Orleans Times-Picayune

Shouted Into Unwanted War?

Comment on Mathews' Query Brings Some Pungent Replies

In three editorials entitled "Are We Being Shouted into an Unwanted War?" W. R. Mathews, editor of the Arizona Daily Star, contended that semi-hysterical words of the articulate publicists of the country, from government leaders to magazine writers, are driving us to catastrophe. Incidental to his main theme, he cited instances in which his own newspaper unwittingly had followed the pattern. In a symposium for the January Bulletin, members were asked whether they believe newspapers are adding to the general din. Four letters received since then conclude the discussion.

GROVER C. HALL, JR.
Montgomery Advertiser

My impression is that Mr. Mathews' mea culpa is largely an emotional self-flagellation. His introspection is a refreshment in its contrast with the huffiness and officiousness that was seen, for example, when Liebling successfully plaited the bull's tail last April, but I think he is basically wrong. However, you cannot blame Mr. Knight for using the Arizona's cactus to hang a nosegay, well-deserved, on the chaste Daily News "rag-pickers."

Mr. Mathews is right to allege some injudicious handling of news and heads. But isn't that more a result of editorial and reportorial incompetence or mediocrity than a willingness to "shout the country, etc.?"

Basically, Mr. Mathews' view seems to me annulled by three representative lines taken generally by editorial pages:

1. They scouted and mauled the preventive war school. Recall how generally General Anderson was assailed for his trigger-happiness.

2. They upheld Mr. Truman in canning MacArthur and repudiating his "On to Peiping" program.

3. Generally, I believe, they have tenaciously counselled that the conflict is not "irrepressible"—not inevitable. There is no Hearstian "You furnish the pictures, I'll furnish the war."

DON SCISM
Evansville Courier

Of course Bill Mathews had a point that goes so far and no farther. Nat Howard summed it up briefly and rather well, I thought. But the fact remains that we won't

get into a world war until, and if, the Kremlin decrees it.

I was interested in how some members embraced Bill's view on the shouting business and then proceeded to go from there to views which I don't think Bill Mathews shares.

I have in mind Mr. Ward of my own state. He seized upon the opportunity to elaborate and present the Bill Jenner, Chicago Tribune brand of thinking in the customary chip-on-shoulder vein. It is a brand of thinking which holds America is to be saved by ignoring what happens elsewhere. It holds all the simon-pure patriots, or practically all of them, reside in the Midwest. The easterners and westerners are not to be trusted; they take a look at the rest of the world occasionally. It is a type of thinking easily drawn into glaring contradictions. It raved about MacArthur and supported his proposal to widen the war and yet holds the Korean intervention is an insane thing.

One can have his intelligence insulted without getting angry. (He said he did not want to make anyone angry.) They are all angry people, I have found over the years, and there is no point in falling into their error. It doesn't do any good to look back at those pre-1914 days of security and boil over. It won't change things a bit.

W. G. VORPE
Cleveland Plain Dealer

I am fundamentally in agreement with Mr. Mathews; however I do not think the newspapers are doing much of this shouting.

Most of it is confined to the speakers, many of whom are in the present national government, and others are in sympathy with this government we now have in Wash-

ington. They are doing a lot of shouting because the speakers, not only before crowds but over radio and television, discuss the war angle continuously. And the same is true of the many news commentators on radio and television; and in some of the panels that are presented on television programs the war possibility always comes up and it is kept constantly in front of the listener. Newspapers are required to print the news, and it is unfortunate that much of that news we have to print in our newspapers has to do with the possibility of war.

Now there are probably two sides to the question. I don't think generally the people want any war, unless it is a few of the military leaders and war to them is part of their business. But the discussion of the possibility of war can't be denied whether we like it or not, and probably telling the readers of the situation might act more as a deterrent to war than otherwise. I read Mr. Mathews' articles and I was much interested in some of the replies published in the last Bulletin, and I found there were probably more people that thought we were not being shouted into war than agreed with Mr. Mathews; and I am in the category of those who think we are not being shouted into war, but I think there is entirely too much shouting, and I don't think the shouting does very much good. I don't think we are going to be forced into a war through this shouting, but I do believe that less of it would be a mighty good idea. But we have got to start at the source if we are going to stop it, and that is to prevent the propagandists in Washington, and news commentators on radio and television from stressing war constantly in the efforts to present the situation to the public. I think in too many cases it is being falsely presented to the great public.

M. H. WILLIAMS
Worcester Telegram & Gazette

I have been looking through the interesting expressions of opinion published in the January 1 Bulletin on the question, "Are We Being Shouted Into a War?" (partly by our newspapers). I think some of the main factors, that lead to such a discussion, are being overlooked or neglected by those who have expressed themselves. In a way they are getting the cart before the horse, for it has not been established that we could be shout-

ed into a war. That may or may not be a quibble.

The point I wish to make is that some of the things in the newspapers (I am not including magazines) regarded as shouts of war are not that at all. I think the newspaper shouting, if such there be, is in reflection of shouting by the people themselves, not for war but against certain conditions and government policies, the correction of which might eventually, but not certainly, lead to war.

I think the country is baffled, somewhat distraught and rather fed up with the way we are playing our role of world leadership. They cannot understand why there must be a costly stalemate in Korea; why we must be as a nation so distressingly humiliated by a two-bit Iron Curtain country, like Hungary, in the case of the four American fliers; why we do not make more use of South Koreans and Chinese Nationalists in the Korean War, as Russia uses the Red Chinese in that war; why our every act and attitude in foreign relations seems predicated upon fear of Russia and so on; the list is

long. My impression is that it is with these things that the shouting is concerned.

I find it hard to believe that there is significant shouting, specifically for war. But whatever the answer, I go along with those who believe that newspapers should still be newspapers. They should report the utterances, policies and attitudes of people who are in responsible positions in the government or elsewhere in our political, social and economic life. All those things are a part of the ferment from which public opinion eventually is supposed to crystallize.

However, I think it should be kept in mind that the talk about the threat of war is constantly in the mouths of those—mostly of the younger generation—who use it as the final argument against all talk of firmer and more aggressive policies in our relations with Russia and with all things red or pink. It is used by them with the same finality with which religious protagonists put forward as the end of all arguments a quotation from the Bible, or, that if you do not believe thus and so, you are against God.

Tentative Convention Schedule

President Alexander F. Jones and Program Chairman J. Russell Wiggins met in Washington last month and mapped out plans for the convention, April 17, 18 and 19. As topics and speakers depend somewhat on the turn of events in the next two months, and a program planned too early sometimes falls apart, they are withholding definite decisions until next month. Preliminary announcements will

be made in the March Bulletin, with full details in the April issue.

As in the past, the program will be diversified but the emphasis will be on discussions of professional subjects. Members wishing to make suggestions for panels or shop talks should write without delay to Mr. Wiggins, managing editor, Washington Post.

The tentative schedule follows:

Wednesday, April 16: Registration desk open for members arriving early. Annual meeting of Board of Directors.

Thursday: Opening session 10 A.M., with meetings continuing through the evening.

Friday: Breakfast session, with new members featured; all day meetings. Evening free.

Saturday: Sessions begin at 10 A.M., conclude with the cocktail party and banquet.

(Luncheon sessions daily.)

As previously announced, the limit on banquet tickets is four for each member attending, with preference in seating given to those who take fewer. Please send no money now. Blanks for advance registration and ordering banquet tickets will be enclosed with the March Bulletin.

NEWS RIGHTS IN WASHINGTON

Journalism School Head Warns of Dangers in Present System
And Suggests a Minimum Program of Three Protective Statutes

• By ALFRED CROWELL
University of Maryland

It is now high time that newsmen in this country set up and inaugurate a longterm program aimed at establishing on the federal level the rights to cover the news that have been obtained on the city, county, and state levels.

The spontaneous outburst of objections by our people to President Truman's recent executive order concerning classification of information, spotlights once again the need for implementation of such a longterm program.

It seems to me that Editor & Publisher has best stated the overall problem facing us:

"... Newsmen may as well accept the fact that as long as a federal censorship rule of any kind remains in force, it will be used as a precedent by others in official positions throughout the country."

In other words, the psychological effect of federal laws, orders, and customs regarding the coverage of federal news sources cannot but be felt throughout the country on many levels.

The psychological effect of the first statute I am proposing is more important than the direct practical values.

Take the matter of the alleged right to attend and cover sessions of the U. S. Senate, the House, and their committees and subcommittees. No doubt it will come as quite a shock to a lot of folks, but the truth is that Congress has never passed a law—and the constitution makes no provision—for the right to cover federal legislative sessions. There is not any basis for such coverage even in legal theory, according to legal authorities.

In a word, reporters are by tradition merely suffered to attend. They can be expelled. They have no legal right to be there. The people have no right to attend.

Congress legally could hold all its sessions behind closed doors if it wanted to, as could the committees and subcommittees.

The right to cover all kinds of legislative and public sessions of public groups on the city, county, and state levels has been well established for a long time in both the common and statutory law. We still have some abuses of the system, of course, but almost constant

vigilance on the part of newsmen affected has kept it working well for the benefit of everybody.

Such a right should be established, by statute, on the federal level, for the psychological effect, if for no other reason.

(For a short history of press rights in Congress, if any, one may consult an article by Walter A. Steigleman in the February, 1946, issue of Newspaperman.)

Far more important than the legally established right to attend and cover sessions of the U. S. legislature, at least from a directly practical standpoint, is a definition of public records.

Editors all over the country for a long time have been quick to maintain their right—and that of the people—to inspect public records on the city, county, and state levels. Almost nothing of this sort exists on the federal level.

I am thinking especially of the uncounted and untold records in such departments as the postoffice, labor, commerce, and agriculture. Under our present system, the only way a reporter can get to inspect the records in many departments and agencies of the government is for the official in charge to give his consent.

A local public record is "one made by a public officer in pursuance of a duty, the immediate purpose of which is to disseminate information to the public, or to serve as a memorial of official transactions for public reference." This was well stated by Justice

As MANAGING EDITOR of newspapers in Ohio and Georgia, publicity representative of an airline, and journalism professor at two universities, Alfred A. Crowell for years has made a study of Law and the Press. Now head of the Department of Journalism at the University of Maryland, he continues to write and speak on this subject.



ALFRED CROWELL
Last year the Maryland Press Association published his booklet, "Contempt of Court by Publication."

Staley in Stenstrom vs. Harnett in 1927 (131 Misc. Rep. 75; 226 N.Y.S.).

Now it occurs to me that if this common definition of public records were adopted as law on the federal level, most of the routine non-security federal records could be proved not to have been compiled for reporting to the public. Yet the great agencies and branches of the U. S. government finance through taxation vast studies and projects presumably in the public interest.

I should think that the definition of a public record on the federal level should be fashioned so as to include all records except those whose inspection by the public would damage the public interest, safety or welfare.

This would set up a practical system that would at least begin to solve the problem of (1) protecting legitimate security material and (2) taking the government official off the hook so he can work safely with reporters in informing the people of what goes on. A legal definition of public records would provide the harassed "bureaucrat" with some protection. Without it, he plays safe by stamping the cake recipe restricted and trying to forget all about it.

As to another matter, we need on the federal level a confidence law that would protect communications between a reporter and his news source. Eleven states have such a law.

Maryland's Art. 35 Sec. 2 passed in 1896 reads:

"No person engaged in, connected with or employed on a newspaper or journal shall be compelled to disclose, in any legal proceeding or trial or before any committee of the legislature or elsewhere, the source of any news or information procured or obtained by him for and published in the newspaper on and in which he is engaged, connected with or employed."

The Baltimore Sun helped get this passed. The following states have similar confidence laws according to a 1943 survey: Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Montana, New Jersey, Ohio, and Pennsylvania. Court decisions in Utah and Oklahoma indicate that the news source is privileged also in those states.

Quite often we see in the newspapers that federal courts, and courts in states which do not have a confidence law, have cited re-

porters for contempt because they refuse to divulge the sources of their information concerning graft and corruption. Some of the U. S. House and Senate committees and subcommittees have respected the alleged right of the reporter to protect his pipeline, but there is no federal statute forcing them to do so.

Such a right, established on the federal level, is rapidly becoming more necessary these days for reporters to do a good job in covering the news.

We could go on into other legal fields that bear on the right to cover and publish the news, such as privilege, privacy, and libel. And perhaps a committee of publishers and editors, assisted by newspaper legal authorities, will make a thorough study so as to implement a broad, longterm program.

But certainly any beginning program of action should seek passage of:

(1) A statute defining the right of the press to attend and cover sessions of federal legislative groups, including committees, subcommittees, and all kinds of hearings not involving security.

(2) A law defining a public record on the federal level, so the press and the people can inspect and photograph routine, non-security records of the government, the public inspection of which would not damage the public interest, welfare, or safety.

(3) A confidence law protecting and holding secret the reporter's source of news.

All these, without exception, are in the public interest. Senators and congressmen have a special interest, for even they would like to see some of the government's records!

It seems to me that the future for covering the news on the federal level looks mighty dark and discouraging unless some such concerted, positive program as I have suggested is initiated by newsmen and their press associations.

About Members

John Crider, formerly editor of The Boston Herald has joined the staff of CBS as news analyst and is broadcasting five nights a week from Boston. His resignation, as ineligible under the by-laws, is the only one reported this month by Secretary Kenneth MacDonald. Membership total now 520.

Harry M. Ayers, editor and publisher of The Anniston Star, has been named to the South's Hall of Fame for the Living. Col. Ayers, who recently was reappointed to the State Board of Education, also has been elected vice-president of the Southern Association of Science and Industry. In addition, The Star received a citation for "the inestimable benefits which have accrued from a cordial relationship" between The Star and the Anniston Junior Chamber of Commerce and the U. S. Junior Chamber of Commerce.

Bouquets went to Oxie Reichler, editor of the Yonkers Herald Statesman, when the Municipal Bulletin of the New York State Conference of Mayors cited the paper for "doing an outstanding job in presenting the facts about a proposed salary increase that was presented to Yonkers voters."

A Herald Statesman editorial recommended that changes be considered in state laws specifically forbidding payroll referenda in which control of all salaries and wages would be taken from the constituted authorities.

Yonkers voters overwhelmingly rejected this method of procuring salary increases.

Director of the eleventh annual Short Course in Press Photography at Kent State University, March 18-22, will be Vincent S. Jones, news and editorial director of Gannett Newspapers.

Special Bulletins of the Southern Newspaper Publishers Association recently mailed to the ASNE membership have included "News Writing, 1951" by Carl E. Lindstrom, managing editor, Hartford Times; "Loaded Questions" by Tom Hanes, managing editor, Norfolk Ledger-Dispatch; "The Accrediting Program of the American Council on Education for Journalism" by Norval Neil Lux-

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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No. 340 February 1, 1952

on, professor of journalism at the Ohio State University, with a foreword by A. H. Kirchhofer, president of the Council.

Any ASNE members who have not received copies may apply to Walter B. Johnson, Secretary-Manager, Southern Newspaper Publishers Assoc., Chattanooga, Tenn.

The Texas Daily Newspaper Association has inaugurated a series of seminars in cooperation with the University of Texas School of Journalism. At the first meeting in Austin last month, George W. Healy, Jr., managing editor, New Orleans Times-Picayune, was the chief speaker.

Said Mr. Healy: "We members of the Fourth Estate deserve some of the kicking around we've received from public officials. We haven't kept reminding our readers that the freedom of the press is not an exclusive privilege granted to newspapers but is actually the people's right to know."

Twenty Thousand, Plus

The Treasurer reports that as of December 31, 1951, the balance in banks and in bonds is as follows:

U. S. Gov. Bonds.....	\$ 7,500.00
Perpetual Building Assn.	2,216.52
Convention Account	2,024.95
Operating Account	8,309.60

\$20,051.07

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 341

March 1, 1952

Extra Sessions, Added Features At Convention

A full day of the ASNE convention in Washington, April 17-19, will be devoted to discussions of honesty in government and the newspapers' responsibility in it. This vital problem will be explored from every angle, with leaders of Congressional investigations as speakers and by a panel of editors. That's the word from the program chairman, J. Russell Wiggins, Washington Post.

Among other subjects to be covered are these:

"Are college sports overemphasized?" and "Sports Coverage in Newspapers."

Freedom of information, reports by ASNE chairmen and a panel titled "How much can a free press get for free and still be free?"

The nation's defense; and the military situation in Europe and in the Far East.

"Trial by Newspaper."
Impact of television on news reporting (panel discussion).

A press conference with President Truman is definite. This will be on the record, but for members only. Providing repairs on the White House are sufficiently advanced, members and their wives will be invited on an inspection tour of the restoration project.

Better make no outside engagements for the three days as almost every hour is packed with program. Besides the morning, luncheon and afternoon sessions daily, there will be a breakfast Friday morning, and meetings both Thursday and Friday evenings. The convention will close on the usual festive note with the banquet, preceded by a reception for members and their guests, Saturday evening. President Alexander F. Jones promises that the note will be even more festive than usual and will reveal the details next month.

The Best Read Feature

Letters to the Editor Column, Often a Mere Dumping Ground for Correspondence, May, By Intelligent Editing, Become a Top Asset

By WALTER E. CHRISTENSON
Editor, Omaha World-Herald

As I thumb through the daily cascade of what our shop still calls "the exchanges," I am struck by the differing ways in which Letters to the Editor are handled.

Well known to all is the prestige department which features ex-

haustive letters from men who are known as authorities in their field.

These, as I recall, typically include communications from Barney Baruch and one of the Hoovers, Herbert or J. Edgar, although on a dullish day

Warren Austin, Konrad Adenauer or Ely Culbertson might suffice. Since, however, your ordinary editor receives but few letters from such celebrities, this type of column is impracticable for him and will have no further consideration here.

Far more common is the hell-box type of department. This is the one which is used by the editor as a dumping ground for correspondence which he lacks the time or the wit to answer. Apparently he holds the view that if his correspondents see their name in print, all will be forgiven. This results in the publication of a mass

of largely pointless and almost always tiresome stuff, which is read, I surmise, chiefly by the contributors and the few remaining readers who can't afford television.

Third and last, there is the kind of letter department which is truly a reader-interest feature of the newspaper, and which is the subject of this discussion.

On our paper we call it "The Public Pulse," a long-established title which is well liked in the community and also fairly descriptive.

We try to make it as informal as a conversation on a street car, as candid as the proprieties and the laws of libel will permit, and as variegated as the interests of a half million or more readers.

The keys to the successful operation of a department of this kind, I think, are two: selection and editing.

First of all, the editor in charge must rid his mind of any fanciful theories to the effect that his readers have a right to have their writings published, or that the Letters department is somehow involved in freedom of the press. No such thing! Since starting to compose these lines I have read through the Declaration of Independence, the Constitution, and the first 43 essays of the Federalist Papers, and have not come upon any passage which promises an American citizen the right to be a crashing bore, in print, at the expense of someone else.

If you want people to read your department, selection must be intelligent and ruthless. Once you let the dullards and the crackpots in, your cause is lost.

As you build your department you will learn to recognize the handwriting of many such—the single-tax nut, the man who can



W. E. CHRISTENSON

REGISTRATION BLANKS

For 1952 convention
Enclosed in this issue
INSTRUCTIONS ON PAGE 12

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts
EDITORIAL COMMITTEE: Jenkin Lloyd Jones, The Tulsa Tribune, chairman; Harry Ashmore, The Arkansas Gazette; Little Rock; Fred Christopherson, Sioux Falls Argus-Leader; Irving Dillard, St. Louis Post-Dispatch; Richard J. Finnegan, Chicago Sun-Times; John Hillman, Indianapolis News; Carl Lindstrom, Hartford Times; Edward M. Pooley, El Paso Herald-Post.

explain everything by quoting from Jeremiah, the man who blames it all on Hoover, the one who blames Franklin Roosevelt, the Townsend planner, the bleeding heart, etc., ad nauseam. When a letter from one such lands on your desk seize it firmly between thumb and forefinger and, at arm's length, deposit it in the round filing case. If you let such cliché-thinkers into your department, they will soon take possession. If you keep them out, more lively writers will come in.

What kind of letters should be cherished above all?

If you are an old-newspaperman-yourself kind of editor, your news sense will tell you. From our own department in recent days I offer these examples:

A taxpayer, raising hell with the street department for failing to put a snow plow on his street.

The mother of a wounded soldier, back from Korea, chiding some juvenile thieves who broke into his car.

The mother of a teen-age boy, arrested for allegedly shooting marbles through windows with a slingshot, arguing that he is innocent.

A high school girl, saying it isn't just kids—adults drive like crazy too.

A draftee's father, complaining about the exemption of college students and farm boys.

A waitress, saying it isn't fair for patrons to walk off without paying their checks.

A man saying \$1.25 is just too darn much for a haircut.

Such day-to-day letters are not in the least spectacular. We cherish them because they come from the heart, and because they relate to experiences which are all but universal.

ROOM RESERVATIONS

Dates of the 1952 convention are April 17, 18 and 19. Deadline for making room reservations at the Statler is April 1.

Be sure to mention that you are an ASNE member; give the day of your arrival, and the approximate time; and state whether you want a single, double or twin-bedroom.

Address your request to Victor Bushman, Front Office Manager, Hotel Statler, Washington, D. C.

We use a fair number of political letters, too, but we don't let them dominate the department. Nor do we give space to letters which simply parrot the stale arguments of candidates and central committees. We search always for the pinch of originality which makes the difference between interest and ennui.

Now the business of editing.

Some editors take the view that they should not tamper with what is written by a subscriber. This, to me, is nonsense.

The duty of an editor is to edit. He uses his pencil on the writings of his own staff, and his \$50,000-a-year columnists, so why should he not also use it on letters from amateur correspondents? If the spirit and meaning are preserved, most of them will be grateful for professional help.

In a five-page letter there may be one 50-word paragraph worth printing. If so, print it! There may be an original thought, so obscurely expressed as to be almost invisible. If so fish it out and, if necessary to get the idea across, rephrase it.

The function of a Letters department, it seems to me, is not to reproduce the awkward expressions of unskilled writers, but rather to make it easy for people in the same community to exchange ideas and understand each other. Come to think of it, that's a pretty important thing in itself; maybe even socially significant.

Every Letters editor faces one problem: whether to require that published letters be signed with true names.

We don't. We prefer letters which the author is willing to sign, but sometimes there are compelling reasons for a nom de plume. When a man wants to criticize his boss or his union, or when a cop wants to tell something about the

chief, we grant them anonymity. Letters which come to us unsigned are ignored.

Now the practical question: How widely read is the kind of Letters department here discussed?

The standing of the Public Pulse in our latest survey of reader interest gives a clue. Readers chosen at random were asked to indicate on a ballot whether they "always read," "sometimes read," or "never read" the various features and departments listed.

Among outside-the-city readers, 55 per cent of the women and 49 per cent of the men said they always read the Pulse; 31 per cent of the women and 38 per cent of the men said they sometimes read it. Among city readers 64 per cent of the women and 48 per cent of the men said they always read it; 28 per cent of the women and 40 per cent of the men said they sometimes do. Replies from high school youths were even more interesting: 51 per cent of the girls and 31 per cent of the boys said they always read it; 43 per cent of the girls and 55 per cent of the boys said they sometimes do.

These figures are almost incredibly high. I grant that the method used is sometimes considered "unscientific," and therefore subject to discount. This statistic, however, I consider greatly significant:

More people—men, women and children—said they always read the Pulse than any other textual feature in the newspaper.

Does that make it worth printing? Does it justify the considerable time and attention given to the Letters department by an experienced and competent newspaperman?

My answer is yes. What's yours?

Editors in Demand as Speakers

Carl Lindstrom, Hartford Times, made two talks in Raleigh, N. C., last month, on "Truth and Accuracy" before the Advertising Club and on "The Area of Freedom" at the Rotary Club's Valentine party.

President Alexander F. Jones addressed the National Editorial Association in New York City, on February 14. A week later he went to Columbia, to speak before the South Carolina Press Association, on invitation of S. L. Latimer, editor of The State. "I have one more speech in Cincinnati in March," he reports, "and then I am through—so help me."

Did They Bite Hard?

By FRED W. STEIN
Editor, The Binghamton Press

Jenkin Lloyd Jones of the Tulsa Tribune is a man with a relentless grip on the English language.

Normally, therefore, I would hesitate to suggest that there are loopholes in any of his literate arguments, on or off his editorial page.

In this case, however, I must demur.

In the Feb. 1 Bulletin, Mr. Jones asks what he evidently feels is a rhetorical question: "Did We Get Prostituted?"

He was one of a group of newspapermen whose transportation to, in and from Europe was paid by the federal government. Upon his return, he looked back at his junket in the light of my expressed feelings against newsmen going on sponsored junkets of this type.

After careful consideration, during which he conceded the junket sponsors had an ax to grind, he asserted that he took part in no pay-off; that his accounts he sent back to his paper reflected honest observation.

Also, he said: "... not only did we editors learn something of real value to ourselves and to our readers, but ... we spread a few ideas around concerning trends of public opinion in America that haven't been adequately appreciated by European statesmen and editors."

Editors can learn just as much in Europe by paying their own way. Editors can talk to embassy officials and foreign newspapermen while paying their own checks. It doesn't take a government-paid junket to gain entree to embassies and editorial offices in Belgrade, or anywhere. Any police reporter on my paper, paying his own way, could get as much, and probably more, information out of Belgrade than a VIP from the United States being herded around on a Cook's Tour by the Defense Department.

Good taste is among the factors that dictate the principle of newspapermen paying their own way, too.

A thoughtful reader of Mr. Jones' conclusions wonders how many editors who avail themselves of junket transportation, paid for by the government, howl with indignation on their editorial pages because government officials under the rank of President use taxpayers' equipment for their own transportation.

A careful reader of newspapers can recall vividly the editorial howls that have followed publication of the use of government aircraft even by cabinet members. Such editorial decisions apparently depend upon who is getting the free ride.

As to the role played by expenses-paid editors in orienting European statesmen to stateside public opinion, it is a role that is very important. Editors are qualified to do it—on their papers' expense accounts, not Uncle Sam's.

Better Really Start Working For Peace Editor Concludes, After Viewing Europe

By JOHN B. MULLANEY
Associate Editor, The Cleveland News

"And in conclusion, speaking for myself and the rest of the team here," said the ambassador, "I want to assure you that in this country the American taxpayers' dollars are being spent soundly."

ASNE members who have made the Defense Department tour of Europe will recognize the familiar windup to a briefing. (Ah, those wonderful briefings!)

I doubt any of us who have lived so long would accept the generalization without reservation. You don't whip through a country at the rate we traveled and come out with confidence you've heard the Word.

Most of us probably have pet suspicions that there are many places where the dike has burst and the dollar flow is spilling over into wasteland. It could scarcely be otherwise in an operation of the magnitude of the U. S. adventure in Europe. Not with the example set in Washington.

The big question is of the wisdom and necessity of the whole business. The bright boy who tries to toss off an answer to this one may have to wait ten or twenty years to get his grade back. They haven't the answer yet.

Mr. Jones expresses a truth when he says an editor has a perfect right to write what he sees and hears in a country already staffed by American correspondents: On his own paper's expense account, financed by a paper genuinely interested in his reportorial competency.

But Mr. Jones knows as well as I do that the Tulsa Tribune would be less likely to assign him to do a series of stories on Europe unless the idea struck the paper AFTER the Defense Department had invited him to go on a prearranged junket, expenses paid.

Jenkin Lloyd Jones wasn't bought by the Defense Department when it took him and returned him to Tulsa, safe and sound. Neither was his typewriter. I'm not familiar with the copy sent back to the states by this group, and Mr. Jones says: "Maybe some of us bit the hand that hauled us, but nothing has bitten back yet."

I'll bet nobody, if anybody, bit very hard.

What I know is, we're in it. What I got out of this trip most importantly was an understanding of the size and complexity of the job America has set itself in Europe. It has to be seen to be realized—and it seems incredible beyond what I think to be the general knowledge of the U. S. undertaking.

I assume that whatever administration comes into power in Washington next year, aid to Europe will be continued to some extent. It's either that or pack up and get the hell back home.

I'm certain that the time when the sick countries of Europe will recover sufficiently to stand on their own feet is a long, long way off.

So it looks to me as if the only thing that's going to get us off the hook in Europe is an assured era of peace in which some kind of federation might have an opportunity to work out a mutual recovery program, home style.

The greatest impression I came home with was how badly the world needs peace. Until it comes, the best the U. S. can hope to do is keep a diseased area breathing, at enormous cost. I guess we'd better really start working on this peace business before the sheriff catches up with us.

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The Good Old Days of Sports Writing

(When Reporters Were Uninhibited and Copy Was Not Scrutinized by Unimaginative Editors)

By MALCOLM W. BINGAY

Editorial Director, Detroit Free Press

I WRITE this on compulsion: a stern order from your Bulletin Chairman, Jenkin Lloyd Jones.

I am given to understand that there is a feeling among some of the brethren that sports writing is not what it used to be. It never was.

I am an old, old man and I have many troubles, but worrying about the decline and fall of sports writers is not one of them.

I would suggest as my opinion that the world of sport is better covered and far better written than it ever was in the dear old golden days illumined by memory as we look back through the vista of the years.

In the olden days, when I wrote baseball and other sports, most of us were carefree kids so completely uninhibited that we wrote as we pleased. Often we were never handicapped by facts. For developing a writing style this had its merits because our copy was not scrutinized by literal-eyed and unimaginative editors.

A youngster on a local staff lacks that freedom of a Francois Villon. A city editor is haunted by such minor considerations as the law of libel, whereas in the days long gone when ballplayers were not allowed in our better hotels, it would have been somewhat difficult to libel a sports character.

Also, all too often, (for good newspaper practice) the bright young men of that period used the games they were supposed to be reporting merely as vehicles to show off their own cleverness.

I cite as an example the justifiably famous humorist, Charlie Dryden, of the old Philadelphia North American, who wrote what have always been to me the funniest stories about baseball ever printed. But frequently, if you wanted to know how the game came out, you would have to consult the boxscore.

His stories of the imaginary conversations between "Dummy" Hoy, a slugging deaf mute outfielder and Rube Waddell were ephemeral classics at the turn of the century. His utterly mad stories on the antics of Waddell should have been preserved as a vital part of Americana, for he (Charlie) made the Nation howl with joy. The Rube (in my book the greatest left-hand pitcher that ever lived) was flakier than an Arctic blizzard. As he could not read or write no harm was done.

It was Charlie's stories on the Rube that contributed largely to the American misconception that

left-handed people are eccentric. He also did much, if not most, to create the still prevailing impression that fans and players of Brooklyn are considerably on the loony side.

His stories along this line so enraged Uncle Charlie Ebbets, owner of the club, that he barred him from the ball park. This was duck soup for Charlie. Each day he described how he sneaked into the park wearing green, or purple, whiskers as a disguise. It was all gloriously funny but the Associated Press had to report what happened on the playing field.

It was in the days before the million-dollar gates for fights and the 80,000 attendance at ball parks. Ball players got little more than the present-day workingman's wages and their nectar and ambrosia consisted largely of nickel beers and free lunches. In such an atmosphere sport writing was hardly a literary cult.

Oddly enough the greatest of American humorists (in my book) since Mark Twain was Ring Lardner who, legend has it, got his start at la Charlie Dryden. But when I knew Lardner as a baseball reporter he gave little evidence of any sense of humor. He wrote well but factually.

His brother sold him on the idea that he had the gift of laughter and—more important—sold it to James Keely, then managing editor of The Chicago Tribune, when Hugh E. Keough (By H.E.K.), originator of the "Wake of the News" column, died and they were seeking a successor. That launched Lardner on his "You Know Me, Al," bushy stories that won him immortality.

There were many others, of course. Damon Runyon was a great reporter first and only after that

became the worthy successor of O. Henry. And there were John Kieran, Paul Gallico, Clarence Budington Kelland, Grantland Rice, Westbrook Pegler and many other now famous writers, but the gifts of articulation were inherent in them and, with the possible exception of dear old "Grannie" Rice, sports for them was but a passing phase in their careers. And they rose to their glories as sport became Big Business.

Only time can tell who among their successors in the press boxes of the Nation will be worthy of their Homeric garb.

And who can tell of this present generation whether the carefree individualistic joys of old when we wrote as we pleased will not have genius nipped in the bud by the stern old, beady-eyed editors of today who insist that readers want to know what is happening? Forgive these tears! The world is changing and we must change with it.

But be not deceived by the glamor of the Olympians. They were few and far between. The great army of reporters who now cover sports are far superior to those of olden days. When I became the executive editor of The Free Press, back in 1930, I found one of the old timers editing the sports pages. Westbrook Pegler was in his zenith as a sports commentator (I wish he had never left that beat) but this bottle-scarred veteran refused to print Peg's column—on the ground that he could not write.

"Why," he said, "I can prove it! I've seen him after a game rewrite his story two or three times."

Poor Mike! He also argued that Ring Lardner was no good because he could not spell. Later he became a broker and died wealthy and happy but unforgiving because of our different opinions on literary standards.

NEVERTHELESS, I have a squawk about the modern reporting and editing of sport pages. These Boswells of our heroes are not sufficiently aware of our changing times—changed first by radio and now by television.

If you sit in your favorite gin-mill—or even your home—and listen and watch the game play by

play you know your hometown team has gloriously triumphed or gone down to bitter defeat.

Then you grab the next edition that you can grab and see an eight-column banner line to the effect that "Mudville defeats Bushburgh, 19 to 11." You already know THAT. It has been blared into your ears and blazed into your eyes all afternoon when you should have been working.

What you (or your reader) want to know is *HOW* and *WHY* it happened. They want an analysis of the game, an interpretation of the play. Every great manager or student of the pastime can spot "the turning point." Why did Dummer Jones steal third with the bases full? Why did Manager Doakes keep that pitcher in when it was obvious to all that he didn't have anything in the box but his glove?

The job of the modern sports reporter is the follow through. To merely tell the reader that Detroit beat St. Louis is twice boiled cabbage.

Some day some smart newsboy on a nearby corner is going to tell that to the circulation manager and the circulation manager is going to tell the editor and circulations will soar.

Also in our wild harum-scarum days (when I wore a downy moustache to make myself look older so that I would be admitted into such dens of iniquity as Considine's Metropole Hotel in New York where the sports celebrities foregathered) there were more human nature features, especially in baseball.

But now the players are wealthy gentlemen who ride in limousines. They are strictly business men who know more about the fine print in a contract than they know about the hit-and-run or the squeeze

play. The old roaring days of the troubadours are gone. The individual is smothered in the Grand Spectacle. Every time a guy gets a hit he's thinking of his next year's contract.

This is not the reporter's fault. It's our changing times. What a flop Richard Harding Davis would make as a war correspondent today! He thought wars were fought so that he could cover them. And as it is in war, so it is in baseball, fights, hockey, football and tiddly-winks.

EN PASSANT (you can readily see that I am an educated fellow) I would like to touch upon a subject that is perhaps germane to the problem in hand. This concerns football and other college sports.

While the athletic coaches of our universities and their rah-rah alumni are slugging it out with the college presidents to determine which group is to dominate the American educational system, I would hark back to those olden days.

When we were youngsters—reporting football, we made no bones about professionalism. We came right out and said so. But by some cerebral alchemy, such foul taint was always applied to the opposing teams. Michigan was always as pure as Ivory Soap is advertised to be. It was Chicago, Wisconsin, Minnesota, and so forth, that bought lads on the hoof from the mines and lumber camps.

These hirelings got little actual cash. They were like Irv' Cobb's waitress, in Paducah, who did not realize what she had to offer was of any commercial value. But now that football has also become Big Business the boys have become business minded.

Football, forsooth, has also become a spectacle instead of a game. If a hundred thousand fans see a game about five per cent know what it is all about. The rest come out to hear the bands and to see each other collectively.

The game has become so complicated and "scientific", with four or five teams instead of one, that even the coaches cannot tell what is happening and often the newspapers' photo-diagrams only add to the confusion.

As for what they call the boxing game, I constantly marvel as to how the gumheel promoters dazzle the sports editors into giving them the space they do. Even all this ballyhoo seldom results in large crowds except on rare occasions. And then the "million-dollar gate" complex enters. The victim is sold "ringside" seats for about \$835.79 and when he gets to the scene of the bloody encounter he finds that his seats are somewhere in the next county, and he has to rent a telescope to find out what is going on—if anything.

He should a stood in bed and seen the farce by television—even if he does use an electric razor or wears a beard.

Prize fighting is cruel and as corrupt as the Republicans say the Democratic Administration is. I, too, once thrilled to the gory sight but now the years of discretion are upon me (or is it arthritis?).

The run-of-the-mine, ham-and-egg fighters who get all this exploitation aren't worth a dime a dozen. But some Joe Zilch, as circulation manager with a quaint idea of vicarious editorship, says such copy sells newspapers. It doesn't.

If the United States Government is to be run in the future through some high code of ethics, as suggested by Professor-Philosopher-Senator Paul Douglas, it might be a good idea for the ethics committee of the American Society of Newspaper Editors to join up with Dr. Douglas on this and other matters.

I do not mean the researches of Congressman Celler who seems to hold to the belief that any ballplayer who gets less than a hundred grand a season is an abject slave.

Players such as Joe DiMaggio and Ted Williams get more money for seven months' suntan than a whole ball club was worth, including the park, when you and I were young, Maggie.

Therefore, I submit (as Walter Lippmann always says) that our

WHEN MALCOLM W. BINGAY left The Detroit News to become executive editor of The Free Press, 20 years ago, he found that the youngsters in the sports department knew nothing of the ancient glories of baseball history. To fill this lack he pounded out a column burlesquing the hysterical writings of the day. But, he related in the best-seller "Detroit Is My Home Town," it was too utterly mad to run under his by-line. Besides he had—and still has—his "Good Morning" column on the editorial page. As everybody was "iffy" (if Detroit wins today and if New York loses) he slugged it "Iffy the Dopester."

Readers enjoyed the satire and when he tried to kill Iffy, they howled for more. The Free Press handed out half a million Iffy buttons to members of Iffy clubs all over Michigan. Still nobody knew who Iffy was—until the Saturday Evening Post exposed the mystery. For a year Mr. Bingay received letters from all over the country asking if he were really Iffy. Many people in Detroit still don't believe it.



problem is so vast that the sports reporter and editor become a minor facet, a mere twinkle, in the transcendent issue, whatever it is.

WITH the Ten Commandments repealed and Moral De-armament strongly entrenched, it might be a good idea for this ancient and honorable body of scribes to join forces with the college presidents, the aesthetes of professional sports (whose ideals are often higher than those of the pristine amateur activities of our universities) and to call upon Professors Douglas and Fulbright for a national convention to take up the metaphysics of modern existence.

From the golden, halcyon days of our glorious youth when all the world was pure, I recall the heroic days of Willie Heston at the dawn of the Twentieth Century when he was the greatest ground gainer in the history of football.

By one of those odd coincidences, Michigan's Coach, "Hurry-up" Yost, met Willie when he was driving a truck during a teamsters' strike in San Francisco. Willie got hit on the head with a brick and it so annoyed him that he got down from his seat and licked seven strikers.

Yost said he saw the incident and it occurred to him right there and then that Willie would make a brilliant law student at Michigan. He chatted with Willie while the ambulances were taking away the dead and injured and—another quaint coincidence—he discovered that that was Willie's own life ambition. He was working to get enough money to study law at Michigan.

Well, in those days the big rivalry was between Minnesota and Michigan. Minnesota had brawnier lads because they could get 'em from the lumber camps and the ore mines while Chicago had to depend, more or less, on the stock yards.

While Willie was about his business of making touchdowns he was constantly bothered by a worthy Minnesota son of Paul Bunyan possessed of a puckish sense of humor. He would kick Willie in the groin, stick a thumb into his eyes and chew on his ears. With a mild academic interest Willie asked him: "What are you studying at Minnesota?"

The giant spat on his hands and crouched down to continue his happy mayhem and he answered: "Ethics, b' God."

Miami Editor Describes

Florida Press Treatment Of Race Violence in State

By THOMAS W. HAGAN
Editor, Miami Daily News

The Florida press has generally described, denounced and debunked the recent demonstrations of racism in Miami and Florida. The Miami press has also been somewhat more hopeful than the



THOMAS W. HAGAN

rest of the nation's press about these indecencies—because of knowledge of very real efforts to prevent recurrences. Hence pointed denials of beside-the-point accusations by outside organizations. Specifically, The Miami Daily News and The Miami Herald have dealt more with the Miami bomb terrorism, primarily aimed at Negroes and Jews, than with incidents elsewhere. At least two of the latter were equally prominent: The so-called Groveland rape case which went to the supreme court, followed by the Lake county sheriff's killing of one Negro prisoner; and the dynamite killing of Harry Moore of the National Association for the Advancement of Colored People, at Mims, Fla. Both Miami papers ascribed the incidents in Miami to probable cranks or hired terrorists rather than to serious unrest.

The Tampa Tribune and The Petersburg Times have dealt generously spacewise, indignantly editorialwise, with both the Miami incidents and those elsewhere. A few other dailies in Florida have joined in pretty much of a pattern. Commendably resistant to Afghanism within the state, the Florida press has pointed with no more pride locally, viewed with no more alarm elsewhere. The Miami bombings were heavily played—but in the tradition of statewide play of Miami news. The St. Petersburg Times had extended coverage and comment of the Groveland case, maintained a special interest in the prisoner slaying sequel of the supreme court deci-

sion in that case, and in the Moore killing. Many theories were advanced, none conclusively.

Editorially, the Florida press treatment of the demonstrations of racism can be described best as a troubled compromise of strong indignation over the incidents themselves, awareness of the danger of inflaming already hot heads. Notably, all papers canvassed took strong stands against violent upset of race relations, urging further efforts to clear up outstanding unsolved cases. Some were critical of local police and sheriffs. However, there was also a disposition, in some to appreciate the real obstacles locally to investigation, arrest and prosecution in such cases. Generally, the Florida press sought to allay hysteria and apply reason to rumors of both Ku Klux Klan and Communist inspiration of terrorism. Meanwhile, Miami newspapers fought and won a referendum to obtain slum clearance and public housing, repeatedly urged location of new and adequate sites for Negro housing—placing the problem of race relations against the background of an explosive Negro growth.

On the hopeful side, the Florida press has inspired rewards, extraordinary police precautions around existing Negro housing and synagogues, and public sentiment for tighter control of the use of dynamite. In Dade county (Miami) a legislative race includes the issue of a law to be submitted in the next legislature to remove, if possible, commercial dynamite from normal commercial channels.

New Members and Old

Secretary Kenneth MacDonald reports two resignations this month: Dan Harper, Staten Island Advance, and Warren S. Brown, Atlantic City Press-Union. Membership total now 517.

Later this month Mr. MacDonald will poll the Board by mail on applicants for membership in order that those elected can be notified in time to make arrangements to attend the convention. Members wishing to propose candidates should write the membership chairman, Coleman Harwell, editor, Nashville Tennessean.

A News Staff Transformed

Editor Robert C. Crane of the Elizabeth Journal Had Worried About the Dead Wood Among His Reporters and Desk Men. . . Then Came the Big Test When Three Fatal Air Crashes Changed His Typical Small Industrial City Into a Tragic News Center.

By ROBERT C. CRANE
Editor, The Elizabeth Journal

Once upon a time, the bustling metropolis of Elizabeth, New Jersey, was little known except as a spot on the map and otherwise just a statistic. Ranking 89th in the nation after the 1950 census, it contributed its fair share of goods to the markets:



ROBERT C. CRANE

i.e. Singer Sewing Machines, Beauty Rest Mattresses, and a host of other essential items. It can't be said that potential settlers were attracted here by the stench and clutter of its industrial life, but millions on their way to and from New York City used to pass by—entrained, enplaned or entombed in that old fashioned device known as the deadly automobile. Maybe some remembered our picturesque backyards as viewed fleetingly from the window of a passing train, or others might have recalled our broad gauge hi-ways hemmed in by billboards and choked with traffic.

But now all one has to do is mention that his home port is Elizabeth, New Jersey, and there's a sharp intake of breath, an outpouring of sympathy, plus a steady stream of advice on municipal airport problems. Three tragic plane crashes in the heart of the city have transformed Elizabeth into the world famous nerve-racked center of commercial aviation disaster.

118 persons have lost their lives, and while a minor number of them, eleven in all, were residents of Elizabeth, the aftermath and consequence of this fateful triple play have been deeply etched in the memory of all who stood by helplessly and watched the stricken monsters plunge from the sky.

But there is another slant, the kind that creeps up on an editor, a week or so later—after all the returns are in, so to speak. You can remember the peaceful pre-crash

days in December when the paper was coasting to a year-end net circulation of 42,683, a tidy little 3,383 increase over the previous twelve month total. Nothing sensational. Just an average year of politics, crime, corruption, and people in various stages of life and health. Then January reared its head with 45,018 readers. And by mid February, you found the week ending the 16th sported an average net paid figure amounting to 48,132. It is rather ghoully in its implication, but none-the-less impressive. Someone has been working, getting out a newspaper that really sells.

Go back to those pre-crash days and remember the countless hours you spent wondering what in heck your staff, with all its dead wood, would do when the chips were down, and a story—the big story—came along. You've had the egotistical feeling all the time that your paper was a decent one, but you never really tested staff performance in a crisis before. Then came the fatal dates: December 16, 1951, January 22, and February 11, 1952. There also arrived at the same time the singular conclusion, "No dead wood."

The December 16th crash of a non-sked C-46 in the Elizabeth River occurred at 3:09 p.m. on a Sunday afternoon when but one reporter was on duty, checking the weekend roundup of police reports and obits. He remained long enough to check out the city editor and then dashed the short block and half to the scene, affording excellent first hand initial coverage. In the next hour or so, ten reporters, three copy readers, the city editor, managing editor, and the not-so-old "old man" were hard at work, not to mention the photographers.

In a timely display of cooperation between the business manager, advertising manager, and mechanical superintendent, with the resultant shifting and dropping of ads, 17 additional news columns were made available, enabling the Journal to hit the newsstands early on December 17th with twenty-six columns of cuts and twenty-one columns of editorial content devoted to the crash in a 32-page paper.

An embarrassing sidelight of this crash was the effectiveness of the photo purchasing policy of the New York Daily News. It is so well known in this area, that some lucky dodo heard the plane overhead apparently in trouble, jammed his camera against a dirty window pane, snapped a few of the flames trailing from the wing, had the good fortune of having the damn pix turn out perfectly, and then, without a thought for the stuffy old Journal, dashed over to cash in at the News. Luckily, the U.P. also obtained the rights to the picture in time for the last edition or our editorial face would still be smoldering.

The excitement had just died down on January 22 when it happened again—this time at 3:43 p.m., while the staff was still on hand. Fortunately (for once), the linotypers who normally quit at 3:30 were at an I.T.U. Chapel meeting, hashing over the boss' latest offer in disagreeable tones. They were therefore available.

This time, an American Airlines Convair plunged to earth short of its Newark Airport destination by several thousand feet, narrowly missing two schools and a hospital. It carried 23 persons to their death, and killed seven local residents whose homes were destroyed. For this job, the Journal used all 18 reporters in the building, three copy readers, and a bevy of editors. (I'll probably lose my ASNE standing, but I'm forced to admit that I was in Chicago attending, of all things, an advertising convention.) The news hit the street at 4:55 p.m. with a story running 2½ well documented columns.

Next day, the Journal ran 30 columns of news and 24 columns of cuts in a 44 page paper.

This crash was still top page 1 news on February 11 when the third disaster struck at 12:20 a.m. Only two sports writers were at work at the time. One of them grabbed a camera and took the only shots of the blaze at its height. We were finally rewarded in our newly formed photographic policy. That picture hit the front page of the New York Times the day after we got through with it.

Fourteen reporters, three copy readers, the city editor, the managing editor, and the old man were on the job again within 15 minutes.

This time, the crash occurred two blocks from my home. My wife and I were awakened by a phone call and, looking out the window, could see flames licking upwards

through billowing black clouds of oil smoke. I stumbled into my warmest clothes and rushed to the scene.

The city room hummed like clockwork minutes after the crash. Everyone knew their job, and did it. On February 12, the Journal published 27 columns of news, 27 columns of cuts, and had, left over, an additional eight columns of

cuts and four of news. The paper also included an indignant editorial, written at 3 a.m., by a gripped enfeebled editor sucking away like mad on aspirin tablets. It probably detracted from the final product.

Well, I never saw that edition come off the press. I returned home at 7 a.m. with influenza and remained there one solid week. While this has not been written from my

death bed, it comes after seven days' sober reflection in which I have finally reached the conclusion I've got the best damn staff in the United States.

Frankly, it has been one hell of an experience, but it has proven to me beyond the slightest doubt, there's nothing like a newspaperman when the chips are down. Wow!

Winter Vacations and Other News of Members

When Andrew Heiskell, publisher of Life and chairman of the executive committee of the Inter American Press Association, asked John Herbert if he'd address a group of newspaper publishers on the IAPA meeting he attended in Uruguay, the Quincy (Mass.) editor promptly said yes, but neglected to ask where. He then discovered he'd committed himself to a trip to Portland, Oregon. While there he visited the plant of the Oregon Journal, visited publisher P. L. Jackson and Donald J. Sterling, who is retiring as managing editor this month. En route home, he stopped in San Francisco and saw Paul Smith. "The Chronicle editor," Mr. Herbert reports, "still doesn't think that the ASNE would be ruined by a visit to his city."

More Professional than Personal

Denny Raridan is up to his ears in Teletypesetter for the Brush-Moore Newspapers in Ohio and Maryland. As the group's executive editor he's busy sorting out the editorial and mechanical problems involved in local and wire circuit operation.

Santford Martin, is taking life a little easier in his new post as editor of the Winston-Salem Sunday Journal-Sentinel. In 1912 he became editor of The Journal and since 1927 also has been editor of its afternoon affiliate, the Twin City Sentinel.

Burrows Matthews, Buffalo Courier-Express, who is now with General Matthew Ridgway in Japan, helped provide a banquet feature for the New York State Society of Newspaper Editors by arranging for a tape-recording of a message from the General. At that meeting L. R. Blanchard, Rochester Democrat and Chronicle, spoke on a panel on "The News Blackout Is Extended—or Isn't It?" Moderator was the ASNE



JOHN G. GREEN AND HIS FLYING MACHINE. The Portsmouth (O.) editor has had his license for several years, now has a Cessna 140, two-place model. He's equally proud of his city's new floodwall. "During the peak of the recent flood," he brags, "our wall was 21 feet above the river!"

president. Other moderators: Vincent S. Jones, Gannett Newspapers, on "Newspictures" and Edward J. Hughes, Port Chester Daily Item, on "Teletypesetter News—Joy or Headache?"

Members Travel, Mostly South

Hugh W. Robertson and Wallace Odell, both of Westchester County Newspapers, are in Florida. So is Richard W. Clarke, New York Daily News. So is Fred Stein, Binghamton Press. So is William J. Pape, Waterbury Republican and American. So is E. Robert Stevenson, an ASNE member before his retirement from the Waterbury newspapers. And so is George B. Williams, Geneva Times, the most regular non-member attendant at ASNE conventions (the elderly gentleman with the goatee, remember?)

Walter Lister, Philadelphia Bulletin, is just back from a Caribbean cruise.

Grove Patterson, Toledo Blade, last month was called to Syracuse, N. Y., by the illness of his brother, went from there to Los Angeles

where he will stay until mid-March.

Memorandum on a Happy Ending

A note asking Norman Isaacs, former managing editor of the St. Louis Star-Times and now in the same post on the Louisville Times, how the two cities compare brought this reply: "Louisville is enough like Indianapolis, where I went to high school and began newspaper work, so that I feel as if I have actually 'come home.' Louisville is the friendliest city I have ever worked in. St. Louis, being on the sprawling and bustling side, was considerably chillier at the outset. Newspaperwise, of course, St. Louis was the toughest newspaper town, but Louisville has it all over Indianapolis for hustle and competence. (Do you think I should say that out loud?) Climate same in all of 'em—hot as h in summer. How does it feel to be working again? Can't you guess? Wonderful! Really ought to write a piece about how fine newspaper people are when a crisis comes. Nothing like 'em.'"

A Lady Member Confides:

There Are Two Advantages To Being A Woman Editor

By BLANCHE HIXSON SMITH
Exec. Editor, Meriden Journal & Record

"So you are a woman editor!" Too often have I heard that comment with emphasis on "woman" and matched amazement with the obvious amazement behind it. Why not? It seems a natural job for a woman. Don't females love to talk? Editorials afford the greatest luxury—the chance to talk without the indignity of interruption by some much better informed male within the conversational orbit.

Being a woman editor has some advantages.

However, we don't get invited by Uncle Sam to go on one of those nice flying junkets to Europe to watch the Marshall Plan at work.

But will Mr. Stein of Binghamton please note: my newspaper, whether it can afford it or not, is sending me to Spain in March to see Franco's country at first hand as a part of my continuing education.

There are two advantages to being a woman editor as I see it. First, in dealing with complaints from the why-didn't-it-make-first-page variety to the you-should-have-kept-it-out-of-the-paper kind, the traditional courtesy of man to woman has a salutary effect on the tempo of the inevitable argument. And, second, is that upon occasion a woman editor is flattered by being noticed all out of proportion to personal merit. Nobody is immune to that pleasure.

Recently I was a guest at an author-luncheon in Bridgeport where my oddity was recognized by placement at a table with a group of those eminent beings producing best sellers and not-so-good sellers, but all with genuine claim to fame aside from being Connecticut residents. In a courtly desire to elevate me from my oblivion, the gentleman at my right (David Garth of "Fire on the Wind," which I read the very next day in delight with its fictional treatment of Upper Michigan's growing days) started a little forum on "woman as editor." Whereupon those makers of books subjected me to a veritable clinical examination on the nature of the curb I placed on emotions in the pursuit of my prosaic

occupation. Did woman's intuition compensate for woman's lack of objectivity, they wondered.

Objectivity is an attribute of our business as elemental as technique to a musician, or balance and stability in foundations to a building contractor. Treating "events as external rather than as affected by one's reflections or feelings, expressing facts without distortion from one's personal feelings or prejudice." (Webster's best) is vital to good reporting.

There are any number of wonderful women reporters, some recipients of national acclaim, and many of them veterans in their business. Their very being contradicts the thesis that women, because of their femininity, lack objectivity.

But what has that to do with an editor? With one stern eye on the news staff to see that our precious objectivity remains intact, the other eye roams from city hall to Capitol Hill seeking material for bits of salutary and judicial emoting. Show me an editorial completely objective and I'll find it uninspired if not downright dull. What man among you turns out a piece of which he is particularly proud if he hasn't been excited about its topic? Certainly the results have been affected by his "reflections and feelings."

How about Mr. Mathews' eds on being "shouted into war"? If the magnificent fervor in those pieces is objectivity, I'll eat the next Sunday edition of the N. Y. Times. Or John Knight's weekly signed editorial so generously sent to ASNE members? Pooh-bah to objectivity when it comes to expounding on the state of the nation or of Meriden, Connecticut, U. S. A.

There is another, parenthetical advantage in being a woman at the editorial helm. Women have back of them a tradition of skill as homemakers—a trade, profession or whatever you call it that hasn't its match for multiplicity of detail and dogged persistence in doing the same tasks day after day. Running the editorial policy of a newspaper takes the same capacity for itemification, the same endurance for "repeat" work, and the same zeal to keep ahead of dirt.

For instance, take this burning



BLANCHE H. SMITH

issue of "freedom of access" to information on the administration of public business. It is the accumulation of little evasions of the public's right to know that builds up to real and serious trouble of a proportion to constitute a threat of dictatorship. Any woman knows that dirt permitted to stand will eat with lustful rust right into pots and pans, that salt spots eventually make holes in the silver shakers. She gets rid of dirt day by day.

Modesty forbids detailing examples of such housekeeping chores by which my Record and Journal staffs retain "freedom of access." Superstition tells me that boastful indulgence might get paid off with disaster. Even now I'm afraid to look over my shoulder for fear I will find the school board closeted behind locked doors.

As for "woman's intuition." Believe me, it is grossly overrated. I live with a man who is my publisher, boss, and husband. He's got more intuition in his little finger than there is in the whole of me.

He smells news—just seeing Joe at the lunch counter with Jack will bring him pounding back to the office to get the boys out after the story.

And that same man with a nose for news is why I am able to hold down a job that sounds important enough to lead Carl Lindstrom and Jenk Jones to think I could write something for the ASNE Bulletin—a fallacious idea. My publisher was born into the newspaper business. He lives, eats, and breathes it. With morning and afternoon papers his responsibility, it is a 24 hour propo-

sition. I just joined to make a team in self defense, and with no more training than a college major in history and political science, and a background of homemaking.

Sans objectivity, sans intuition, I just hold down an editor's chair whose tag has just been changed from associate editor to executive editor in belated recognition of my role as complaint department for both Record and Journal. Any woman could do it—if she has raised a family she knows how to smooth ruffled feelings while continuing to do what mother knows is best.

The Nice Men with Big Brief Cases

By FELIX R. McKNIGHT

Managing Editor, Dallas Morning News

I only hope my publisher doesn't hear of this.

I am the blundering, unimaginative soul who passed up the 100,000 new subscribers in 1951. Any editor would know that Barton Bates, Easter Linn, Christopher Spleen, O.B. and Saddlesore Sam (and his horse, Rigor) could have made me the boy genius of the publishing business.

But not for me. I am the blind fool who resisted.

It was my own fault. The nice men with the big brief cases plainly informed me of the cataclysmic effect upon Tulsa, Louisville, St. Paul and Plattsburg when the Christopher Spleen thunderbolt struck. Swamped circulation switchboards, records gains, incredible reader reaction, etc.

Didn't they prove it with those fascinating survey sheets that prove everything? There it was—plain as hell, good old Christopher in the No. 1 spot, making Mary Worth and Blondie look like ragdolls. I hated to turn him down after he had brought in the absorbing gossip about other managing editors around the country. Some of it, of course, I just couldn't believe. The one about Jasper in Joplin. I know Jasper. He wouldn't do it. Family man, tends to his knitting. Not old Jasper!

The fact that the salesman bounded in unannounced with the Christopher Spleen drawing just as my editors gathered for the 5 p.m. staff meeting did not prejudice my decision. Nor was it the \$100 check that needed cashing or the hotel room (SMU-Notre Dame weekend) where Christopher could rest on his easel for the night,

John Day at the Capital Style Show

John Day, an ASNE member when he was with the Dayton News, became eligible for membership again on his appointment as managing editor of the Louisville Courier-Journal. In the interim he spent some time in the C-J Washington Bureau. Strange things happen in Washington he discovered when, one spring day, he was invited to sit at the celebrity table at a fashion show.

"I worried a bit over the week-

end," he confided in a Sunday Courier-Journal story, "about whether I should wear my mink stole or my simple print with the low neckline. But came Monday and I just put on my Kentucky string tie—the maroon one—and walked into the Statler's Embassy Room like I belonged there.

"While we were eating our first course, a group of models appeared in 'spring recreations.'

"I would love to describe them for you. But the only thing I can remember now is that the models looked awfully good.

"In fact, I recall looking around the room at the calorie-laden lunches being consumed and thinking to myself that very few of the ladies present (our own table excepted, of course) ever would look as good as those models.

"Later, so help me, the other male press representative and I were designated to pick out a woman we thought the name 'lambiepie' best fitted. I fully expected to get slugged, but the lady was so delighted to get a free gift I think now we could safely have named her 'the woman I'd hate most to be found dead with.'



"The grand finale was a nursing contest, bottle-nursing that is. Three volunteer contestants with bibs around their necks strove mightily to be the first to finish a bottle half filled with milk.

"A name was drawn out of a teacup for a prize at our table. The prize was a box of golf balls. The young lady who won them said later she didn't play golf, and I said I did.

"So I came home with the golf balls—came home thinking, 'Ain't life wonderful in the feminine world?'"

LIMITATION OF BOARD SERVICE?

Past-President Sees No Need for Change in Electing Directors
Citing Average of Only 3½ Years Served by Present Members

By DWIGHT YOUNG

Publisher, Dayton Journal Herald

Within the last year there has been considerable discussion in The Bulletin of a suggested limitation of membership terms on the Society's board of directors.

The first published proposal to that end, of which I have any recollection, came from our veteran member and my fellow Ohioan, Bill Vorpe of the Cleveland Plain Dealer. The suggestion was discussed in later issues of The Bulletin by former President Dwight Marvin, Talbot Patrick and Bob Walton. Inasmuch as all of these men are warm personal friends for whom I cherish the highest possible regard, I feel constrained, in the interest of a clear understanding of the question at issue, to offer some observations that appear to me to be both pertinent and important from the viewpoint of the entire membership.

The suggested change (two terms of three years each) seems to be based on two thoughts: (1) That too many members of the board are re-elected to too many terms, and (2) that there is an abundance of competent material in the Society's membership to justify limiting board service to a total of six years.

I am in accord with No. 2 with certain definite reservations. There is no question but that our membership rolls include an overwhelming majority of the ablest editors of the United States. However I am unable to agree with No. 1. The time was when that statement was quite accurate. But as our membership has increased there has been a marked change in the statistics.

For example the average term of service in the present board is only three and one-half years. This, of course, is exclusive of past presidents, who are non-elective and who continue to serve ex-officio for three years after the expiration of their term of office by constitutional provision.

To my way of thinking there are two considerations in this discussion, concerning which there is some misapprehension.

First, for a clear understanding, it seems to me to be necessary to separate any board into two groups.

One would be those members whose responsibilities have given them experience and training in the work of the Society. Included in this group no doubt would be the secretary, the treasurer, the chairmen of the most important committees, and any one who has given conspicuous service to the Society. The second group would consist of those members who from lack of opportunity have been less active in the affairs of the Society. There are always some board members whose duties on their own papers preclude their taking on important and time-consuming jobs in ASNE.

In recent years there has been a marked disposition by the successive boards to give recognition for unusual service by placing someone from that group in line for the Presidency.

Now let us suppose that a board member, after six years of service, is immediately in line for the second vice presidency. Here is a man who has given six years to the Society's business, who is ready to step into the line of succession. Imposition of the proposed six-year limitation on board membership would prevent this member from attaining the presidency, despite his years of preparation for that responsibility, and would deprive the Society of his experience.

If I may be permitted a personal reference, in the August issue of The Bulletin Dwight Marvin mentioned that neither he nor I could have reached the presidency if the

As PRESIDENT OF ASNE 1950-1951, Dwight Young is an ex-officio member



DWIGHT YOUNG

of the Board for three years. He was elected a director in 1942, served three years as membership chairman, three as secretary, and with this background is thoroughly informed on affairs of the Society.

Mr. Young, publisher and editor of the Dayton Journal Herald, last month made a leisurely trip by automobile to Florida, where he is staying at Kendall, near Miami.

proposed six-year limitation had been in effect. In all humility, let me say, that I am sure this would have been no irreparable loss to the Society so far as I am concerned, but the net effect probably would have been to discourage future board members from accepting either the secretaryship or the treasurer'ship, both of which positions entail a great deal of work.

Following my election to the board in 1942 I served first as membership chairman, and then as secretary. I was three years at each post. At the end of my sixth year I was elected second vice-president. Mr. Marvin had much the same experience, except that he was treasurer for several years.

The second point I wish to make is that the day when board members stayed on forever is definitely a thing of the past. It is true they did, in earlier years because the membership was small and there was a limited number of willing workers in the vineyard.

Nowadays there is no justification, in my opinion, for the argument that we need "new blood" on the board because, except for the three ex-officio past presidents and our esteemed current President, Casey Jones, who will be joining the ex-officio group next April, every board member is relatively new.

As proof of this statement I give the dates when the present directors became members of the board: Canham (ex-officio) 1942; McKelway (ex-officio) 1943; Jones (president) 1944; Bryan (first vice president) 1946; Owens (second vice president) 1946; Dabney, 1946; Jenkins L. Jones, 1949; MacDonald (secretary) 1949; Pope, 1950; Seymour, 1950; Ferguson, 1950; Mathews, 1950; Barnett, 1951; Walters (treasurer) 1951. Mr. Walters had been a board member previously.

I am quite in accord with Dwight Marvin's thinking that board membership might well be limited to six years, provided a member is not in line for elevation to the second vice presidency, at the end of his six years.

However, a major difficulty in that consideration is the fact that board membership elections take place, under present practices of the Society, two days prior to official elections in the board, which traditionally are held on Saturday morning of the last day of the convention. The board that elects officers on Saturday morning is a new board, including at least three new members. Who can presume to pre-

dict what a new board might wish to do?

There is still another consideration that I have reserved to the last. On our ballots normally there are two slates: Old members not seeking but willing to stand for re-election, and new members willing (many of them reluctantly but goodnaturedly) to compete with the old members in the election.

My point is that the membership has absolutely the final and deciding voice. It can re-elect the old members, or it can go for entirely new members.

Granted that nobody, so far as I am aware, has ever "electioneered" for a directorship, it would seem to me that the Society, as a whole, is reasonably satisfied with the present set-up.

If it is not, it has the opportunity every year, under our constitutional provisions, to "clean house."

I have written this piece for two reasons: First, because I have served my time on the board and am grateful to the membership for making it possible for me to serve through all of the offices with the exception of the treasurership; and second, because I am now ex-officio, and can look back over the Society's history in a somewhat impersonal manner.

My own opinion is that there is no justification at this time to put through any limitation on board membership service.

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

PRESIDENT

ALEXANDER F. JONES *Syracuse Herald-Journal*

1st VICE-PRESIDENT

WRIGHT BRYAN *Atlanta Journal*

2nd VICE-PRESIDENT

HAMILTON OWENS *Baltimore Sunpapers*

SECRETARY

KENNETH MacDONALD *Des Moines Register & Tribune*

TREASURER

BASIL L. WALTERS *Knight Newspapers*

The Board of Directors consists of the officers and the following:

STANLEY P. BARNETT *Cleveland Plain Dealer*
ERWIN D. CANHAM *Christian Science Monitor*
VIRGINIUS DABNEY *Richmond Times-Dispatch*
J. DONALD FERGUSON *Milwaukee Journal*
JENKIN LLOYD JONES *Tulsa Tribune*
WILLIAM R. MATHEWS *Arizona Daily Star*
B. M. McKELWAY *Washington Star*
JAMES S. POPE *Louisville Courier-Journal*
GIDEON SEYMOUR *Minneapolis Star & Tribune*
DWIGHT YOUNG *Dayton Journal Herald*

ALICE FOX PITTS, Assistant Secretary and Editor of The Proceedings. Address: Box 1053, Wilmington 99, Del. Telegraph and telephone address: Wilmington 3-7990.

No. 341

March 1, 1952

Convention Registration

To register for the convention, fill in the blank enclosed with this issue of the Bulletin and mail as instructed.

Checks will be acknowledged promptly; but tickets and credentials will not be mailed. They will be held at the convention registration desk, on the mezzanine of the Statler, to be picked up on your arrival.

Each member registering is allowed a maximum of four banquet tickets (i.e., himself and three guests).

Members buying only one or two tickets will be given choice seats; threesomes and foursomes take what's left, in the rear.

Deadline is April 1. After that date you can register and you can buy banquet tickets, but there's no guarantee as to where the seats will be.

(Note to new members: Banquet is black tie and ladies are invited.)

Members and their own guests, of course, will be seated together. Complications arise when groups of two, three and four editors from the same organization, with their multiple guests, want to sit at the same table. (Goodness, wouldn't you think they'd like to see some new faces for a change?) But such seating requests will be honored, so far as possible, if made in a letter accompanying your reservation.

Because of increasing pressure from outsiders wanting to attend the banquet, President Jones asks that members buy tickets only for their friends, their personal guests. This is to discourage a distressing and growing practice. Member buys two tickets; then, in a weak moment, orders two more for a business acquaintance ("As long as my wife and I are up front, I don't care where the other two are.") Please don't, Mr. Jones says, or the penalty will be all four seats in the rear.

The Board of Directors reluctantly voted to raise the convention fee to \$20.

It's a simple question of mathematics. When you register you receive tickets for luncheons daily and one breakfast. Cost of these meals is within a few cents of \$13. On the basis of last year's \$15. fee, the \$2, remaining would not begin to cover general expenses of the meeting. With the increased fee, the convention should break about even.

There is no increase in the price of banquet tickets, still \$10.

Anything else? Oh yes, there's the perennial question about taking guests to the luncheons. You may; but please send no money in advance. Those extra tickets may be purchased at the desk when the convention opens. A. F. P.

James L. McGovern

James L. McGovern, a charter member of ASNE, died on February 3. A brief story of his career, from granite cutter to associate editor of the Bridgeport Post and Telegram, appeared in the November Bulletin.

Because of his varied activities and his colorful personality he was widely known and well loved throughout the state, and beyond. Former Postmaster General James A. Farley was among the celebrities who attended the funeral. The Hartford Times gave nearly a full page to his death and, in relating the highlights of his full life, told the following story about him:

"In 1914, President Wilson named Mr. McGovern collector of customs for Connecticut. He approached this job with the same eye for fun with which he did all his work. He 'captured' a German ship moored in New London in 1917. When the United States declared war on Germany, the German SS Willehad was acting as a mother ship for the commercial submarine Deutschland. Mr. McGovern obtained an escort of Coast Guardsmen and boarded the Willehad.

"The German officers were about to sit down to dinner, feasting on caviar and drinking champagne. 'I am now the captain,' Mr. McGovern responded to their invitation to dinner. 'Please step aside and let the Americans enjoy this meal.'"

Five of Mr. McGovern's nine children survive.



JAMES L. MCGOVERN

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 342

April 1, 1952

To Suppress Or Not To Suppress?

A prominent ASNE member, editor of an eastern newspaper, writes as follows:

"The other day we deliberately suppressed a suicide story. It was a case of a psychiatrist who shot himself. The head of the hospital made the point that this doctor had many manic-depressive patients whom he had been treating who had the confidence that patients usually have in their doctors. The risk that any or all of them would promptly follow his example was one that we were unwilling to take and we gave the man a straight obituary. Would you have done the same?"

We asked seven ASNE members what they would have done with the story. The score stands four for suppression, three against.

MICHAEL A. GORMAN

Editor, The Flint Journal

We write columns about the freedom of press and rattle our armor in its defense. This is not to be deplored except when it gets out of bounds. But an effective defense of this principle is to avoid abuses.

The case recited certainly is borderline. But I go along with the eastern editor, preferring to err on the side of omitting a bit of the news than to risk the harm indicated—even if the premise of pleaders is questionable. Had the doctor killed someone else it could not have been suppressed, of course. This case ended with the act. No story should avoidably hurt an individual nor injure the public interest.

* * *

CARROLL W. PARCHER

Editor and Publisher
The Glendale (Cal.) News-Press

There are certain news stories which are of no particular importance and certainly of no general interest. Those, I think, can be left out of the paper—"suppressed", if you like—without harm being done either to the reader of the paper or to the community.

Most suicides, it seems to me, come under this latter category. An act of suicide is a very personal thing, which in most cases can have only a morbid or a passing interest to the general public. Publication of complete details of a self-inflicted death very seldom is of sufficient

value to the community as a whole to offset the unhappiness which it brings innocent people.

I believe that this attempt to balance the community good against any unnecessary suffering on the part of an individual is a necessary and important part of an editor's daily duties. It is considerably more difficult for an editor to determine where the sometimes fine line of distinction lies than to indulge in the sweeping generality: "We run

ALL the news, no matter whom it hurts." Therefore it seems to follow that an editor who makes this attempt at balance, at differentiation, is a better editor than the one who doesn't.

* * *

McCLELLAN VAN der VEER
Editorial Editor, Birmingham News

I would print the story about the suicide of the psychiatrist, giving the facts. The risk suggested seems much too vague to justify suppression. There's a duty to all readers, of course, besides that of consideration for the doctor's patients. All of us, I believe, will be better off in the long run by facing up to the facts as forthrightly as we can.

Newspapers should present the facts with intelligence and discretion. Not everything is printed, any more than every thought is spoken, even to one's nearest. But the basic

(Continued on page 13)

Program Announced



DR. ALBERTO GAINZA PAZ

Members of the Society attending the convention in Washington, April 17-19, will have an opportunity to pay tribute to Dr. Alberto Gainza Paz, heroic champion of press freedom and famed editor of La Prensa of Buenos Aires. President Alexander F. Jones has announced that he will be the speaker at the banquet, Saturday evening.

From J. Russell Wiggins, Washington Post, come program details, including the almost positive assurance that members and their wives will make a tour of the restored White House. This is in addition to a conference with President Truman, in the State Department Auditorium. That session, for members only, will be on the record and covered by the White House correspondents but ASNE editors will ask the questions.

Also on the record will be an address by Secretary of Defense

(Continued on page 10)

Syndicates And Libel

By HARRY BOYD
Editor, Cedar Rapids Gazette

Many an editor worries, when he has time, over the possibility that any day some syndicated columnist may lay his paper open to libel action.

It's getting so almost any charge against anybody sounds fairly plausible under a Washington dateline, but occasionally a columnist airs one that makes a conscientious editor nervous.

If the same copy came in from his city hall reporter he could check it in a hurry, but with syndicated copy it's harder for him to make sure of his ground. He usually pins faith on the writer and the syndicate.

Fortunately the faith is pretty well justified. He's not in as much danger as he may think.

Syndicate editors know about libel suits, too. Usually they can spot risky copy when they see it, and it's their business to see it.

All syndicates believe they have competent editors. Several of them have two or three editors go over copy that might skirt the borderline of libel. One refers all such copy to a lawyer. Most others do so whenever an editor finds something questionable.

If still in doubt, a syndicate checks to see whether the writer can back up the copy in question. Usually he's sure he can. If he isn't sure, he seldom objects to changing or deleting it. Columnists don't exactly crave libel suits, either.

The screening seems reasonably effective. Few libel actions based on syndicated material ever get into court. Even fewer result in judgments against the defendants.

Before writing this I queried heads of the larger syndicates for information. Their replies included such comments as:

"We have had no serious experience with libel in the last 20 years. One case, to my knowledge, came up when a reporter associated the name of a candidate . . . with the wrong political party . . . a group closely associated with the Communists. This error led to a misapplication of fact. Our recourse was to settle out of court . . . for a reasonable amount."

"I know of less than half a dozen verdicts for libel against the syndicate in 30 years and those were not large."

"Although I am rapping wood, we have had very few libel suits over columns. So far we have not lost any."

"We have never had to defend a serious case in the last 10 years." "Our syndicate thus far has not been involved with any court procedures for libel."

"We have never bumped up against this problem in all the years we have been in business."

"Our experience with libel situations has been limited . . . When we were sued for libel and successfully defended the action, a few of our newspaper subscribers were involved. All but one took legal action and successfully defended it. One paper, I believe, settled the suit out of court for a nominal sum."

Although all these executives said they have had little libel trouble themselves, several of them surmised that other syndicates were not so fortunate. Apparently the notion that certain columnists get into a lot of legal difficulties is not confined to newspaper editors.

But the foundation for it seems flimsy. I queried three columnists widely regarded as dynamite handlers. One said he has defended six libel suits and hasn't lost yet. The second has had only one suit based on a column. It was thrown out of court. The third has never been haled into court, but one case involving something he wrote was settled out of court for \$400. He wasn't a defendant but still thinks the case could have been defended successfully.

"In all fairness to the majority of columnists," says one syndicate manager, "they are honest, honorable and just, regardless of whether we agree with their views. Usually they have the factual information to back up their stories. Occasionally they step on some toes and there is the usual denial, frequently followed by demands for retraction or threats of libel action . . . My guess would be that at least 95 percent of the suits would not stand up in the courts."

The success of syndicates and syndicated writers depends largely on holding the goodwill of editors. Getting editors into legal jams is not the best way to cultivate goodwill. They also know that if they get a customer in a jam they are likely to be in the same jam themselves. So they have a double incentive to be careful.

FOR THREE YEARS, in addition to his editorial duties, Mr. Boyd has written a syndicated column "My America". He figures it adds about 15 hours to his work week. This leaves little time for recreation but he enjoys it and, he says, "It has taught me more about writing than I learned in 22 years of writing before that."

Mr. Boyd joined The Gazette staff after graduation from the University of Iowa. has been editor since 1941.

The fact remains that the editor is the key man on the libel watch. It makes little difference whether what he prints was prepared in his own office or shipped in. If it's libelous, it's libelous.

His paper is held responsible for what it prints and it can be sued if it libels anyone. That a syndicate and columnist may be sued at the same time is but mild consolation. Doubtless they'll help the paper defend itself, but they don't underwrite its losses, if any.

Moreover, there are limits to what they can do to safeguard it in advance. Libel laws are state laws and they aren't all alike. Safe copy in one state may be libelous in another.

So the careful editor who questions anything in syndicated copy will check it as he would any other dubious copy. He can always wire or telephone the syndicate or the author, or both.

If he still isn't satisfied that the copy will stand up, there's no law requiring him to print it.

After all, he's the editor.

Contest For Leap Year

James F. Chambers, Jr., managing editor, Dallas Times Herald, sends along a page of Leap Year features, published on February 28, one of which is good in any newspaper for the rest of the year. This is a "Letters from Leap Year Leapers Contest", open to wives who proposed or husbands who were proposed to. Winner of first prize, \$25, was a woman (most contestants were) who snared her man by baking him a birthday cake decorated with a ball and chain and inscribed "I'm ready if you're willing."

Is News-Gathering Treaty a Menace?

"Mocks Traditions to Which Society Is Committed"

By JS GRAY
Editor, Monroe Evening News

A recent legal opinion by attorney Carl B. Rix of Milwaukee relative to the United Nations draft treaty on transmission of news and right of correction warrants attention by every member of the society.



JS GRAY

Mr. Rix is a former president of the American Bar Association and he is now vice chairman of a Bar Association committee studying this treaty and other proposals which have originated in UN agencies.

He says: "Under the language of the proposed treaty the Oatis case and all similar persecutions would be legalized. If the treaty were in effect, with the United States having become a signatory nation, the chance for the release of Oatis would disappear."

Mr. Rix terms it "a self-executing treaty". As such, he says, "it would become domestic law of the United States without implementation by Congress."

Presidential directives as to the control of information by government agencies would, Mr. Rix declares, "acquire a specialized legal status under the authority that would be established by such treaty law."

Mr. Rix leaves the section on government right of correction to the judgment of newspaper people but he calls attention to the important fact that adoption of such a treaty would legalize the principle of government claim for correction, limited though it is, in addition to legalizing peacetime censorship.

Could there be a more provocative challenge to the principle and tradition of press freedom in the United States than that which has been compounded into this draft treaty?

As working editors and as mem-

bers of this society we hold that government shall pass no law restricting press freedom. Our United States Constitution makes no exceptions, leaves no loopholes. This UN document above described declares governments may pass restrictive law under conditions of which governments would be the sole judge.

We hold that the executive branch of government as well as the legislative branch is without right to restrict press freedom. This thing would stamp as legal the writing of restrictions by the executive through the medium of directives.

We hold that the press must be free to criticize and "audit" government—our own government, other government. This thing would create and give lip service to a device called "government right of correction" which COULD be the entering wedge to later compulsions putting newspaper criticism of government under duress.

The society, in my opinion, has inherited a clear duty to condemn this abortive document in uncompromising terms; and it has a further duty to urge emphatic repudiation of it by our state department.

No defense is needed for the completely worthy motives which prompted us in the early postwar period to favor effort on the diplomatic front seeking broader commitments between nations to free news channels of government controls, restrictions and coercions; and to safeguard those engaged in the gathering and transmission of news.

No defense can be adequate on the other hand to explain a failure on our part NOW to record our ringing denunciation of the perversion of these principles in UN councils.

During whatever lingering life this draft treaty may have, even in the shelter of a UN pigeonhole, it will mock the traditions to which the society is committed and the objectives that influenced our membership to seek the conferences at Geneva.

We can fulfill our full responsibility only by resounding rebuke of the document, and by increased individual vigilance against compromise, in the presently confused councils of UN or elsewhere, of any of our cherished rights.

"Arguments Against It Exaggerated and Distorted"

By ERWIN D. CANHAM
Editor, Christian Science Monitor

I would like to stand shoulder to shoulder with my much admired friend, JS Gray, in resisting any danger to the free press in the United States or elsewhere.

JS says that the draft treaty on the international dissemination of news and the right of correction (the so-called newsgathering treaty) "will mock the traditions to which the society is committed," and he calls for a "resounding rebuke of the document."

I was the United States delegate who negotiated this treaty in its present form, and on two occasions I reported on the treaty in great detail to ASNE Conventions. During the period of negotiation, and at its conclusion, I communicated all details regarding the treaty to a widely representative group of American newspaper leaders. Many newspapers at the time ran articles and editorials approving the treaty as it now stands. Not until the American Bar Association's Standing Committee on Peace and Law Through United Nations made the report to which JS refers was there any significant apprehension or outcry.

Frankly, I think this present tumult is largely political, and that the arguments against the treaty are grossly exaggerated and distorted. Some very demagogic arguments have been advanced. For instance, the reference to the Oatis case. Neither JS nor Mr. Rix, whom he quotes, cites any clause in the treaty to justify their charge. The treaty contains no provision about prosecution of foreign newspaper correspondents for espionage, which was the crime charged against Mr. Oatis.

Presumably Mr. Rix's opinion rests upon interpretations of some provision of a general nature. It is rather difficult to refute such a claim. Every government has laws against espionage. Every government can make false charges against newspaper correspondents. Nothing in this draft treaty alters that situation.

Article III states: "The Contracting States, while recognizing that correspondents and informa-

tion agencies must conform to the laws in force in the countries in which they are operating . . ." goes on to protect them in their professional work, so that they must not "be expelled on account of any lawful exercise of their right to collect and report news material." Perhaps the Article to which Mr. Rix and JS Gray refer is Article XII, which says: "Nothing in the present Convention shall be construed as depriving a Contracting State of its right to make and enforce laws and public regulations for the protection of national security and public order" or "prohibiting news material which is blasphemous or contrary to public morals or decency."

The United States would never consent to signing a treaty which prevented us from trying foreigners in our midst for espionage or for committing other serious crimes, and it would be folly to give up the right of enforcing other criminal laws. But how can it be inferred that such laws would ever require our government to keep hands off when American citizens were prosecuted abroad for crimes as Oatis was?

In short, I do not understand the basis of the Rix-Gray assertion, and I do not believe it is sound.

The second argument against the treaty is that it is "a self executing treaty" and "would become domestic law of the United States without implementation by Congress."

The same thing applies to most treaties. But that does not mean, in my judgment, that the Supreme Court could validate legislation violating the First Amendment under the authority of any treaty. This is of course a controversial point, and some lawyers seem to feel that the treaty-making power automatically destroys the Bill of Rights. This seems dangerous nonsense. Let us not undermine and destroy our basic guarantees of freedom by any such concept. Unless we agree that the Bill of Rights is destroyed, then American government gains no additional powers over the press, and no new internal dangers exist.

Moreover, this treaty deals only with foreign correspondents operating in this country, and American correspondents abroad under foreign jurisdiction. All its provisions, with the exception of the clause on the so-called right of correction, refer to foreign correspondents, and not domestic correspondents or agencies.

As to the right of correction, this provision contains no vestige of

compulsion. It merely provides that the State Department shall make available to the press such "corrections" as are sent in by foreign governments. This involves Michael McDermott depositing a hand-out on a table. Wherein is that dangerous?

In a few words, it is difficult to demonstrate the absurdity of wild generalized charges. Let us stand firm against any conceivable danger to the American press: let us not invent dangers where they do not exist.

Statistics in Lead, Drama in Jump Still Ruining Many Good Stories

By EDWARD M. POOLEY
Editor, El Paso Herald-Post

Next week when one of your faithful readers brings around an old copy of the front page of the New York Herald, the one that has a patent medicine ad on the back and tells the story of the shooting of Abraham Lincoln, take another look.

You will note that newspaper style has changed considerably. We do things differently nowadays. We hope our way is somewhat better. But we are inclined to forget that the style is still changing.

Remember the day when most of you ASNE members were cubs? The gospel was that your first paragraph had to tell who, what, when, where, why and how—all that plus ages, addresses and whatnot.

Many a good story was ruined by that formula, and many a one is still being ruined. The simple lead is the thing nowadays. It's dramatic, it tells the story. Farther down the column the details can be painlessly fed the reader.

Perhaps it was because Moses was an inspired reporter that he wrote:

"Cain rose up against Abel, his brother, and slew him."

But we are still seeing in today's papers—maybe it's because nobody is inspiring reporters these days—leads like this:

"Cain Adams, 26, of 41144 Outer Eden Drive, today killed his brother, Abel Adams, 25, same address, after an argument which their mother Eve Adams, 42, formerly hostess at the Garden of

Realistically I do not believe there is any likelihood of this treaty being signed and ratified. It was regarded by other nations as a major concession to the United States and American newspapers and agencies. I myself have long since concluded we will not currently achieve anything of value through treaties and diplomacy. I support earnestly efforts to lower barriers by newspaper men and private newspaper organizations. And I deeply respect the zeal and earnestness of such people as JS Gray.

Eden Nudist Colony, said began at a barbecue."

Perhaps that gets over the idea. If it doesn't, take a look at your paper, or mine, any edition, and note the statistics packed in the lead and the drama over in the jump.

Cliches change, too, but cliches of some sort seem always with us. The police reporters aren't throwing as many "cordons" as they used to, but they still go along with "grim-faced" cops, who quite often are "heavily armed," too. Usually this is inaccurate reporting. The cops wouldn't know how to be "grim-faced" and "heavily armed" usually means that each man is carrying his pistol, as usual, while the sergeant has a tommy gun besides.

Daily we get that stuff over the wires and over the desk, and daily it still gets in the paper.

We have another cliché that's comparatively new. Since the health foundations, which have many of the earmarks of a racket, became so numerous, all the diseases, from venereal to hemophilia, have become "dread." In most cases that word is not accurate reporting, either. Nowadays the first "dread disease" mentioned above is cured with sinful swiftness and no bad effects, and the second "dread disease" affects only one in a million, if we don't count the family of the retired King of Spain.

If anyone who has read this far has a cure for the two dread diseases of our business, the cluttered lead and the inane cliché, please inform one and all of us.

The Air Force Explains New Regulation

Memorandum Gives Reasons for Extending the Time Lapse in Release of Names of Casualties; Pope to Report Fully on News Restraints at the Convention

By JAMES S. POPE, Executive Editor
Louisville Courier-Journal and Times

(Reporting for Freedom of
Information Committee)

The Air Force has taken two important steps affecting access to news and protection of newsmen from arbitrary restraints.

1. Regulations were revised to remove the word "prohibit". This word had been objected to by the Freedom of Information committee as having no legal warrant, and as causing most of the trouble between over-zealous Air Force personnel and private newspaper organizations. And I deeply respect the zeal and earnestness of such people as JS Gray.

The Air Force admitted they could not prohibit the taking of pictures, even of classified material. They will still object strongly if any secret stuff is showing, as they should. The responsibility is shifted to the newspapers, where it belongs.

This question will be covered thoroughly in the committee's report at the ASNE convention.

2. The Air Force announced it would not hereafter release the names of casualties until after a 12-hour lapse.

I believe this issue is more one for individual editors than for our committee. Many editors have expressed sympathy for the motive of the Air Force in this case. If the Society is unanimously against the delay, the coming meeting will be a good time to decide so.

But certainly there is no dispute that this problem of delay is of first-rank importance. I believe every editor should know the Air Force's reasons for extending the time-lapse. Therefore I asked for a complete explanation, and it follows in a memorandum given me by Colonel James K. Dowling.

He says: "From the public relations point of view, and in the interest of maintaining good press relations, we don't like it. I think you will agree, however, that there is logic in the arguments presented."

The memo appears in the adjoining columns.

DEPARTMENT OF THE AIR FORCE
Headquarters United States Air Force
Washington 25, D. C.

MEMORANDUM FOR: DEPUTY CHIEF, INFORMATION DIVISION
DIRECTORATE OF PUBLIC RELATIONS

SUBJECT: Release of Casualty Information to News Media

1. A request from the field commanders to review the Air Force policy relative to release of names of Air Force casualties to the press based on their experience in the field, where in far too many cases release of names of Air Force casualties to the press was creating the next of kin undue anxiety, additional grief, and unfavorable reaction toward the Air Force, resulted in this Headquarters making a detailed study of time required to deliver a casualty message to next of kin residing in the Zone of Interior.

2. The study was based on actual notifications sent from this Headquarters to the next of kin, time dispatched, time actually delivered to next of kin as reported by Western Union with lapse time computed in every case. It is desired to point out that messages sent from this Headquarters will reach the next of kin in most instances prior to those sent from bases located within the United States. This statement is made, based on the Desk Fax installation in the Casualty Branch which permits this Branch to type a message and transmit it directly to the Western Union Office in downtown Washington. The Western Union Office in downtown Washington maintains a casualty center to expedite the movement of all casualty messages emanating in this area.

3. The study revealed the following facts: Fourteen and seven tenths per cent of messages dispatched had to be forwarded by Western Union to an address other than that listed on the telegram. For this number the average time required for delivery of the telegram to the next of kin was eighteen hours and nineteen minutes. The longest time required was twenty-one hours and thirty-two minutes. Of the remaining eighty-five and three tenths per cent that were delivered to the addressee as given on the telegram, the average time required to deliver was two hours and twenty minutes. The shortest time was thirty-one minutes; the longest time was seventeen hours and twelve minutes.

4. The requirements of the service that the serviceman be separated from his family rightly imposes a duty and responsibility upon the Air Force to maintain communications with the next of kin when the serviceman is unable to perform that duty personally. Further, it may be said that the American people demand that they receive casualty information expeditiously direct from United States Air Force and not through other media. Records of this office reveal letters from next of kin and from Congress questioning receipt of casualty information by next of kin through news media, demanding an explanation as to why they were not notified prior to the release by the Air Force. The Air Force's primary interest is based on the premise that our first obligation is to the survivors of our personnel.

5. The study conclusively proved that the four-hour stipulation before release to the press was inadequate and should be changed to "names of casualties may be released immediately after the next of kin has received official notification. If notification is made by commercial telegram, the release of names to news media may be made after the confirmation of receipt of the telegram by the next of kin is obtained or 12 hours after the dispatch of the notification telegram, whichever is the shorter period of time." The Air Force Casualty Branch is fully cognizant of the service rendered to the American people by the press. Summarily the Air Force Casualty Branch does not subscribe to any theory that would suppress news. However, observation of the press policy thoroughly indicates a humanitarian attitude and a desire to

serve the American public. Therefore, it is believed that the creation of additional grief and anxiety to the next of kin of Air Force personnel would not knowingly be condoned by the American press. The above study revealed that such was occurring in far too many instances under the four-hour rule. It is believed the press not only concurs in but would insist that the Air Force follow a policy that best serves surviving members of Air Force casualties.

R. W. SPRINGFIELD
Lt. Colonel, USAF
Chief, Casualty Branch
Personnel Services Division
Directorate of Military Personnel

Three Times a Bridesmaid

By JOHN J. McDONNELL
Editor, Perth Amboy Evening News

Things happen in threes, and we can prove it. Or, how would you



J. J. McDONNELL

like to get three perfect pitches, clout out three homers, and have the opposing team get the credit for the runs?

Call it a stroke of hard luck, or bad breaks, or just put it down as an example of one newspaper's devotion to its fellow members in the business.

But how would you like to be sitting in on the three biggest news breaks in your paper's history, only to see your competitors capitalize on the fruits of your labor and beat you to the punch on your own story in all three instances?

Well, that's what happened to us on the Perth Amboy (N.J.) Evening News. Three major news breaks in a little more than a year, and what happens? In each case we spent most of our time, sweat, blood and tears supplying the news and pictures—through the Associated Press—to other papers, among them the morning metropolitan sheets which beat us to the street with "our story."

Take the South Amboy munitions explosion with its 31 deaths, 300 persons injured and property damage in the Perth Amboy-South Amboy area running upwards of \$10,000,000. For us, it was the biggest story in our area since the Morgan explosion of 1918; one of the worst disasters in the nation.

It happened at 7:30 o'clock on a

Friday night. It was physically impossible for us to get out an extra. We had to be satisfied with a 9:30 o'clock edition the next morning. In the meantime...

Within minutes after the explosion occurred, we flashed to the Associated Press the bulletin that went all over the world. From that moment on, with nine reporters ultimately covering the story, we kept up a steady flow of thousands of words, describing every angle of the disaster, on through the night, to the Newark office of the AP.

Meanwhile, we provided office space for the AP wirephoto transmitter which, with the help of our own photographers, sent pictures to newspapers all over the world—many of them to our competitors from metropolitan North Jersey and New York.

Late that night and early the next morning was to find our circulation area flooded with outside newspapers carrying "our story" and our pictures—hours before the Evening News hit the street.

Well, maybe next time a big story broke we'd fare better. So what happens? Came the Woodbridge train wreck with its 85 dead and over 500 injured, the worst railroad disaster in the nation's history. And again the clock was to beat us. The accident occurred at 6 p.m. and again we weren't able to

ALTHOUGH JOHN McDONNELL was scooped on his own stories, he won high praise and Associated Press gratitude for his coverage. The week after the South Amboy munitions barge explosion, the AP Log was devoted to his handling of the story.

Within minutes after the explosion, it was impossible to get into South Amboy. The roads were blocked. But Mr. McDonnell already was in. He was, in fact, fairly close to the scene, admiring progress on the new home he was building when he heard the explosion. He was able to corner an injured barge captain who told him details of the tragedy. The AP estimated that the first thousand words its members received were mainly from McDonnell.

get on the street until 9:30 the next morning.

But on through the night, with practically the entire staff on the job, here we were again working feverishly for the AP and the member papers... checking the hospitals for the casualty lists... covering the morgues... filing statements from the investigators... dispatching pictures... And once again the early editions of the morning papers flooding the Perth Amboy area with "our story" and our pictures.

Ah, but then, maybe we'll finally get a break on the next big story. Maybe the gods of newspaper heaven will be good to us after all. Here comes the story of Captain Kurt Carlsen of Woodbridge, and his dramatic battle against the sea. Here's a natural for Perth Amboy, which is as close to Woodbridge as Sears is to Roebuck. Truly a local hero.

All week long, while Carlsen was staging his heroic fight aboard the Flying Enterprise, we were supplying the AP with the background material—the home town reaction, the vigil kept by his wife and two children, and with pictures to boot. Our own reader interest was tremendous, but our real day was still to come—the day when Carlsen would arrive back in Woodbridge for the home town celebration.

Let London have its celebration in the captain's honor. Let New York have its Carlsen Day and its tickertape parade. Just wait'll he arrives in Woodbridge. That'll be the day when we'll capitalize—the big story right in our backyard.

So what happens? Woodbridge staged its home-coming parade on a Saturday afternoon at 2:30 o'clock an hour after our press run was off—AND WE DON'T PUBLISH A SUNDAY EDITION!

So here again, for the third time, the metropolitan papers come into Perth Amboy with their Sunday editions carrying "our story" and our pictures, and we can't run the Carlsen home-coming story until Monday.

Three times a bridesmaid.

More Effective than Editorials



These two pictures demonstrate the manner in which The Johnstown Tribune's hazard hunter, Joe Johns, helps eliminate hazardous conditions in the community. In the top photo Joe takes a tumble as he calls attention to the fact that at this point along a county highway pedestrians have no place to walk and are in danger of falling into the ditch or the creek in the rear, Joe discussed the matter with the highway department and, bottom photo, the hazard was soon eliminated by erecting a guard rail and filling in the ditch.

The most popular and effective local feature in the Johnstown Tribune is a mythical character known as Joe Johns—a descendant of Joseph Johns, founder of Johnstown. Walter W. Krebs, Tribune editor, reports on his activities as follows:

Joe Johns goes around looking for hazards such as open wells, open mine shafts, traffic hazards, dangerous sidewalks and many other situations which, if not corrected, could cause damage to property and persons. A picture of the hazard is published with the figure of Joe Johns drawn on the photo pointing at and emphasizing the particular point to be stressed.

This idea in itself is not new. As a matter of fact, we picked it up from a Chicago newspaper about 10 years ago. However, our method

of presentation is a little different. After the photograph of the hazard has been taken, we take the photo to the public official, corporate official or individual who we think is responsible, show it to him and tell him that it will be published in the paper the following day. Naturally, there are many requests that the picture not be published for such reasons as "we have that hazard on our list and expect to get to it this week." In no case have we postponed publication. And in every case but one we have received fine cooperation and the hazard has been removed within a very short time. In this one case we had to run a second picture of the hazard with Joe Johns appearing very much dejected owing to the fact that the city, county and state high-

way departments could not agree upon jurisdiction.

The feature has become so popular that Joe Johns finds it is no longer necessary to devote much time going through the circulation area discovering hazards as our readers are constantly sending suggestions to him. We have found that this method far surpasses feature stories or editorials calling for remedial action.

Thousands Respond To Treasure Hunt

By GUS NORDIN, Managing Editor
Duluth Herald & News-Tribune

The Duluth Herald and News-Tribune tried out a promotion stunt last winter which we consider the best in years. It is not of our making, having been tried by two other newspapers as far as we know.

The newspapers put up \$500 in cash for a Treasure Hunt. A certificate signed by the auditor and good for \$500 when turned into the newspaper office was buried beneath the snow on public property.

A series of nine clues, each more pointed than the last, was run in the two papers, alternating so that both papers had to be purchased by those who desired the clues as early as possible. The hunt began on a Friday and was designed to last no later than Tuesday. The wooden chest with the \$500 certificate was found by a 33-year-old GI a few minutes after the seventh clue was published in the Herald Monday afternoon.

Thousands of people went searching for the chest during the four days the hunt lasted. Everybody in the trade area talked about nothing else. Public meetings, fraternal sessions, club meetings all were affected by the interest stirred as the treasure hunters scattered to the most logical places to find the money. Police were most cooperative, particularly on the final day when at least 500 cars lined Duluth's Skyline Boulevard near the famous Enger Tower, which became the logical location of the treasure on the final day.

All had a great deal of fun. There were disappointments, but no hurt feelings. It is still the topic of conversation here.

It did boost circulation during the time of the hunt, but it was not designed to add more papers. It was an idea to stir an interest in the home town paper. It certainly did.

Shaw's Committee Finally Reconciles Many Varied Views

The nominating committee believes that it can point with pride to the names being offered for election to the board.

The choices were made by mail, in a succession of five eliminations which started with the full ASNE membership, listed alphabetically, and ended with the five new names we needed to add to the three directors running for reelection.



NORMAN SHAW

There were quite a few suggestions from the general membership, which were pitched in early in the balloting. There were a few disagreements among committee members, such as "Why didn't you consult all of us before you asked the incumbents to run again?"

There were a variety of viewpoints expressed during the nominating process, not all of which could be reconciled. Such as: We need more southerners, westerners (etc.). Why hasn't such-and-such a paper (or chain of papers) ever been represented on the board? Why don't we have more younger people on the ballot? Why haven't some of the real ASNE veterans ever been offered as candidates?

The only suggestions this committee would make to the next one are: Start early, (as Mrs. Pitts is sure to urge) and try for some kind of preferential or numbering system in marking choices, to simplify the problem in case of a tie, or a person declining to run.

NORMAN SHAW,
Cleveland Press
Nominations Chairman

On the Nominations Committee are: Mr. Shaw, Cleveland Press; chairman; Frank C. Clough, Speidel Newspapers, Palo Alto; Frank R. Ford, San Francisco News; John H. Colburn, Richmond Times-Dispatch; Carl Lindstrom, Hartford Times; H. P. Paulson, Fargo Forum; Edward M. Pooley, El Paso Herald-Post; Oxie Reichler, Yonkers Herald Statesman.

Convention Notes

President Alexander F. Jones announces that, as in the past, journalism teachers will be heartily welcome at the convention. Guest badges will admit them to all sessions other than the few which have been designated for members only.

Teachers wishing to attend are asked to send advance notice immediately so that arrangements can be made for them. Address the assistant secretary of ASNE, Box 1053, Wilmington 99, Del.

Hotel Room Situation

Although the deadline for hotel reservations is past, the Statler might have a room or two to offer on a cancellation. If you have not yet made your reservation, wire Victor Bushman, Front Office Manager, stating that you are an ASNE member and giving date of arrival.

Conversely, any member who has made reservation and finds he cannot attend the meeting should notify Mr. Bushman, specifying that he is releasing the room for some other ASNE member.

Change in Mailing Address

The Office of the Bulletin will move temporarily from Wilmington, Del., to Washington on Monday, April 14. Beginning Saturday, April 12, convention correspondence should be addressed to Alice Fox Pitts, Assistant Secretary, at the Hotel Statler.

Confidential Correspondence

From an ASNE member's secretary:

"In the spring, a young man's fancy lightly turns . . . but, since they aren't that young, our executives begin planning their annual trek to Washington. And, by the same token, comes the annual correspondence concerning banquet seating arrangements for the aforementioned execs. Oh, happy Easter season, with its bevy of beautiful bonnets and its pleas for ringside seats!

"One of these fine spring seasons, after I've sent forth an impassioned plea, I'm going to find that my bosses landed slapbang next to the speakers' table and when that golden day arrives, I'll feel as though I'd hit the jackpot."

Hamilton Owens, Charter Member, Retires as Director

A charter member of the Society, Hamilton Owens, editor-in-chief of the Baltimore Sunpapers, was elected to the Board for the first time in 1948. Asked to stand again, he declined renomination and offers the following explanation.

"The reasons I decided not to be a candidate for reelection to the Board of Directors of the ASNE are several. The first is that I believe in rotation in office. The second is that I am not getting any younger and find my daily responsibilities increasingly wearing. The third is that, after so many years, I should like for a change to be in a position to criticize the decisions of the board from the floor rather than defend them from the rostrum.

"This Society has been very kind to me in voting me into office and in accepting some of the suggestions which have come from committees of which I have been a member. It has been satisfying to sit in the Board meetings and hear the flow of honest wisdom from the various members as they have argued over the issues which have arisen. Never were men more devoted to the interests of their profession. I shall leave them with regret."

Members Elect Directors; Directors Name Officers

The membership elects directors at the convention, where nominations also may be made from the floor. Four highest men on the ballot win three-year terms; fifth in place will fill the one-year unexpired term of Alexander F. Jones who, as retiring president, becomes an ex-officio Board member for three years.

Following election of directors, the re-constituted Board elects officers of the Society from its own membership.

Still Time to Register

Any member who wishes to attend the convention but has not registered still may do so; send \$20, plus \$10, for each banquet ticket, maximum of four.

Deadline for cancelling banquet tickets ordered is 6 p.m., Thursday April 17; after that, no refunds.

CANDIDATES NOMINATED FOR BOARD OF DIRECTORS



GEORGE HEALY, JR.

GEORGE W. HEALY, JR., managing editor, New Orleans Times-Picayune: From the University of Mississippi, Natchez newspapers and the Knoxville Sentinel, went to the Times-Picayune; covered rise of Huey Long; managing editor since 1936 except for a year's leave to direct domestic branch of OWI. Has been president of APME and Sigma Delta Chi; is a director of Inter-American Press Association. In ten years in ASNE has served on membership, resolutions and program committees.

L. D. HOTCHKISS, editor, Los Angeles Times: On graduation from University of Iowa, worked as reporter on Des Moines newspapers. After service in World War I, went to Los Angeles; two years on The Examiner; since 1922 on The Times. Since joining ASNE, 1938, has served regularly on committees, program this year, chairman of nominations, 1950. Has few outside activities because he considers his main purpose in life to give all to his newspaper.



L. D. HOTCHKISS



JENKIN L. JONES

JENKIN LLOYD JONES, editor, Tulsa Tribune (Incumbent): At 41, has been editor 12 years; joined ASNE 1943; elected director, 1949. Sprang into limelight with convention address on "Afghanistanism". Headed committee which investigated charges that 51 newsmen were on Illinois payroll. Made survey of membership clause in by-laws, resulting in proposed amendment to change basic qualification from population to circulation. Now chairman of Bulletin Editorial Board.

KENNETH MacDONALD, executive editor, Des Moines Register and Tribune (Incumbent): Joined ASNE in 1942, as R&T managing editor; the following year went on active duty in the U. S. Naval Reserve as Lieutenant (j.g.) and did not return to Des Moines until the war's end. At 1948 convention he reported on his investigation of journalism schools for ACEJ accreditation; program chairman, 1950. Elected to Board of Directors in 1949; now serving his second year as Secretary.



K. MacDONALD

FELIX R. McKNIGHT, managing editor, Dallas Morning News: In newspaper work nearly 25 years, beginning at 16 as a cub on the San Antonio Light; ten years as AP (Southwest) correspondent; joined The News as special correspondent in 1941. He has been on the APME Board; chairman of Texas Election Bureau; named Outstanding Young Man of Dallas; won a Sigma Delta Chi national editorial award. Joined ASNE in 1945; on Freedom of Information two years; '52 Program Committee.



FELIX R. McKNIGHT



EDWARD J. MEEMAN

EDWARD J. MEEMAN, editor, Memphis Press-Scimitar: Joined Scripps-Howard at 18; launched Knoxville News, 1921, then youngest editor in group. Known as crusading editor; among primary interests are conservation and civic reform. Waged long fight against Crump machine; spearheaded movement to send Kefauver to Senate. ASNE member 11 years; within Society he campaigns for better use of English, and to arouse editors to need for equitable release times for press and radio.

W. R. MATHEWS, editor and publisher, Arizona Daily Star (Incumbent): Started in business end, on newspapers in California; settled in Tucson, 1924. Convinced that editor should know the world first-hand, has covered international affairs from Europe to Far East for 20 years; latest trip, to Yugoslavia. First visited France in World War I, with U.S.M.C.; wounded; awarded Croix de Guerre with Palm and cited for capture of 75 Germans. Elected to ASNE, 1935; to Board, 1950.



W. R. MATHEWS

J. RUSSELL WIGGINS, managing editor, Washington Post: An ASNE member as executive editor of the St. Paul Dispatch and Pioneer Press; two years in Combat Intelligence in Italy and Africa, as Major, U.S.A.F.; ineligible when assistant to publisher, New York Times; re-elected 1948, in present post. Served on Committee to Study State Department Methods of Furnishing Information to Press; chairman, Committee on World Dissemination of News; 1952 Program Chairman.



J. RUSSELL WIGGINS

BOARD SUBMITS FOUR AMENDMENTS

Special Classifications Proposed for Retired Members and Those in Government Service; Changes in Eligibility Qualifications

Your Board of Directors has approved, by mail ballot, the following amendment to the Constitution:

For the duration of the military emergency only, a class of inactive members shall be created, comprising members of the Society who have left their posts to enter the government service. These members shall not pay dues nor be eligible to vote at any meetings or to hold office in the Society.

The amendment will be voted on by the membership at the convention.

A similar clause was adopted in World War II. With the end of the war and the return of editors to their newspapers the inactive category was abrogated.

Recently two members have left their posts to go into government service and others are expected to do so. Under Section 11, Art. II of the Constitution "Any member who, from any cause, shall cease to be eligible, shall forfeit all his rights and interests in the Society." Purpose of the proposed amendment is to retain on the rolls, members who, for patriotic reasons, become ineligible under that clause, by giving them inactive status until they become fully eligible again.

Three other Board-approved amendments, already reported, will be submitted to the membership at the convention.

Major change proposed is in Art. II, Section 2 and 13, and the Sparse States Amendment. It is the result of a two-year study of the eligibility clause of the by-laws made by a Board committee consisting of Virginius Dabney, chairman, Jenkin Lloyd Jones, and Hamilton Owens. The new plan, submitted to the Board by Mr. Dabney and Mr. Jones with Mr. Owens dissenting, would change the basis for eligibility from population to circulation. It has been fully discussed in the Bulletins for June, July and November 1951. The three clauses affected appear on pp. 281, 282 and 289 of the 1951 Proceedings. The proposed revision follows:

Not more than three memberships may be held by staff members of any newspaper having a circulation of more than 100,000 daily, exclusive of Sunday; not more than two memberships may be held by staff members of any newspaper having a circulation of between

50,000 and 100,000 daily, exclusive of Sunday; and not more than one membership may be held by a staff member of any newspaper having a circulation of less than 50,000 daily, exclusive of Sunday. Not more than seven members, representing newspapers having less than 20,000 circulation daily, exclusive of Sunday, may be elected in any calendar year.

The foregoing is not retroactive and will in no way disqualify any member in good standing at the time of the adoption of this section. Article II, Section 13, and the amendment to it (the Sparse States amendment) are hereby repealed.

Next, Art. II, Section 1, would be revised only for clarification, by eliminating reference to specific titles of editors eligible to membership and rewording ambiguous language. The proposed form follows:

Persons of suitable qualifications who are directing editors having immediate charge of editorial or news policies of daily newspapers, which in the opinion of the directors, shall have attained adequate journalistic standards, are eligible to membership.

Under the by-laws (again Art. II, Section 11), editors who reach retirement age, some of whom have given many years of service to ASNE, become ineligible. To provide for such cases, the following additional section to Art. II is proposed.

Members of the Society who re-

tire and thus become ineligible for regular membership may be elected to membership by the Board of Directors as Retired Members. Membership in this category is limited to those persons who, while regular members of the Society in good standing, retire from active newspaper work because of age or health, and do not engage in any occupation which in the opinion of the Board would make them ineligible.

Retired members will pay the same dues as regular members and will have all the same rights and privileges except that they may not vote or hold office.

Program Announced

(Continued from page 1)

Robert A. Lovett. Discussions on the military situation Friday evening will be for background information, not for attribution or quotation; for members only.

To permit a four-way discussion of Honesty in Government on Thursday morning, the opening session will begin at 9 a.m. and business reports will be kept to a minimum. Members arriving in Washington early are strongly urged to pick up their credentials and tickets Wednesday afternoon when the ASNE registration desk will be open from 1 to 5:30 p.m.

While the convention program on the opposite page is complete, some changes are inevitable. Therefore, upon arrival at the Statler, members should ask at the registration desk on the mezzanine for the final program.



AMONG THE CONVENTION SPEAKERS: General Omar N. Bradley, Chairman, Joint Chiefs of Staff; Secretary of Defense Robert A. Lovett; and General Alfred M. Gruenther, Chief of Staff, SHAPE.

1952 CONVENTION PROGRAM

(Sessions will be held in Presidential or Congressional room of Hotel Statler)

THURSDAY, APRIL 17

Opening Session 9:00 a.m.

Invocation: Rev. Frederick Brown Harris, Chaplain, U. S. Senate

Reports: President, Treasurer, Secretary.

Nominations Chairman

Honesty in Government Discussion

Adrian W. DeWind, Counsel for King Subcommittee of the House (Internal Revenue)

Senator John J. Williams of Del. (Rep.)

John B. Dunlap, Commissioner of Internal Revenue

Arnold Bauman, Counsel for Neely Subcommittee of the Senate (District Crime)

Luncheon

Newbold Morris, Special Assistant to the Attorney General

Robert Ramspeck, U. S. Civil Service Commissioner

Afternoon Session

Newspaper responsibility for Honest Government

Louis B. Seltzer, Cleveland Press, panel chairman

Lee Hills, Detroit Free Press

Ben Reese, American Press Institute

V. M. Newton, Jr., Tampa Tribune

4:30 p.m.

Conference with President Truman in State Department Auditorium

(Members only; on the record)

Evening Session

Are College Sports Over-emphasized?

President H. C. Byrd, Univ. of Maryland

President Everett Case, Colgate University

Sports Coverage in Newspapers

Tom Hanes, Norfolk Ledger Dispatch, panel chairman

(Participating members to be announced.)

FRIDAY, APRIL 18

Breakfast, 8 a.m.

Featured speakers, new members of Society
Memorial Address, Grove Patterson

Morning Session

Freedom of Information:

James S. Pope, Louisville Courier-Journal

Dr. Harold Cross

Report of Washington Committee

UN conventions on Freedom of Information, Erwin D. Canham, Christian Science Monitor

International Press Institute, Lester Markel, New York Times

Luncheon

State of the Nation's Defense:

Clayton Fritchey, Director, Office of Public Information, Defense Department

Secretary of Defense Robert A. Lovett

Afternoon Session

Tour of White House for Members and Wives

Evening Session

The Military Situation:

Europe: Gen. Alfred M. Gruenther, Chief of Staff, SHAPE

Far East: Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff

Air: Gen. Hoyt S. Vandenberg, Chief of Staff, U.S.A.F.

Naval: Admiral William M. Fechteler, Chief of Naval Operations

(Members only; not for attribution or quotation)

SATURDAY, APRIL 19

Breakfast

Sigma Delta Chi hosts to ASNE, National Press Club

Morning Session

How Much Can a Free Press Get for Free and Still Be Free?

L. D. Hotchkiss, Los Angeles Times, panel chairman

(Participating members to be announced)

What Lesson Does 1948 Have for 1952?

Basil L. Walters, Knight Newspapers

James B. Reston, New York Times

Luncheon

American Foreign Policy:

Senator Alexander Wiley, Ranking Member of Senate Foreign Relations Committee

Secretary of State Dean Acheson

Afternoon Session

The Impact of Television on News Reporting

George A. Cornish, New York Herald Tribune, panel chairman

Davidson Taylor, National Broadcasting Company

Paul Jonas, Mutual Broadcasting Company

Sig Michelson, Columbia Broadcasting System

Report on ACEJ Accreditation Program, A. H.

Kirchhofer, Buffalo Evening News

Resolutions, L. R. Blanchard, Gannett Newspapers, chairman

Annual Banquet

Reception for members and their guests

Presentation of 1952 Clapper Award

Address by Dr. Alberto Gainza Paz

Music by U. S. Navy Orchestra

Crusading by Tearsheet

In Empire State, Method Proves Highly Successful in Effecting Civic Improvements; Excellent Results Achieved at Little Cost

By OXIE REICHLER

Editor, Yonkers Herald Statesman

Crusading by tearsheet is a newspaper adventure I warmly recommend. By this device an editor can widen his field of operations and seek far-reaching acceptance of his views.

Most of us are familiar with the operations in this field of John S. Knight with his widely circulated reprints of editorials and editorial page features. There are also the ambitious efforts of the New Bedford Standard-Times and the Bloomington Pantagraph, which pop up on editors' desks. The Washington Post and the Hartford Courant send out material spasmodically. The latest Courant offering is a clippingsheet containing thirteen editorials.

These mailings principally touch national and international (and general) topics. It is even more effective to try "crusading by tearsheet" with problems of local, county and state application.

Take an instance in the State of Illinois where, as in Pennsylvania, a fight for home rule has been carried on for 30 years. The right of a community to choose its own form of government is available in my state (New York) and in many others. In some of the largest states, however, that is not so. Illinois was such an example up to a comparatively short time ago.

How did it happen that, after years of seemingly hopeless effort by citizen groups, the Illinois Legislature loosened its hold upon local communities, let hometowns throw off their shackles and adopt modern charters if they wanted to?

It happened because the press of that state got interested, pulled together to exert pressure, and won out for the forces of progress. The press got interested and active because of "crusading by tearsheet" of the Daily Journal-Gazette in Mattoon. It's not a big paper.

Editor & Publisher says it has 8,700 circulation.

Its publisher, William B. Hamel, like some of his readers in that west-central Illinois town of 18,000, got good and mad. He was sore that

a roadblock prevented adoption of a Council-Manager form of government, like 1,000 other American communities.

"Why can't Illinois cities have an efficient form of government?" he began asking editorially. "Why must we sit by while 1,000 communities in other states handle public business in a businesslike way?" He did what other editors and publishers do. He had his staff dig for news and features. He wrote editorials. He made speeches to Rotary, Kiwanis, to men's clubs, to business groups, even to the mighty Union League Club in Chicago.

He did something else, though. He went "crusading by tearsheet." He sent tearsheets and press proofs of those editorials to other editors around the state. They were reprinted widely. They were rewritten. They were effective beyond his expectations. Other newspapers in the state, of course, helped put over the home rule measure—now law. But the little publisher who got good and mad is given a lot of credit.

We on the Yonkers (N.Y.) Herald Statesman have found this tearsheet distribution enormously effective. It's a form of mild crusading, paper promotion, community buildup, sharing of ideas and ideals.

At the turn of the year, we wrote an editorial describing some of the heartaches caused by incomplete releases from the armed services where the GI was described as the son, omitting all reference to Mrs. GI, sometimes irritating her—and him too in turn. Sometimes the mother alone was listed and Pop was omitted. We pointed out these and suggested that Uncle Sam "avoid misunderstandings in hometown stories." This editorial might or might not have been effective. We didn't take a chance. We sent it to the President, to the Secretary of Defense, to some of his aides, to PROs in the various training camps and others. We got many replies, many assurances of improvement, from camps here and abroad. For example, the Navy Department devoted most of its Jan. 4 newsletter to a reprint, sending it to all flag

and other ranking officers, commanding officers, executive and staff officers. The releases have been improved.

Here's another example of "crusading by tearsheet": New York State is building a 500-mile super-highway from New York City to Buffalo, a thruway which will have no traffic light or crossing. It will pass through Central Park Avenue in Yonkers.

An original map showed that—in the construction of this six-lane highway with two additional access roads alongside—the State Thruway would slice off part of the Yonkers Raceway property, used for harness-racing with legalized pari-mutuel gambling.

By the time the official map was released a few weeks later, however, the route had been shifted to the other side of Central Park Avenue, so that the parking areas of the racing track would not be disturbed. Instead a major East Yonkers business section was to be leveled—including banks, supermarkets, a police-fire station, a church, among many other public and private buildings, representing assessed valuations in excess of two million dollars.

The Herald Statesman led the outcry to "save Central Avenue." It published a series of editorials, pictures and also many huge blow-up maps, each of nearly half-page size, to show the extent of the demolitions intended. It depicted how the super-highway would veer away from the track then return to the other side of the street as soon as the Raceway had been cleared. The political influences were indicated.

More than this, however, all these news, editorial, picture and map presentations were sent "crusading by tearsheet." Hardly a state or county official from the Governor down failed to receive frequent mailings. These also went to newspapers around the area and around the state.

Special interest was discovered in Syracuse, N. Y., where the Post-Standard and Herald-Journal were battling successfully to keep a harness-racing track out of Onondaga County.

We are confident that this "crusade by tearsheet" materially assisted in overwhelming and canceling the effect of important political pressures. Recently the maps have been revised. The route has been altered back to where it was in the beginning. Some of the Raceway's parking area will be utilized

for highway purposes, and much of the shopping section will be saved.

I remember, also, how a series of Page One editorials about declining New York Central Railroad service and facilities in Yonkers and Westchester was extended beyond our circulation area by the distribution of tearsheets to other newspapers, to the State Public Service Commission and to principal officials of the New York Central. These brought some improvements and promises of others, and there was much satisfaction in discovering later how thoroughly all of these editorials had been read and passed along among railroad officials.

Much large-scale "crusading by tearsheet" has gone on in the Empire State over the last year—and is continuing—in an effort (so help me!) to get the State Legislature to order its \$6,200-a-year stenographers (who work only during the two or three months) to type up one copy of their shorthand notes and put it on file in the Legislative Library, where it can be accessible to the press and public.

Many hundreds of editorials have been produced by this exchange of tearsheets—assisted and expedited by the New York State Society of Newspaper Editors and the New York State Publishers' Association. Some of these editorials have been reprinted also by other publishers associations in the South and West. The Legislature has not yet been won over to this simple demand, but there are signs that the legislators are weakening.

There are many big and small examples. Here, finally, is a small one. The other day we carried an editorial entitled, "The Tennis Amateur Needs Defining." We sent out some tearsheets, especially to the U. S. Lawn Tennis Association. Copies have just been relayed to all members of the USLTA amateur rules committee.

Every editor can "crusade by tearsheet." It's inexpensive, effective, rewarding, satisfying.

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts
EDITORIAL COMMITTEE: Jenkin Lloyd Jones, The Tulsa Tribune, chairman; Harry Ashmore, The Arkansas Gazette, Little Rock; Fred Christopherson, Sioux Falls Argus-Leader; Irving Dillard, St. Louis Post-Dispatch; Richard J. Finnegan, Chicago Sun-Times; John Hillman, Indianapolis News; Carl Lindstrom, Hartford Times; Edward M. Pooley, El Paso Herald-Post.

To Suppress or Not to Suppress

(Continued from page 1)

objective always should be to report things as they are in the most honest and wise way possible. Withholding fundamental facts in a case of this kind would be going too far in deference to risk and fear, and could encourage such a tendency to a serious degree.

* * *

FREDERICK SULLENS, Editor
The Jackson (Miss.) Daily News

If God Almighty permits a thing to happen, who am I to suppress the story.

I would have written the story as it actually happened.

If the psychiatrist—and I have damned little faith in that breed of doctors—was in charge of manic-depressive patients, it is likely they would have heard about the manner of his death. Suggestion of the hospital head that others might follow his example is mostly bunk.

People do not lose their faith in God when a member of the clergy commits suicide.

* * *

V. E. FAIRBANKS
Executive Editor
St. Paul Dispatch and Pioneer Press

We would print the true story. It would not be played up in a sensational manner.

Our theory is that it would be better to let the people concerned know the facts, rather than have it spread by gossip. Obviously the patients of the psychiatrist would know that he was dead. Naturally when they appeared for their appointments they would ask what caused his death. Whether the office attendants could convince the patients that a man, apparently in good health, died for no particular reason, without having them become suspicious, is doubtful.

It has been our experience that it is better to print the facts inconspicuously, rather than to try to gloss things over and have distorted versions spread through gossip.

* * *

FREDERICK WARE
Managing Editor, Omaha World-Herald

Deciding what not to print is just as important a part of an editor's duties as deciding what shall appear and where. Service of the public interest is the determining factor. To

decide what is not in the public interest is the editor's responsibility.

If I were convinced by reputable medical authority that the self-destruction of the psychiatrist seriously endangered the life of a single patient of that psychiatrist and if no unusual circumstances were involved, I would have done as the eastern colleague did.

I might add I would not take the word of a hospital superintendent unless he were a professional medical man.

For your information, I asked three mental specialists if such a result of a psychiatrist's suicide would be probable. Two gave emphatic affirmatives, the third admitted the danger in less positive phrases.

* * *

JOHN L. SUTLIVE
Editor-Managing Editor
The Savannah Evening Press

I would have handled the death of the psychiatrist just as it was handled by the Eastern editor who omitted the mention of suicide. As a matter of fact, I think newspapers generally put too much emphasis on deaths by suicide. In some cases, of course, suicides of public import or of a spectacular nature, demand news handling, but by far most suicides do not. We approach the subject from that viewpoint here, and have no feeling that we are depriving the public of any news, although we may not satisfy their curiosity, which, after all, is not our main purpose in life. As for worrying about "news" getting around by the gossip route, if that is going to govern our publication decisions, we are accepting a sorry criterion.

* * *

Have any other ASNE members recently wrestled with ethical puzzles? If your problem was one that would be of general interest send us the facts and we will ask some of the brother members how they would have handled it. If you wish, the identity of yourself and newspaper will be kept confidential.

Clarence W. Moody, Burlington Hawk-Eye Gazette, is on a South American cruise, returns on the eve of the convention.

Robert W. Lucas, formerly Yakima Republic, is editor of editorial page, The Denver Post.

Those New Plastic Cuts

Is the Fairchild photo-electric engraver, a machine to produce plastic cuts, going to be the answer to high engraving costs? Can these cuts be matted successfully, or must they be laboriously Scotch-taped to the plates directly? Some ASNE members are using the machine. Here is what they say:

WALTER LECKRONE,
The Indianapolis Times:

The long-continued policy of making engravers scarce, expensive and incompetent has forced publishers to experiment with alternative methods to make engraving less costly and more reliable. The Fairchild is the first result that has shown practical worth, and in my opinion is still in its earliest, crudest stages, will have very much greater development and refinement, and in some improved form eventually will make chemical engravings as obsolete in the newspaper shops as the old-time press-wire telegrapher.

We have used it for more than a year as a supplementary or standby method. With the Fairchild we have eliminated all regular overtime shifts, and the saving in overtime pay alone is around three times the cost of the Fairchild. Ours is operated by photographers, usually the men who operate the wirephoto receiver.

It has, of course, its limitations. It can make only halftones, no line etchings. It can make engravings only up to four columns by 10 inches.

On the other hand, it can make a single cut very quickly. Three minutes for a one-column picture, for instance, or 12 minutes for a four-column. The Fairchild cannot enlarge or reduce. That must be done by the photographer. This is not wholly a disadvantage, since it compels the deskman handling the picture to take a closer look at what he has, do a better job of trimming, etc.

As to quality of reproduction it will average better than zinc. There is almost no variation in quality on the Fairchild. Its best is not as good as the best zinc, but its poorest is considerably better than many of the zincs we get, especially on a rush job.

We mat it just as we would mat a metal engraving. We cast our bases specially for the plastic halftones (higher than base for zincs) and do not underlay them at all. Under the mat roller the plastic

will stretch just a trifle, so we crop the plastic plates about one-sixteenth of an inch smaller than the space we have for them.

It is necessary to fasten the plastic down to the base in some manner so it won't "creep" under the mat roller. We have done that most successfully with a tiny tab of two-sided Scotch tape at each corner. Right now we are experimenting with a slight "scoring" of the base with a sharp tool at each corner, find it works equally well if the scratches are not made too deep or too far apart. A space half the size of a dime is ample, either for the Scotch tape or the scoring.

There has really been no difficulty at all in this process, and it has not required any special techniques of stereotyping. Repeated tests, even on engravers themselves who could hardly be expected to be prejudiced in its favor, have indicated that the reproductions as they actually appear in the paper cannot be distinguished from zincs without a magnifying glass and an expert eye.

DAVID W. HOWE,
Burlington (Vt.) Free Press:

We have used the Fairchild engraver for about 10 months. We mat from it. We cast special base that is .895 high. This with the 20/1,000ths of Fairchild plastic gives us something that is three thousandths below type high. In the rolling in, the Fairchild plastic is the only material that has any "give" to it. Therefore, it should not be subjected to full pressure but should always be a bit below type high.

The Fairchild is a sensitive machine and needs some nursing and some service. Our best break is a radio mechanic in our stereotype department who can report the symptoms to a distant Fairchild service man and get the prescription and put in new tubes as needed.

We are using a superannuated employe who is approaching retirement age. Operating of the Fair-

child requires care but not a high degree of skill. This man also does all our Elrod casting. Too many papers use highly skilled cameramen to operate their Fairchilds, thus removing a source of economy.

From an ASNE member who insisted on anonymity:

The Fairchild machine is a mechanical success in that it can produce plastic cuts which mat satisfactorily and which reproduce well on our high-speed presses.

I don't mean to imply by this that the work is uniformly as good as that produced by the photoengraving process. Sometimes it is and sometimes the quality just doesn't quite come up to photoengraving. However, the work is satisfactory and up to the claims made by the manufacturer.

Our machine is one of those with the new improved stylus and so, I understand, produces results superior to those of some of the earlier machines. We mount the plastic plates on stereotype base, shave the mounted cuts about .004 over type high or .922 and roll our page mat in the usual way.

While it is a fast process and an economical one with single cuts we feel that it cannot take the place of flats going through the usual engraving process. We do not use it to produce the regular flow of our editorial art but instead limit its use to emergencies and to particular situations when engravers are not on duty or when speed is essential.

OXIE REICHLER,
Yonkers Herald Statesman:

We are using a couple of the scan-a-gravers and are matting the plastic plates exactly as we use a zinc plate.

The stereotyper underlays them with a thin base of metal (cast in sheets and cut up as needed) to bring them to type-high when placed on our regular cut base material.

The requirements obviously include: First and foremost, an excellent photograph with good contrast, for it is proper tone separation that gives the good results. Extreme care is required in setting the machine to get the advantage of the full range of the gray scale. We have been doing a few other bits of experimentation with the device.

We get good results. In some cases the results are so good that

it is difficult to pick out the plastic from the metal engraved pictures. Sometimes, naturally, the results are not so hot.

WALTER HUMPHREY,
The Fort Worth Press:

Using the normal stereotyping process on Fairchild plastic cuts has been only moderately satisfactory, while the direct printing has been extremely so.

We tape the plastics directly to the press plate and get extremely clear reproduction, much better than we do from zinc. We use approximately three times the art we used before we had the Fairchild and on a smaller engraving budget. We still use some commercial engraving, but depend mainly on the Fairchild. The plastics are the most important step we have ever taken in our news picture coverage.

It will be seen that there is still considerable dispute about the technique of using these cuts. Among those who mat them, David Howe, recommends rolling them while slightly under type high, while the anonymous editor recommends .004 above type high. In contrast to the opinion of most editors having high speed presses, Walter Humphrey considers it no particular trouble to attach the cuts directly to the press plates. Who else can throw some light on this interesting development?

Eight Receive Awards Of Freedom Foundation

Eight ASNE members this year received Freedom Foundation awards:

Brainard Cooper, Chattanooga News-Free Press; William H. Fitzpatrick, New Orleans States; Harry B. Haines, Paterson Evening News; and William J. Woods of Utica Observer-Dispatch, all second place for editorials.

Hodding Carter, Greenville Delta Democrat-Times, honor medal for editorials.

David Lawrence, U. S. News & World Report, third place award among magazines.

Carroll Binder, the Minneapolis Tribune, second among magazines of limited circulation (he wrote an article for Rotarian).

Edward J. Meeman of Memphis Press Scimitar, third place for public addresses.

Stein Called Unrealistic by Writer, Home from U. S.-Sponsored Tour

A. H. Kirchhofer, managing editor, Buffalo Evening News, found the March Bulletin of sufficient value to request extra copies for key staff members. Fred W. Stein's answer to Jenkin Lloyd Jones, on government-sponsored junkets, so aroused one editorial writer that he submitted the following comment.

By MILLARD C. BROWNE
Buffalo Evening News

In worrying about whether his colleagues get prostituted by going on Government-sponsored "junkets," Fred W. Stein of the Binghamton Press has a point, up to a point. But to my (currently prejudiced) view, it is a good deal more theoretical than realistic.

It is all very well to speak of newspapers financing these trips themselves, but I submit that (1) not many would do it, and (2) even if they did, a reporter or editor couldn't begin to cover as much ground in the same length of time if he had to arrange all the interviews himself.

The only possible way a trip like the recent fourth editors' tour of the European-Mediterranean NATO area could be duplicated privately would be for a large group, traveling together, to pre-schedule everything.

For example, during two days in Rome, our group had interviews with practically every key official in the U. S. embassy; also with the key men in MSA, with Admiral Carney and his staff of the Southern Europe command, with the Italian defense and budget ministers, etc. At the embassy briefing, we could quiz the appropriate official on anything that bothered us. At a cocktail party at Ambassador Dunn's, we met practically the entire U. S. press corps, and could take our pick of reporters to drag aside and query on any point about which we were still skeptical.

This same procedure was duplicated, with minor variations, everywhere we went.

As to "biting the hand that hauled us"—and Mr. Stein's crack that nobody would bite it very hard—we'll have to let the pieces each of us wrote give their own answer. Personally, I think I came home in just about as critical a frame of mind as when I went over—neither

more nor less—but after this trip, I'm sure my criticisms can be better aimed, based on a better grasp of what is going on.

If anyone started off on one of these trips dead-set against the whole thing, I am sure he probably would find the things that reinforce those prejudices. On the other hand, there were one or two people on our trip who started out completely sold on Acheson and all his works, and I strongly suspect that they came home with a number of critical refinements of viewpoint that they didn't have when they started.

Granting that there is a junket aspect to this business, the fact that the Pentagon supplies only transportation mitigates that charge to some extent. As the expense accounts will testify to the satisfaction of any newspaper accountant, it was by no means a free ride for any of the papers represented.

The best argument for continuing these trips is that they tend to reverse the common charge against the Government on this side—that it is trying to operate secretly and shut off access to vital areas of information.

On this one, they made every facility available for us to find out for ourselves—to question anybody we could find in any country (including, for instance, the leader of the opposition party in Greece.) Even granting that there is a propaganda element to the trips, I suspect that the main propaganda content was the conviction that one of the worst handicaps to American policy abroad is public ignorance or disinterest at home—and that anyone who has just returned from a personal look-see is likely to be more sympathetic to the main idea, simply because to know and see U. S. policy in operation is to give anybody a certain sense of participation in it.

Ideally, it certainly would be better to keep this kind of trip completely free of the taint of Government sponsorship. Maybe a nice, rich private foundation could do it. But I haven't heard of any, and meanwhile it seems to me that the risk of being prostituted has to be balanced against the likelihood that these trips wouldn't be made at all if the Government hadn't set them up.

Worcester Lottery Pay-off Led to Boston Tax Office

By DAVID PATTEN, Managing Editor
Providence Journal-Bulletin

The first court conviction of an internal revenue collector in the current tax scandals resulted in large part from newspaper digging.

Two years ago, Denis W. Delaney, the now-convicted collector, was running the Boston federal tax office with arrogance. Supported by powerful political connections, he had successfully deceived prominent businessmen, clergymen, and investigating congressmen.

When John Strohmeyer, crime reporter for the Journal-Bulletin, was assigned to track down links between New England racketeers in 1950, he managed to dig up a record of lottery payoffs in Worcester, Mass. It was this list that eventually made us interested in Delaney.

In a short time, it became clear that "Al" Lester, operator of the Worcester lottery, was paying taxes on only a fraction of the \$250,000-a-year income from his lottery business. Many of the winners were also skipping federal taxes. One person who scored a \$3,000 hit even went up to the Worcester tax office and tried to pay taxes on the winning but was told "don't bother."

Lester peddled his lottery tickets in Worcester only with the good grace of Frank Iaconi, the area's gambling overlord who has national connections. A check on Iaconi developed a reliable report that he was paying income taxes on a reported gross income of only \$10,000 yet it was generally conceded that he was a millionaire.

Digging further, Strohmeyer located an internal revenue man named Maurice V. O'Toole who was then working in Framingham, Mass. O'Toole had previously worked in the Worcester tax office but when he complained to Delaney that Lester's lottery winners were not paying taxes, he was transferred out of the office. O'Toole was bitter and told his story.

One day in June, 1950, Strohmeyer visited Delaney at the Boston tax office and talked bluntly with the collector. Delaney was greatly disturbed that someone should ask him such questions and he answered evasively.

Then our reporter asked him about a report that Delaney had listed a sizable income beyond his own salary on his tax return. Delaney flushed but admitted that he did report a \$10,000 item on his 1949 return. Then he offered to name the source off the record but the offer was refused. Finally he said, "It's for construction and engineering advice."

After establishing that Delaney had no legitimate business connections, Strohmeyer went to work trying to trace the source of the \$10,000. He was advised to start in Lawrence, Mass., Delaney's home town, and work down to Boston. Then he ran into many difficulties.

Delaney had been arrested twice for larceny, he learned, yet nowhere could he find this on record. Delaney himself admitted that he had once gone into bankruptcy, yet nowhere was there a record of this. It eventually became apparent that public records were missing.

Then O'Toole, the tax worker who talked to us at the start, found himself under investigation by the treasury intelligence a few hours after Strohmeyer ended his interview with Delaney. A short time later, O'Toole was fired from the bureau without a hearing, one of the charges stipulating that he had been seen talking with "John Strohmeyer of the Providence Journal."

Two other internal revenue men who had been helpful reported that they too were being threatened with dismissal.

With this turn of events, we decided to turn over our stories and unpublished reports to the Kefauver Crime Investigating Committee and to Senator Williams (R-Del.), who was then starting to look into the Internal Revenue Bureau's activities.

About one month later, in March, 1951, investigating congressmen asked the Treasury for copies of Delaney's tax returns. The returns were filed in Boston. Before the head of this area's treasury's intelligence sent the photostats to Washington, he took a long look at the \$10,000 item on Delaney's tax return. He sent on the photostats with a recommendation that an in-

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No. 342 April 1, 1952

Investigation of Delaney be started at once.

In the next four months, treasury special agents found enough material to bring as many as 20 charges against Delaney. They presented only their strongest cases and indicted him on six charges of bribery and three counts of falsifying tax documents.

The bribery charges were based on the \$10,000 item on Delaney's 1949 tax return. It was traced as a payoff from Daniel Friedman, a New York insurance agent, who testified that he fleeced Massachusetts businessmen in tax trouble and then split the fees with Delaney.

The accused collector insisted all through his trial that the money was for "construction and engineering advice" and his lawyer vainly tried to show that Delaney "voluntarily" told the Journal-Bulletin back in 1950 about the money.

Three bribery counts were dropped on orders of the presiding judge, but the jury found Delaney guilty on all remaining counts. He was given a two-year prison sentence and fined \$10,500.

Meanwhile, the two men who first figured in the Journal-Bulletin investigation also had their troubles. A few days after Delaney was indicted, Gambling King Iaconi was hit with federal tax liens totaling \$500,000, and Lester's income taxes were put under investigation.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 343

May 1, 1952

Convention Report

ASNE conventions are as alike, in the overall aspect, as the traditional English Christmas; yet each has a distinction of its own. This year's most marked difference was that the meeting made more news, and more front page news, than ever before. In part it was designed that way, by President Alexander F. Jones and Program Chairman J. R. Wiggins; the rest was the way things broke. An example of the latter was the question at the press conference with President Truman on the government's right of seizure of newspapers in an emergency, news at the time and still the subject of editorials and political columns.

Mr. Jones confined his address at the opening session, April 17 in Hotel Statler, Washington, to affairs of the Society.

"Truly, freedom is big business," he said, "and the American Society of Newspaper Editors, as the leading exponent of freedom of information in this great country, is getting to be big business."

He proposed a fully staffed secretariat in Washington to handle all the ramified activities of the Society, and suggested appointment of a committee to study the costs.

"Incidentally," he said, "I hope you have liked the new Bulletin."

(Continued on page 6)



Courtesy Associated Press

Wright Bryan, Atlanta Journal, 1952-53 president of the Society, with the retiring president, Alexander F. Jones, Syracuse Herald-Journal.

IPI Chairman Contends

You Need More Than 'Local' For a Well-Balanced Paper

By LESTER MARKEL
Sunday Editor, The New York Times

This is a challenge to those editors who believe they can do their jobs by playing local stories and using the rest of the news—national and international—largely for the purpose of filling in the crevices left by advertising.

This challenge arises out of my experience with the International Press Institute. Various editors have said that though they endorsed the idea, they felt that their concern was local news and so the

Institute had little meaning for them.

In reply to these editors I say:

First, they are not really performing their functions when they do not cover all the news in proper proportion and proper perspective;

Second, they are deluding themselves if they think that in this kind of world the local news can be really local in the old sense of the phrase.

Every newspaper man, every editor, has a duty to present a balanced picture of the world, to try to inform his readers about what

PUBLICATION ASSURED

The Board of Directors has authorized signing of a contract with Columbia University Press for the publication of the book on access to information which Dr. Harold Cross has written under ASNE sponsorship. Details will be announced as soon as they can be worked out.

is going on in these complicated days. Only through exposition in every newspaper, those on Main Street as well as those on Park Row, can we develop the kind of public opinion we must have if we are to fulfill our proper role in the world.

Now I am not urging that local news be dropped—or comics or columns or the circulation hormones. I am asking only that world and national news shall not be neglected. This need not be done at a vast expenditure of money or space, but I insist that what is done should be done comprehensively and expertly.

We ought not to forget what is the basic reason for a newspaper, namely, to print the news. I am a firm believer in the newspaper—I underline news—as opposed to the paper. The newspaper provides information and intelligence, the paper is concerned largely with entertainment.

Many newspapers have moved too far into the entertainment field, neglecting the information job—and now that television has been opened up widely, they are facing a kind of competition they cannot meet. Therefore, it is good business as well as good practice for them to return to what is their only reason for being—namely, the publication of the news.

Now, as for local news. Local news these days is a lot more than local happenings, the stories of John Doe's accident or Jane Doe's tea party. It is vastly broader than that.

The world may not be one ideologically, but it is surely one in communication and in reaction. A ripple in Pakistan is felt in Peoria; a cabinet crisis in Paris has an effect on taxes in Peoria. There is a local angle to every important story, international and national—such, for example, as the effect of the arms program on a local factory or a new market for local products which Point Four might open up. We cannot be isolated, much as we may want to, and the editor who says he is dealing only in local news is a kind of isolationist.

There is a large potential interest in what goes on abroad. If there is ignorance about foreign affairs, it is not, as I see it, so much the fault of the reader as of the editor who does not make clear what the issues are, who fails to interpret the complicated news of the day, who neglects the essential task.

Moreover, the problems of handling local news are not in essence different from those of handling national and international news. There is a code that needs to be followed, there is a method of writing, there is a general approach to journalism that applies to all newspapers, large or small.

That brings me back to the International Press Institute. I think the Institute can be of value in improving these techniques, in helping to improve the flow and the quality of the news.

Only in such ways can we develop the kind of public opinion that is so necessary to us—a broad-gauged, un-local public opinion. Only in this way can the editor do a true job.

Suicide Story

Discussion in last month's Bulletin of whether an ASNE editor did right in suppressing news of the suicide of a psychiatrist has brought two more comments.

We would run the story. It is our theory that the only thing that is faster than the newspaper in its coverage is the underground, and we believe that a newspaper stultifies itself unnecessarily when it omits an item of this importance.

In this particular case, it is hard to believe that the patients who were in "danger" would not have received the bad news in a hurry and that the suppression by the press would have given it added significance to their already befuddled intellects.

PALMER HOYT
Denver Post

I favor publication without exception. We do not sensationalize suicides or give how-to-do-it details, but we certainly print. I think it is a favor to the families and others concerned, for I am positive suppression opens wide the floodgates of rumor from which there is no way out—not even full publication, by then, I'm as much of a sentimentalist as the next guy, but there's something about basic integrity involved in giving the true story, not a glossed over obituary notice.

OXIE REICHLER
Yonkers Herald Statesman

Ammunition For the Battle On Suppression

Two publications are recommended for all editors who want ready ammunition for the fight against news suppression:

THE SUPERINTENDENT, THE BOARD, AND THE PRESS, a handbook on dealing with the press by the American Association of School Administrators, 1201 Sixteenth Street, N.W., Washington 6, D. C. Boards are advised against news concealment and secret meetings. Price, 25 cents.

INDIANA LAW JOURNAL, Winter 1952, published by Indiana University School of Law, Bloomington, Ind. Contains a valuable section called "Access to Official Information: A Neglected Constitutional Right." Similar studies in each State should be recommended to bar association. Price, \$1.50.

Allen Raymond, 214 Columbia Heights, Brooklyn 2, N. Y., is writing a book on Freedom of Information, and wants notes on all cases involving newspapers. Here is a chance to help the cause and get your case published. All State Committees and other groups which print periodic roundups on subject should put Raymond on their mailing lists.—*Freedom of Information Committee*

Treasurer's Report

Treasurer Basil L. Walters, Knight Newspapers, reported an operating balance of \$15,236.61, which is \$1,802.86 more than was on hand at the same time last year. Convention account was \$14,682.80 but, Mr. Walters reminded, that will diminish as quickly as it came in. Once the convention adjourns, the bills have to be paid.

All members, he said, have paid their dues.

"The Death of La Prensa"

Walter Lister provided copies of a booklet, "The Death of La Prensa" by Robert Roth, reprinted from the Philadelphia Evening Bulletin. Demand far exceeded supply. Any member who wants a copy may obtain one by writing Mr. Lister, managing editor of The Bulletin.

THAT great wind rustling Florida's palms from Pensacola to Miami isn't a hurricane. It is, to put it gently, a mild political commotion resulting from newspaper interest in good government.

By V. M. NEWTON, JR.,
Managing Editor, Tampa Tribune

The legislatures of our 48 states adopt 10,000 new laws each term. That is important business for the people, any way you look at it. Here are just two samples of dozens of stories about the Florida legislature which were carried in The Tampa Tribune during the last two years:

A legislator and five members of his family, working as pages and clerks, drew a total of \$4845 for the 78 days of the legislative session. Florida has a law that stipulates that no state officer may hire directly or indirectly more than one person who is a member of his family or even as close kin as a third cousin.

A construction company owned by a state legislator, who is a political henchman of Governor Fuller Warren, received a \$94,000 contract to paint a bridge in 100 separate contracts of less than \$1000 each, thus getting around the Florida law that provides for bids on all contracts of more than \$1000.

These stories quickly bred legislative revenge. Midway in the 1951 session there arose on the floor of the House a representative of a rural Northeast Florida county, far from my newspaper's circulation area, who introduced a resolution calling for a full investigation of:

"(a) The motives behind The Tampa Morning Tribune's violent attacks upon public officials."

"(b) The methods and tactics used by The Tampa Morning Tribune to undermine confidence in public officials."

"(c) The affiliations and connections of the owners of The Tampa Morning Tribune, particularly as to their association with known Communists or persons known to be sympathetic with Communism."

A preamble to the resolution said "undermining confidence in



V. M. NEWTON, JR.

democratically elected public officials is a tactic used by Communists to subvert the American system of representative government." It declared a newspaper "which uses Communist devices and techniques is as dangerous as a Communist conspirator against our government."

The Tribune quickly replied editorially and labeled the attack "a puny attempt at intimidation." The Daytona Beach Evening News called it "an example of McCarthyism at its worst on a state level." The Miami Herald said "an abler and more conscientious lawmaker might have asked for an investigation of the motive behind knavish public officials who make violent attacks upon their accusers." And the St. Petersburg Times declared that "if the Tribune or any of its owners are in any measure Communistic, then Pravda actually owns the Wall Street Journal."

The resolution went to the House Resolutions Committee, which unanimously killed it.

A few days later another legislator rose in the House and offered a similar resolution against the Miami Herald. But this, too, died just as an ignominious death.

During the same two years, The Tribune printed scores of such stories about Florida's state government as the following:

1. A contractor friend of Governor Warren was paid \$50,000 for rental of his machinery on one state road paving job. One piece of machinery was a D-7 tractor. According to the State Comptroller's records, this tractor was driven 23 hours a day during one month, even though everybody knows roads are built in the day and not at night. Paid by the hour for this machine, the contractor received \$3516 for the month. The tractor cost \$12,000.

2. An assistant to the Governor wrote the Governor's patronage

advisors in each of Florida's 67 counties for a thumbnail analysis of the attitude of each weekly and daily newspaper. The state spends about \$50,000 each year in legal advertising and the Governor proposed to ladle this out only to those newspapers which were friendly to him.

3. The state Industrial Commission paid a \$350 salary in one month to a special investigator who a few weeks before had been arrested as the manager of a gambling casino in the capital.

As a result of this reporting, Governor Warren took the stump during the latter half of 1951 and fairly deluged all Florida with a wave of words.

In a special speaking tour of the state, the Governor berated The Tampa Tribune in spectacular language. Altogether, he lashed out at least 25 times publicly and, in addition, he sent dozens upon dozens of insulting statements to my newspaper.

In his appearance at the courthouse in Tampa, he described The Tribune in such terms as "small, petty, mean and crummy,"—"an organ of vituperation and vilification," and "untrue, mendacious, twisted, tortured pages." And these were only a few of the lurid adjectives that spewed forth. His favorite description of both The Tampa Tribune and Miami Herald was "those foreign owned newspapers."

On August 22, 1951, at a meeting of the State Improvement Commission, of which he is chairman, Governor Warren moved that steps be taken to build a bridge parallel to Gandy Bridge, which connects the Tampa and St. Petersburg areas. Then he said:

"In taking this view, I am overlooking the shameful fact that a foreign-owned newspaper, which arrogantly claims to speak for this great area of Florida, has maliciously misrepresented me and my administration. This vicious organ of sedition has made foul, false and unfair attacks upon me and my administration. It has withheld and concealed from its readers the truth about many constructive achievements of my administration for the betterment of all Florida. It has made scurrilous and obscene attacks upon the courts of Florida. It has imputed dishonorable conduct to Florida legislators. It has ridiculed poor people who received public assistance . . . in other unscrupulous ways this common scold, calling itself a newspaper,

has sought to undermine the people's confidence in their democratic system of government."

On December 19, 1951, the Governor again lashed forth in similar fashion and on February 8 of this year, he issued a formal statement to the press in which he said:

"In order that there may be no discrimination in favor of The Tribune, I hereby announce that no more information will be communicated to its owners or management by myself or by anyone authorized to speak for me if it publishes one more lie about this administration and refuses to retract or correct it.

"This policy will not apply to those Tribune reporters"—(then he named five of our staffers, including our Tallahassee reporter)—"who usually are accurate and conscientious in reporting facts about this administration."

The following sequence of events tells the whole creed of our modern politicians in power.

On December 20, 1951, my newspaper reported to its readers in a special Washington story that Undersecretary of Navy Francis C. Whitehair, of Deland, Florida, and a former candidate for governor, had spent \$17,512.86 of taxpayers' funds on government junkets in a Navy plane, whereas, the same trips could have been made by regular private airline for \$901.98.

On December 20, 1951, the afternoon of the morning on which the Whitehair story was printed, Governor Warren issued the following statement:

"Today The Tampa Tribune attempted to smear the Honorable Francis C. Whitehair, Undersecretary of the Navy, because he had used a government plane in the performance of his official duties. This unprovoked attack upon Mr. Whitehair could well be a scheme to eliminate a man who refuses to kow-tow to The Tribune's politically ambitious out-of-state owners.

"The attack upon Mr. Whitehair may have been made on orders from The Tribune's Republican advertisers. That these rich Republican advertisers have considerable influence over The Tribune is indicated by the fact that this inflammatory newspaper has been carrying on a concerted campaign of defamation against Democratic officials."

On the morning of December 21, The Tribune printed a United Press dispatch which reported that

Undersecretary Whitehair, three months before, had hired William E. Willett, former RFC director, whose job was abolished after Senate investigators said he was a key figure in an "influence web," at a salary of \$11,800 a year.

On December 22, The Tribune printed an Associated Press story that Senator Mike Monroney, Democrat, of Oklahoma, had called for

an investigation of Whitehair's hiring of Willett.

And on December 23, The Tribune printed another Associated Press story to the effect that Willett suddenly had resigned after Secretary of Defense, Robert A. Lovett, had taken a hand in Whitehair's Navy affairs.

But Governor Warren had no further word to say on the matter.

The UN Treaties: Arthur Krock Objects and Erwin Canham Replies

Editor, THE BULLETIN:

In your April issue, Mr. Erwin D. Canham writes:

"Not until the American Bar Association's Standing Committee on Peace and Law through United Nations made the report (on the U.N. draft of the Treaty on news gathering, news transmission and the 'right of correction') . . . was there any significant apprehension or outcry."

Significant or not, I expressed this apprehension and made this outcry in an article published on the editorial page of The New York Times, May 17, 1949. On that same page, June 22, 1949, I endeavored to reply to defenses of the Treaty draft that were sent to me by Senator Benton and Mr. Canham. My adverse analyses did not go unnoticed in the American press or in the legal community.

The draft Mr. Canham supported was bad then, and the draft of the 'Freedom of Information' convention, which his successor repudiated is bad now, and the principal reasons are precisely the same. The United States government, and especially the United States press, should never have participated in the project for reasons that should have been obvious from the beginning to Mr. Canham and other "significant" publicists.

ARTHUR KROCK
The New York Times

Editor, THE BULLETIN:

Mr. Krock's objection to the News Gathering Convention, published in four Times columns in 1949, 1951 and 1952, was certainly significant and I meant no slight to his feelings in not referring to it. However it was not the same kind of protest and campaign which has been engaged in currently.

As to Mr. Krock's final objection, he could well be right. I can only say that to the best of my knowledge neither he nor any other American newspaper man (or "publicist"—whatever that is) raised his voice in protest during the years when widely representative newspaper men were demanding that the State Department should draft treaties seeking the goals of the News Gathering Convention. To the contrary, great newspapers like The New York Times praised the effort and even found the draft as it emerged in 1949 (it has not been changed since) to be reasonably satisfactory. One year before when the first official form of this treaty was agreed upon by the Geneva Conference there was even more general support of it, and some months before when the basic original treaty was prepared by Richard J. Finnegan of the Chicago Sun-Times there was widespread support and to my knowledge no serious notes of warning. This is the sequence of effort in which, according to Mr. Krock, we should never have participated from the beginning. Wisdom after the event is a great thing. However I am still confident that the dangers contained in the Freedom of Information Treaty, which we have repudiated and have always opposed, do not exist in the News Gathering Treaty.

ERWIN D. CANHAM
Christian Science Monitor

THE BULLETIN
of the American Society of
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P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

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The Big Job at Columbia

"No Man Need Leave the American Press Institute With Any Reasonable Question About Journalism Unanswered"

By BEN REESE

Resident Co-Chairman of the American Press Institute Advisory Board

Twenty-seven managing and news editors left the American Press Institute at Columbia University, March 28, with a clearer view of their responsibilities and better equipped to fulfill them.

So it was with 27 city editors who returned home Christmas Eve.

Important changes were made this year in our approach to problems of journalism.

Over the years the men attending had been saying how much they had been getting out of their dormitory conversations, or "bull sessions." So we brought this opportunity right into the seminar room, where every man could hear and not miss anything.

Every man coming to the Institute was asked to bring at least five outstanding stories or features from his newspaper, with emphasis upon those of a public service character.

Why was this done? From experience I knew I had been too busy, as a city editor and as a managing editor, to keep abreast of what other newspapers were doing locally.

Three groups—state government reporters and editorial writers, city editors, managing and news editors—sat at the big seminar table. It took a day and a half to outline their stories, tell how they were obtained if that were interesting, discuss the purpose and relate the effects.

Each group returned home with more than 100 ideas for stories, enough to keep their staffs busy for a long time. Reporters on these newspapers won't be sitting in their chairs waiting for something to turn up, or for the city, news and managing editors to get an idea for a dull day.

As one assistant city editor from North Carolina said: "I'm going home with \$10,000 worth of information." And all for an expense of \$360 to his newspaper, plus transportation.

But he, and the others, got much more than this. They got two very busy weeks away from the old environment, from their noses bogged down to the old grindstone and rutted thinking. They got into the bracing breeze of stimulating company which will blow the cobwebs from the brain of any newspaperman who is not just plain lazy or stupid.



BEN REESE

In the managing and news editors' program, we decided to spend another day and a half in a critical analysis of their newspapers. Monty Curtis, Director of the Institute, divided the 27 members into three groups of nine each, with large and smaller newspapers represented in each. Group chairmen were appointed in advance. Each member mailed eight to ten issues of his newspaper to eight other members. They studied them before coming to Columbia. And fore coming into the clinics they when they got into the clinics they exchanged opinions of what was good and what was bad in each newspaper. They did not wear vet gloves. They were jubilant over the outcome. And are changes going to be made? But they were cautioned to make them gradually, on the theory that readers resent sudden and radical change.

I have been deeply impressed by the seriousness with which the men buckle down to the task. They hear outstanding discussion leaders on subjects vital to their work, including refinements in news and feature presentation. They can interrupt at any time to ask questions, and they ask plenty. No holds are barred. General discussion is invited and received. We get to the meat of the problems.

No man need leave the Institute

with any reasonable question about journalism unanswered.

Director Curtis and Associate Director Walter Everett, respectively former city editors in Buffalo and Providence, take turns in handling the voluminous preliminary detail and at presiding over programs. They keep the ball rolling. As an old pro I say they are doing a remarkable job for American journalism.

If my friends in ASNE want to know what I am doing then let it be known that I am doing my best to contribute hard-headed, realistic news room gospel, plus inspiration. I lead the discussions on investigative reporting and tell how that has been done over the years on the St. Louis Post-Dispatch. Appreciation expressed by younger men is enough reward for being away so much from the comfortable retirement nest I acquired on the Jersey shore 60 miles south of Columbia University.

I have had my foot in the door six months and have made a cold appraisal. Conclusions:

1. Newspapers which do not make use of this facility are disregarding an outstanding opportunity to develop competent personnel, especially executives and potential executives.
2. Founders and sponsors belong on an honor roll of American journalism. My hat is off to them.

Paul C. Patterson

Paul C. Patterson, a charter member of ASNE, died at his home in Baltimore on April 21, at the age of 73.

He joined the Baltimore Evening Sun staff in 1911 as managing editor and in 1919 was appointed president of the A. S. Abell Company, publishers of the Sunpapers, remaining in that post until his retirement last year.

Throughout his term as president of the company, Mr. Patterson maintained an active interest in the news gathering end of the business. In 1940 he toured the South Pacific and on his return warned of an impending break between the United States and Japan. In the three succeeding years, he made trips to England and wrote articles on military developments in that country.

A son, Maclean Patterson, is general managing editor of The Sunpapers and a member of the Society.

Protest

Member Quotes Admiral Fechteler Letter Stating Speech Was Off the Record Only by ASNE Dictum

Editor, THE BULLETIN:

On Friday evening during the ASNE convention an off the record session was held with Admiral William M. Fechteler among prominent military men on the program.

The printed convention program informed us that the session was "For members only; informal meeting for background; nothing said is to be quoted or attributed to speakers."

A few days later I found on my desk a copy of an address to be delivered by Admiral Fechteler before the Bond Club of New York on Friday, April 25.

Imagine my surprise when I found attached to the text this note from the Office of Public Information, Department of Defense: "Dear ASNE member:

"During the ASNE convention in Washington, Admiral Fechteler, Chief of Naval Operations, delivered a speech which, according to the rules laid down by your organization, was off the record. The attached speech, to be delivered by Admiral Fechteler before the Bond Club in New York City on 25 April, contains essentially the same material as was in the ASNE speech. It will be 'on the record.' This copy is sent you for your information and all material may be quoted or attributed directly to Admiral Fechteler." (Italics are mine.)

This statement accuses those responsible for this part of our "off the record" session of perpetrating a hoax on the ASNE membership.

If this is true I want to go on record as resenting and condemning such ASNE action.

We are always yelling to the high heavens when some public group tries to withhold public information from us. Yet if this is true we are just as guilty as any of those whom we accuse.

How stupid can we get?

ELMER F. CUNNINGHAM
Wilmington Journal-Evening

J. Albert Dear Resigns

Only one resignation has been received in the past month: J. Albert Dear, Jr., formerly executive editor of the Jersey Journal. Mr. Dear still maintains an office in Jersey City, for his radio and other interests.



Washington Star Photo

1952-53 OFFICERS: Basil Walters, Knight Newspapers, First Vice-President; James S. Pope, Louisville Courier-Journal and Times, Second Vice-President; Wright Bryan, Atlanta Journal, President; Virginia Dabney, Richmond Times-Dispatch, Treasurer; and Kenneth MacDonald, Des Moines Register and Tribune, Secretary.

Convention Report

(Continued from page 1.)

So far as I am concerned it is just a start. I would like to see it become the most vital, challenging and informative publication our talented membership can produce."

In line with Mr. Jones' wish for "more than a routine little house organ" this Bulletin is a departure from post-convention issues of the past, which were devoted exclusively to a resume of the sessions. It carries only official news and sidelights. Full text of addresses and discussions will appear in the Proceedings, which will be mailed to members as soon as the book can be printed, approximately two months.

The program was carried out as previously announced, with no last minute deletions. Surprise feature of the banquet, preceding the address by Alberto Gainza Paz, was a speech in which President Jones reverted to the "Casey" everyone knows, witty and debonair, and wowed them with the story of his founding The Institute for the Study of the News Behind the News.

Only switch in the program was the White House tour from Friday (Mrs. Truman already had invited the D.A.R. for that date) to Thursday. The two-hour inspection promised was curtailed to 22 minutes which affronted some wives; others thought the shorter tour was just about right.

In taking over the presidency at the concluding banquet, Mr. Bryan

reminded the audience that another precedent has been broken—the organization, for the first time, has turned to the deep South to fill its highest office.

He added that of five new officers, two are natives of the state of Georgia (James S. Pope was born in Gainesville); and that three of the five are below the Ohio and Potomac Rivers.

New Directors

Norman Shaw, Cleveland Press, presented names of candidates for directorships proposed by the Nominations Committee, previously announced in the Bulletin. No nominations from the floor.

The following four were elected, by the membership, for three-year terms on the Board:

Kenneth MacDonald, Des Moines Register and Tribune, re-elected; Jenkin Lloyd Jones, Tulsa Tribune, re-elected;

George W. Healy, Jr., New Orleans Times-Picayune;

J. R. Wiggins, Washington Post; Felix R. McKnight, Dallas Morning News, was elected to the one-year unexpired term of the retiring president, Alexander F. Jones, who becomes an ex-officio member of the Board for three years.

Tellers were: Harold Fitzgerald, Pontiac Press, chairman; Frederick Sullens, Jackson (Miss.) News; Harry Boyd, Cedar Rapids Gazette; William J. Pape, Waterbury Republican and American; and Joseph Agor, Shamokin News-Dispatch.

Too Much Convention?

Members Thrilled (But Exhausted) by '52 Program, Make Specific Suggestions for Next Meeting

What would you do if you were running the ASNE convention next year?

To find out what the constituents are thinking, John W. Hillman and Edward M. Pooley of The Bulletin Advisory Committee submitted this question to a cross section of serious thinkers and Men's Bar quarter-backs in the waning hours of last month's convention.

The answers indicate that the Society's most serious problem is one of abundance—the growing size of the membership and the lengthening schedule of an exhausting, if stimulating, program that is attracting more and more members to Washington each year.

"I don't know what we're going to do about it, but it's getting too damn big," said Don Seism of the Evansville Press.

This theme ran through most of the comment. Some of the members, like Don, were not sure what could be done. Others had some emphatic ideas expressed in the following comments:

NELSON POYNTER, St. Petersburg Times: The ASNE has become too regimented.

Smaller ASNE sessions of old were stimulating because more members contributed their two cents, which often was worth more than the main price of the show. Bigger meetings kill discussions and questions. Today only Talbot Patrick and board members are hardy enough to get the floor.

Perhaps we can have the best of the new and the old. I vote for a few large meetings and luncheons with Presidents, Generals and Secretaries. If questions are invited at these meetings, let's have them in writing like the National Press Club.

Then for real fun let's have a variety of panels in the smaller assembly rooms in the Statler or nearby. Members can pick their own panels. Discussion can begin to roll in the Bulletin ahead of the convention.

New personalities and interest will rise through such programming.

JOHN J. McSWEENEY, Wilkes-Barre Times-Leader-News: If I were running the convention in 1953 and thereafter, I would:

1) Have two shop talk panels—one for editorial pages and one for news and features.

2) Mimeograph reports for distribution among members and present summaries only at meetings.

3) Devote one afternoon to acquainting ASNE members with government, preferably by visiting such agencies as the FBI, Treasury and Naval Academy.

4) Provide excursions or other entertainment for ladies while we are absorbing knowledge and culture at sessions.

JOSH L. HORNE, Rocky Mount Telegram: If we are going to have a night session, let's drop the afternoon session for that day. Let's not work 15 hours a day.

FRED C. CHRISTOPHERSON, Sioux Falls Argus-Leader: Two speeches at a luncheon session are one too many, both for the time available and the capacity of the listeners to absorb. It's no wonder that the program schedule goes haywire under such circumstances.

And the time allotted to a speech should be definitely limited and the speaker specifically advised about the minutes available to him. I would like to see more panels on the program on highly controversial subjects of specific interest to the press with much more time set aside for floor discussion.

Let's frown upon the speaker who needs a manuscript. If he isn't qualified to speak without a manuscript, he isn't qualified—with rare exceptions—to speak.

EUGENE S. PULLIAM, The Indianapolis News: I would add spontaneity and interest to the panels by limiting opening statements to two minutes—which would wind up by being five. Members would submit questions in advance, in addition to floor questions.

Also, I would try the Meet the Press formula, with 3 or 4 members quizzing one or more hotshots.

CHARLES A. STORKE, Santa Barbara News-Press: My suggestions for 1953 would be:

1. Bring in the new cabinet officers and administrative officials.

2. Bring in top labor officials, probably balanced with industry spokesmen.

3. Schedule diplomatic spokesmen for major European nations.

WALLACE LOMOE, Milwaukee Journal: I would change the early to late schedule. From 8 in the morning to 11 o'clock at night is too long for an old man.

Aside from that, I would continue the national problem and inspirational type of program—we get a chance to thrash out shop problems at the APME meetings.

WESLEY S. IZZARD, Amarillo Daily News: I think we should have a more varied program, with fewer government officials appearing.

Perhaps it would help to have a non-Washington newsmen as chairman of the Program Committee. I'd like to see it tried for one year.

(Stanley Barnett, Cleveland, was chairman, 1951; Kenneth MacDonald, Des Moines, 1950.—Editor's note.)

MIKE GORMAN, Flint Journal: One thing almost everyone is unanimous on. There is too much convention. I would suggest eliminating the breakfasts and quite possibly limiting it to one night session.

CARL D. GROAT, Cincinnati Post: I would like fewer night sessions and fewer or shorter speeches. A session extending from 8 a.m. until around 10 p.m., as we had Friday of this year, is rather too extensive, even though interesting.

ERNEST B. HUNTER, Charlotte Observer: Let's have not so many sessions not so early in the morning. Let's have one afternoon off to visit the Capitol.

C. D. McNAMEE, Muskegon Chronicle: I think it is too heavy. If there is an afternoon and evening session, there should be no morning sessions.

Any other suggestions?

A WORKING COMMITTEE

Jenkin Lloyd Jones, Tulsa Tribune, chairman of the Bulletin Advisory Board, called his committee together Thursday morning, handed out assignments for them to work on during the meeting. "Too Much Convention?" on this page, and several articles for June are the result of their collaboration.

Although Mr. Jones has served only since enlargement of the Bulletin last fall, he has asked not to be renamed because he soon will make an extended tour of South America. After the June issue is out, all concerned, including the Wilmington staff, will take a needed rest. No Bulletin in July. Then, in August, off to a new year, with a new chairman to be appointed by President Wright Bryan.

Did You Hear?

CORRIDOR CONFERENCE: What does an editor do about printing news or pictures of himself or his family? On some newspapers, the editor winning an Eager Beaver award of the Order of the Okefenokee is a front page must. At least one editor never allows a member of his family to appear in the paper, stopped the press when he discovered that a picture of his wife had slipped in, among a group of ladies pouring at a college alumnae tea. Where do you draw the line? Might make a good symposium for a summer Bulletin.

Paul Smith, Plainfield (N. J.) Courier-News and Paul Smith, Woonsocket (R. I.) Call, were seated at the same banquet table, not by coincidence. Registration clerks can't keep them straight, so it's simpler to put them together. Paul Smith, San Francisco Chronicle, wasn't at the same table too only because he missed this year's convention.

Although the Statler leaves eminent editors sitting in the lobby, reservations in hand but roomless, it does make the cosy gestures of personalized service as advertised. For instance, John Sutlive, Savannah Press, left his glasses on the train when he got off at Washington, had to have S. L. Latimer (one of our few bachelors, did you know?) of the Columbia (S. C.) State read the breakfast menu for him. Washington's Mr. Statler phoned New York's Mr. Statler to meet train, find glasses, return them by next train.

In spite of checks and double-checks one badge out of more than 500 is bound to be wrong. This year we insulted Eugene Farrell, Jersey Journal. Put his paper in Hoboken. Shucks, everyone knows it's in Jersey City.

Only one member asked for a new ballot, R. M. Hitt, Jr., Charleston Post. Says he wasn't careless; on the



Courtesy Associated Press

Louis LaCoss, St. Louis Globe Democrat, Philippine Ambassador Carlos P. Romulo, and Nat Finney, Minneapolis Star at the Saturday breakfast.

contrary, he carefully tore it into shreds with the envelope in which it was enclosed.

Charter members present: Marvin H. Creager, Milwaukee Journal; Grove Patterson, Toledo Blade; Donald J. Sterling, recently retired from the Oregon Journal; Walter M. Harrison, still living in Oklahoma City; Joseph Pulitzer, St. Louis Post-Dispatch; Charles McD. Puckette, Chattanooga Times; and Hamilton Owens, Baltimore Sunpapers.

Gentleman in Navy uniform attending most sessions was a member in disguise, Commander Robert A. Barracks, formerly managing editor of the East St. Louis Journal.

Hope some horticultural enthusiast noticed the ferns and palms adorning the banquet rooms. They cannot be rented or purchased. They're a very special exhibit loaned by the U. S. Botanic Gardens only for very special events.

Former member W. R. (now Studebaker) Walton attended the banquet as guest of his successor as managing editor of the South Bend Tribune, Paul Neville.

About Members

LOOK ALIKES: Three editors, at different times, stepped up to Virginius Dabney, Richmond Times-Dispatch, and introduced him to friends as Senator Kefauver. . . . After the banquet had begun several members stormed out of the hall fuming because of all the candidates in both parties only the Tennessean was at the head table. The truth: Mr. Dabney, new treasurer of ASNE, sat at the head table; the Senator was at Table 32, fourth row, as the personal guest of Loye Miller, Knoxville News-Sentinel.

Only octogenarian member present was A. O. H. Grier, Wilmington Journal-Every Evening, attended all the sessions except the banquet.

Liverpool-born William J. Pape, Waterbury Republican and American, insists he is 78. He ought to know, but it is still unbelievable.



Courtesy Associated Press

Chief Justice Fred M. Vinson; Dow Richardson, Kokomo Tribune; and James A. Stuart, Indianapolis Star, at Sigma Delta Chi breakfast.

Stay-at-Homes

Girls at the registration desk, provided by the Greater National Capital Committee, report that ASNE has lowest percentage of cancellations of any convention on which they work. When editors cancel, it's for good reason. Samples quoted:

W. Earl Hall, Mason City Globe-Gazette: "I've recently returned from a jaunt to Europe and that followed one to Hawaii. To go again would, I'm afraid, implant in the thinking of my associates the horrible suspicion that maybe an editor is an unneeded adjunct around a newspaper office."

Robert B. Atwood, Anchorage (Alaska) Times: "This is a strange world. At last year's convention I heard it mentioned that during the depression many editors could not attend because business was so bum. This year I cannot attend because business is so good. Our city is growing so fast that we are expanding every department. It would throw our program out of kilter if I left now."

Philip D. Adler, Davenport Times, had influenza. Past President Dwight Marvin, Troy Record: "I will have to await the 1953 convention before renewing old ASNE ties. This really breaks my heart for I love the convention; but I love my job even more and I know I have work to do here which is much more important than the joy of meeting the members of our Society."



Courtesy Associated Press

Gideon Seymour, Minneapolis Star and Tribune, with General Omar Bradley, Chairman of the Joint Chiefs of Staff, at military session at which Mr. Seymour presided.

Joe W. Seacrest, Lincoln Journal, cancelled because his mother was ill, only the second meeting he has missed since 1927.

Pressmen's strike on the Tacoma News Tribune kept Frank S. Baker, a charter member, home.

A. H. Kirchhofer, Buffalo Evening News, went to Washington on Wednesday to confer with the Board of Directors on continuation of ASNE support of the ACEJ accrediting program, returned to Buffalo that night because Mrs. Kirchhofer was ill.

E. J. Lynett, Scranton Times, spent the early part of the week at Annapolis. He's one of six appointed this year to Board of Visitors of the Naval Academy.

Brief biographies of members elected to Board were sent to all news services. AP called back to ask, "Is Felix McKnight, Dallas Morning News, the youngest editor ever elected a director?" The answer is no.

Mrs. A. L. Miller, wife of the publisher of the Battle Creek Enquirer and News, enjoyed President Jones' banquet speech so much that she can't wait for the Proceedings to read it; wants a transcript now.



Acme Photo

Photographer to Hamilton Owens, Baltimore Sunpapers: "Pull over real close to her and smile as if you're interested in talking to each other." Quick retort from Mrs. Owens: "Yes, act as if we hadn't been married more than 30 years."



MEMBERS RELAXED—Left: Harold P. McCall, New Orleans Times-Picayune chats with JS Gray, Monroe Evening News and William Fitzpatrick, New Orleans States. Center Top: Raymond Brewster, Huntington Herald-Dispatch and Herman Gieske, Parkersburg News, in mezzanine boudle. Center Bottom: Dorothy Schiff, New York Post and Walter Annenberg, Philadelphia Inquirer talk over publishers' problems at luncheon table. Right: Charles L. Reese of the Wilmington News-Journal Newspapers with Mrs. Reese.



Acme Photo

Taking orders, for a change, instead of giving them, B. M. McKelway, Washington Star, poses as the photographer tells him to. With the ASNE past president are Mrs. Alexander F. Jones, left, and Mrs. McKelway. Mrs. Jones was hostess at directors' reception for Dr. Gainza Paz.

On the Record

ELDERLY HOTROD: J. Melville Ferguson, editor, Philadelphia Bulletin, was nabbed for speeding en route to convention. Let off with a warning. Probably wouldn't have been if the state police knew that three years ago he was fined for same offense in eagerness to reach ASNE meeting. . . . Mr. Ferguson never travels without a screw driver and pliers in his luggage since the time he returned from abroad on the Vulcania and everything in the cabin came loose and rattled, disturbing his sleep. Finds tools handy for odd jobs, like fixing clasp of Mrs. Ferguson's handbag, broken after arrival at Statler.

Thanks to new AP rule limiting terms of Board members, Stuart H. Perry, Adrian Telegram, was with us for the first time in many years. "They kicked me out, so now I can come to ASNE meetings," Mr. Perry commented. "Eased you out, would sound better," Mrs. Perry corrected.

Lucky boy: John R. Herbert, Quincy Patriot Ledger, is taking his 14-year-old son to the convention of the International Press Institute in Paris, then they'll roam Europe for a while.

No Place to Sleep

Several members, with room confirmation cards in hand, were turned away by the Statler Wednesday night. In some cases the editor had only himself to blame; he failed to read the line that says the room will be held only to six p.m. unless the hotel is notified of late arrival. One member made the reservation for Thursday and arrived Wednesday. In other instances the fault was certainly not the customer's.

Francis P. Locke and Herbert Koehl, both Dayton Daily News, were on a plane that was delayed; the airline contacted the Statler to hold their rooms. Yet,

arriving in the wee hours, they sat in the lobby the rest of the night.

Newton Aiken, Baltimore Sun, finally gave up hope and drove back home to sleep.

Kenneth MacDonald, Register and Tribune, coming down from Massachusetts where he'd been visiting his son in prep school, realized he'd be late and phoned his Washington Bureau to go over to the Statler and see that the reservation was held. Still no room on his arrival.

Joseph Agor, Shamokin News-Dispatch, finally decided "any port in a storm" and put up at an inn where sleep was impossible.

These we know about. There may have been others. Any member who had a grim experience is invited to report his experiences. Please give this office full details so that we can bear down on the Statler to investigate what went wrong and how a similar situation can be avoided next year.

The Younger Set

So many nice youngsters at the banquet with so many proud papas, that we can't recall them all. But among them —

Edward Lindsay, Decatur Herald and Review, with daughter Anne, at Madeira School now, heading for the University of Chicago.

B. M. McKelway, Washington Star, had as his dinner guests, a son who has been training in El Paso under E. M. Pooley of The Herald-Post, and the younger McKelway's bride.

Richard J. Finnegan, Chicago Sun-Times, a Distinguished Service member of the Society, escorted two granddaughters to some of the sessions, but not to the banquet. Sad story. Older girl, student at St. Dominic's in Oyster Bay, might have attended, but had to baby-sit with younger sister.

Attending the sessions with Verne Joy was his grandson, working on the Centralia Sentinel, and learning the business under excellent auspices.

Five of our six women members attended: Oveta Culp Hobby, Houston Post; Rebecca Gross, Lock Haven (Pa.) Express; Dorothy Schiff, New York Post; Blanche Hixson Smith, Meriden Record and Journal; and, newly elected, Alicia Patterson, of Newsday, Garden City, Long Island. Absent: Minnie R. Dwight, Holyoke (Mass.) Transcript Telegram.



Acme Photo

Basil L. Walters, Knight Newspapers, ASNE first vice-president, and Mrs. Jenkin Lloyd Jones, wife of the Tulsa Tribune editor, at cocktail party before banquet.

Why Meetings Are Crowded

In view of complaints about crowded conditions at last month's convention, your assistant secretary has hunted up the figures over the past eight years.

In 1946, 288 members attended; this year, 380. An average annual increase of a dozen or so explodes the prevailing impression that attendance is growing by leaps and bounds.

Then where do all those people thronging the corridors and meeting rooms come from?

They are guests of individual members.

Some of the larger newspapers bring several staff members. The editors of some very small newspapers always bring along the publisher and his wife. Many members feel that the ASNE meeting contributes importantly to the education of a telegraph editor or a business manager. Of the wives who go to Washington, some have an interest in editorial affairs or a financial interest in the paper; they too enjoy the sessions. And, of course, Washington staffers abound.

How many non-members attending does this add up to? Nobody knows precisely. But the sale of extra luncheon tickets and the number of chairs needed in the Congressional Room, above the actual membership, puts the figure well over two hundred.

What to do about it? Nobody knows that either.

One year, in an attempt to satisfy the members complaining that they could not find seats because of outsiders crowding the room, the hotel put up plush ropes to separate the sheep from the goats. "Members with badges, up front.

please. . . . Sorry sir, if you're a guest would you take a seat in the rear?"

Few Attend Resolutions Session

Before the convention, the Resolutions Committee, headed by L. R. Blanchard, Rochester Democrat and Chronicle, polled 40 members for suggestions.

"The result," Mr. Blanchard reported, "was a disastrous defeat for the tradition of resolutions."

He added that the general feeling was that it is difficult to get a really strong opinion expressed by the Society because the tendency in the past has been "to rub every resolution down so it had no spine left." Besides, he said, several topics on which the Society might resolve had been disposed of by Board action or at some prior meeting of the Society.

The first resolution brought in by the committee thanked everyone who helped with the program, particularly President Alexander F. Jones and the program chairman, J. R. Wiggins, Washington Post. Unanimously adopted.

The second, and last, applauded the outcome of the Lake Charles, La., defamation test case. After spirited discussion of the wording, it was tabled.

A new resolution on the same subject was presented from the floor and adopted. This reads:

"Be it resolved that the American Society of Newspaper Editors expresses its gratification that an apparent effort to intimidate news-

papers of indignation from members. "This is my publisher. I will not be separated from him."

Down came the plush ropes, fast. But the problem is still with us for 1953.

papermen in the discharge of their duties has been repudiated officially by the District Court at Lake Charles, Louisiana."

A resolution from the floor, based on President Truman's statement at his press conference on the right to seize newspapers, reiterated the ASNE's stand that freedom of the press is an inalienable right of the American people. Tabled.

About a hundred members stayed for the resolutions session.

Constitutional Amendments

All four amendments to the Constitution, previously approved by the Board, were adopted by the membership.

The major one changes the basis for eligibility from city population to newspaper circulation. This will require printing new application blanks, and some study by the membership committee. Therefore, members wishing to propose candidates are asked to await announcement of the 1952-53 membership chairman before submitting names.

A section added to Art. II provides that members retiring from newspaper work because of age or health who do not engage in any occupation which in the opinion of the Board would make them ineligible may be elected.

Another amendment permits retention on the rolls, for the duration of the military emergency only, of members temporarily in government service.

Applicants in these two categories should consult the Secretary, Kenneth MacDonald, executive editor, Des Moines Register and Tribune.

The fourth amendment passed clarifies the language of the section stating membership qualifications.



Courtesy Associated Press

Bert Struby, Macon Telegraph; his banquet guest, Senator Richard Russell of Georgia; Mrs. Simon Casady, wife of the Publisher of the Phoenix Republic and Gazette; and Joe Parham, Macon News.



Donald J. Sterling, president of the Society in 1939, was re-elected to membership under the Distinguished Service clause of the constitution, at the Board of Directors' pre-convention meeting. Mr. Sterling had become ineligible for regular membership upon his retirement as managing editor of the Oregon Journal last March.

A profile in The Journal's house organ relates that Mr. Sterling went to Portland in 1909 as Sunday editor and continued to maintain a grip on the Sunday paper long after he became managing editor.

Every Saturday night he was in the composing room. If a social engagement required his presence, he would appear with a sweat shirt over his dress shirt. Between editions he would run out and keep the social engagement and then rush back to see that the paper went to bed properly.

In the 1920's there was a big jail break at the state prison; the news editor was in Europe and Mr. Sterling took over that desk as well as his own. In the ensuing days of manhunting, reporters on the story lost plenty of sleep, but the managing editor lost just as much as his reporters and that pleased everybody.

There was just one thing nobody dared to say to Mr. Sterling. That was "they said." Anyone who made that remark was certain to be blistered. In his book something is true or it is not true; and if true, there must be a fact and not a "they said" to back it up.

RECORD!

Kenneth MacDonald, Des Moines Register and Tribune, made his report in 238 words, in the hope of going down in ASNE history as the Secretary who made the briefest report ever heard.

Membership total, he said, is 534, a net increase of 12 since a year ago.

Eighteen Elected to Membership

Of 18 new members elected by the Board of Directors on a mail ballot just prior to the convention, only two were unable to attend the convention. The complete list of electees follows:

Richard H. Amberg, publisher, Syracuse Post-Standard

M. W. Armistead, III, vice president and associate publisher, Roanoke Times and World-News

Jameson G. Campaigne, editorial page editor, Indianapolis Star

Turner Catledge, managing editor, New York Times

John F. Day, managing editor, Louisville Courier-Journal

David W. Eyre, managing editor, Oregon Journal

Thomas R. Furlong, managing editor, Washington Times-Herald

Charles Henry Hamilton, managing editor, Richmond News Leader

Robert H. Kirkpatrick, editor, Bethlehem Globe-Times

A. M. Learned, editor, Schenectady Union-Star

Andrew H. Lyon, managing editor, Bridgeport Post

Charles P. Manship, Jr., publisher and editor, Baton Rouge State-Times Morning Advocate

Joseph F. McDonald, editor and publisher, Nevada State Journal, Reno

Ralph Nicholson, editor and publisher, Charlotte Observer

Earl H. Richert, editor, Evansville Press

A. Reed Sarratt, Jr., editorial director, Winston-Salem Journal-Twin-City Sentinel

John Spencer, managing editor, Norfolk Virginian-Pilot

William M. Tugman, editor, Eugene Register-Guard

Mr. Day and Mr. Nicholson are

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

PRESIDENT
WRIGHT BRYAN *Atlanta Journal*

1st VICE-PRESIDENT
BASIL L. WALTERS *Knight Newspapers*

2nd VICE-PRESIDENT
JAMES S. POPE *Louisville Courier-Journal & Times*

SECRETARY
KENNETH MacDONALD *Des Moines Register and Tribune*

TREASURER
VIRGINIUS DABNEY *Richmond Times-Dispatch*

The Board of Directors consists of the officers and the following:

STANLEY P. BARNETT *Cleveland Plain Dealer*
J. DONALD FERGUSON *Milwaukee Journal*
GEORGE W. HEALY, JR. *New Orleans Times-Picayune*

ALEXANDER F. JONES *Syracuse Herald-Journal*
JENKIN LLOYD JONES *Tulsa Tribune*
B. M. McKELWAY *Washington Star*
FELIX R. McKNIGHT *Dallas Morning News*
GIDEON SEYMOUR *Minneapolis Star & Tribune*
J. R. WIGGINS *Washington Post*
DWIGHT YOUNG *Dayton Journal Herald*

ALICE FOX PITTS, Assistant Secretary and Editor of The Proceedings. Address: Box 1052, Wilmington 99, Del. Telephone and telephone address: Wilmington 3-7950.

May 1, 1952 No. 343

former members, ineligible for a time and now re-elected.

Despite aversion to early rising, the membership in almost full force attended the breakfast for the new members elected throughout the year. Coleman Harwell, Nashville Tennessean, membership chairman, was in charge of the program, assisted by Michael Gorman, Flint Journal, reception chairman, and his committee.

Some of the new members were taken by complete surprise when Mr. Harwell introduced them with biographical sketches. As an example, of Rupert Gillette, Charlotte Observer, he said, "I understand that you were born in Texas, and never rode a horse; that you were reared in New Mexico and never fired a gun; that you lived on the Rio Grande and never wore a ten-gallon hat; that you worked in Fort Worth and never saw a rodeo."

Where did he get the facts? He did it the hard way, by writing the city editor on each new member's newspaper in advance of the meeting.

Mr. Harwell called on all the freshmen to tell what is distinctive about their papers and, as a final fillip, asked two of the group to give their opinions of political polls. David W. Eyre, Oregon Journal, favors them; Paul Neville, South Bend Tribune, does not.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 344

June 1, 1952



The ASNE editor, whose paper ran this picture, is normally squeamish about corpses, particularly bloody ones. But the dead youth murdered two policemen and had a wild career of kidnapping, robbery and jailbreak before a roadblock stopped him and he attempted to flee on foot. The editor felt the moral lesson would not be lost on youngsters inclined to be a little wild. The grimace of the cop in the center speaks volumes of hatred and disgust.

How Gory Can You Get?

A symposium gathered by Fred C. Christopherson, Editor of the Sioux Falls Argus-Leader.

Newspapers are printing more and more starkly realistic pictures. Prints that would have been shunned without hesitation 25 years ago now find their way readily to page one.

Is this bad or is it good? In other words, how gory can we get? How far should we go in the publication of pictures of maimed bodies, corpses and tragic accidents? What about the right of an individual to be free from the peering photographic eyes in a moment of intense individual grief?

These questions were put to a cross-section of the ASNE members at the April convention and here are their replies:

F. W. BRINKERHOFF, Pittsburgh Headlight and Sun: Editors on the various levels of newspaper administration are supposed to be human and representative of the people in their thinking and in their tastes. So determining the degree of permissible gore, pictures of death scenes and family tragedies and such things, certainly can be done by the responsible editor on his own sincere views. It is probable that editors today are trying to print what they fancy the readers want in pictures. We would approach much nearer to the desirable achievement if the editor would bar any picture that is offensive to him instead of using it because he feels that the tastes and refinements of his readers are far below his own.

EDWIN B. WILSON, Brooklyn Eagle: I am among those who have been somewhat upset over the extent to which "gory" newscaptures are now being printed. But I have no fixed position of being for or against the use of such photos as a whole. It comes down largely to a matter of good taste. Yet what one editor would consider in good

Can We Over-educate 'Em?

By JENKIN LLOYD JONES
Editor, The Tulsa Tribune

From the dean of journalism in a certain large school, which we will call the University of Michigan, many editors have recently received a dodger describing a new journalism course. This course, briefly, is aimed chiefly at making foreign correspondents, and it calls for a one-year "internship" on "selected newspapers," open only to students who have completed "two years of graduate specialization."

Those of us whose college educations were tragically interrupted at the end of our senior years may have had some difficulty with the lofty phraseology of this announcement.

We read, for example, that this new course heralds "the coming of age of the profession of journalism." It represents, says the dodger, "a girding of intellectual resources."

We read that certain journalism courses must be considered "catalytic and integrating agents" for a larger cultural outlook.

We read that students select "a functional sequence of studies," so that they may be aided in "developing modern methods of social analysis."

Hot damn! But is all this going to produce more competent reporters? I doubt it.

First, what about that smug word, "interne"? It implies that

(Continued on page 10)

taste might be disgusting to another.

The importance of the picture is naturally a big factor. For instance, one of the most shocking pictures ever printed was that showing the hanging of Mussolini. But that was a historic picture showing one of the greatest villains of his day finally getting his just deserts.

"Gory" pictures of the type which often should be printed are those showing dead and injured spread out on a highway immediately after an automobile accident. Perhaps they will finally shock our reckless drivers sufficiently for them to begin to exercise some care at the wheel.

Like all types of news, "gory" pictures should be used on their merits—but with great discrimination, for there is always the danger of seriously offending large portions of a newspaper's readers.

WARREN MORRELL, *Rapid City Journal*: We cannot be too gory in publishing photographs of automobile accidents. In other pictures, good taste should be the deciding factor. Every editor knows how far he should go in selecting pictures for his paper's readers.

A. VERNON CROOP, *Rochester Times-Union*: The picture showed a frantic young mother with hands

clasped around her husband's waist, head drooped on his shoulder. They stood on the bank of the creek where their young son had disappeared in the swollen current moments before—too many moments to leave any real hope. Men in boots were wading, searching for the body. It was the kind of picture that wins prize contests.

The Page One display brought a violent reaction.

Some said it was an unwarranted invasion of privacy, should not have been published. Others said it was one of the best news pictures of the year, deserved all the display it got. The ardent pro and con sentiment seemed about equally divided, both among newsmen and the public.

What would YOU have done? (Study Croop's picture, reproduced on this page, and tell us what you would have done.)

CONRAD N. CHURCH, *Pontiac Press*: We do not publish gory pictures in view of our publication in a medium sized city. We believe that the vast majority of our readers approve our policy. We almost never use pictures showing bodies of victims. We use pictures of wrecked cars as safety lessons.

Our policy except on very rare occasions is to inform our readers rather than to try to shock them.

We feel there is enough horror

in the world without spreading it before children and others at the family fireside.

RICHARD CLARKE, *New York News*: I have asked several members of The News' staff, particularly those who handle photographs, whether there has been in their opinion an increase in the gory type in recent years. The answer is yes: More of these pictures are made than ever before and more are used in The News and other New York newspapers because of their dramatic appeal.

There are several reasons for the increased volume. One of the most important is the general use of radio-telephone in reporters' and photographers' cars. This gadget enables the men to get a quick report of an accident and to arrive at the scene before police and hospital people have had a chance to clean things up, as used to be the case when the reports were routed through Police Headquarters and the city desks. We now have the opportunity to make action shots of doctors working over the injured, priests giving last rites, etc.

There seems to be a definite change in the attitude of picture editors to the type of photographs we are discussing. For some time, the New York Herald Tribune had a rule that no corpses were ever to be shown in pictures. This appar-

ently has been revoked. Photographs of automobile accidents particularly are now used to campaign for safe driving, more traffic lights, compulsory brake inspection, etc.

Another factor contributing to the volume of gory pictures available is the increasing accident rate which seems to cover all the fields of transportation—automotive, railroad and air. The picture services are supplying this type of material in increasing volume. Since many smaller newspapers rely largely on the services for their picture coverage, it is only natural that more of this type get into print.

In New York particularly the amateur photographer has become an important source of accident pictures. The News, Mirror and the Journal American offer substantial cash inducements to amateurs to submit accident photographs which they may secure by chance. The News obtains a considerable number of shots of this sort for which it pays, although the pictures themselves may not be published.

H. D. PAULSON, *Fargo Forum*: We have no compunction about printing gruesome pictures. We use them. Some years ago we carried pictures of 14 people strapped in, sitting upright—in a wrecked plane. They were charred remains.

Several years ago a baseball club from Duluth, Minn., carried in a bus, died in a fiery furnace. We did not get the picture immediately, asked for it, printed it.

So a Fargo matron lies in the ditch, her car wrecked, her legs bared, her face with unseeing eyes. So we print—in the seemingly futile hope that somebody else will drive carefully—for his own good, for the good of the other fellow. We do have some unfavorable repercussions—largely from the affected families.

M. H. WILLIAMS, *Worcester Telegram and Gazette*: Our policy is and always has been to play down or eliminate gory pictures in proportion to their goriness. That is, if they are gory enough to be really shocking and revolting, we arbitrarily eliminate them—sometimes over the bleeding bodies of managing editors or city editors who feel strongly that they should be published. We even eliminate or minimize pictures of people in hospital beds or any old beds, not because they are gory or otherwise flavored with horror but because we believe people see enough of



The story of the dramatic rescue of a girl plane crash victim in the wilderness of a western state would have been flat without this picture. The news photographer was with the search party when they came upon the scene 24 hours after the crash. (She lived.)

Lindstrom Will Head Editorial Committee

President Wright Bryan has named Carl E. Lindstrom, managing editor of The Hartford Times, chairman of The Bulletin editorial committee. Jenkin Lloyd Jones, retiring chairman, will continue on the committee; other members will be announced in the August issue.

Mr. Lindstrom is among those editors who feel that newspapers could be and should be improved by constant self-analysis. In the July 1951 Bulletin, he wrote an article entitled "Can't Editors Take It?" in which he said that editors are given to listening to their critics only peevishly or not at all. In an address before the Connecticut Newspaper Association he expressed the fear that people in general are not on our side in the battle for press freedom, and placed a large share of the blame on newspapers' shortcomings. As chairman of the APME writing committee, he reported, at the San Francisco meeting, that "the writing is not good enough."

A native of Michigan, Mr. Lindstrom worked on newspapers in Davenport, Iowa, New York City, and Waterbury, Conn., before settling in Hartford more than 30 years ago.



CARL E. LINDSTROM

Proceedings Published in July

Although the annual Problems of Journalism will be larger this year than last (approximately 112,000 words spoken at the 1951 convention to 154,000 this year), work on the book is progressing faster. The printer promises publication by mid-July.

Changes in title should be reported at once to the Office of The Bulletin.

TRIBUTE

"Citizens of this country owe a debt of gratitude to the American Society of Newspaper Editors. They have been untiring in their fight to maintain the people's right to know."—From the address of the President, Charles F. McCahill, at the 1952 ANPA convention.

Would You Print These Pictures?



A. Vernon Croop, managing editor of the Rochester Times-Union was perplexed when this picture reached his desk for a decision about its publication. He discusses his problem in the accompanying symposium on pictures.



The gentleman on the barroom floor has just been shot through the kidney by the husband of his weeping companion. The ASNE editor who proudly ran this photo makes no claim to uplift or social significance. "It was just a damn good picture," he says.

TV Is Affecting Newspaper Readership Little, If At All

By RALPH D. CASEY
Director, School of Journalism,
University of Minnesota

Just what is television doing to newspaper readership? More specifically, what is it doing to the editorial page? Does ownership of a set detract from, add to or not affect reader-traffic on particular sections and items in the newspaper?

Two years ago many forecasts were being made on effects of television on newspaper reading. Studies in the Research Division of the University of Minnesota School of Journalism do not support these forecasts. The studies were made possible by a grant from the Minneapolis Star and Tribune, newspapers which are at the forefront in audience research.

In 1952 television is a mass medium in the 63 metropolitan areas of the country with television stations. Latest estimates show set ownership at about 60 per cent (of homes) in those areas. On the basis of continuing research in Minneapolis through late 1951, it is possible to draw some tentative conclusions.

Owning a television set may stimulate reading of certain news and features. Articles about television personalities, post-telecast stories about actual events, politics, sports, special events, etc., will often find a higher proportion of television owners than non-owners reading them. In these areas, television may stimulate curiosity to find out more about the events.

Owning a television set may decrease reading of certain items. Since television's primary purpose is entertainment, some set owners may bypass such things as comics, etc., but this is not true of all owners or all entertainment categories.

Owning a television set will have no effect at all on the greater part of the newspaper since the primary functions of the two media are largely different. The newspaper's function is primarily to inform.

Research conducted by the Research Division of the University of Minnesota School of Journalism for the last several years forms the basis for these tentative hypotheses.

Intensive surveys in 1950 and 1951 explored relationships between television owning and newspaper reading.

In this brief space, I will dwell on what we have found out about television's effect on the editorial page.

Reader traffic in the editorial section (containing two editorial pages and several of feature news, etc.) of the Sunday newspaper in Minneapolis is slightly greater among non-television readers. The differences, however, are small and could be due to chance.

In the 1950 sample of two hundred adults, about 45 per cent had television in the home. In 1949, the estimate was 15 per cent television homes. The 1951 sample of 397 adults showed 55 to 60 per cent with television.

Reader traffic on editorial pages alone shows slightly higher traffic with non-television readers, but the differences are not large or consistent enough to be statistically significant.

The morning paper sample contained 200 adults and the afternoon paper sample, 191 adults. All samples were independent and randomly selected.

It will be noticed that the results are remarkably consistent until the afternoon daily figures show more reader traffic by television owners. This inconsistency holds throughout all the comparisons that follow.

Reader traffic figures on local editorials show again that there is no consistent difference between television owners and non-owners in readership of editorials as a class of content.

However, there is an indication that non-television readers may read more editorials, as evidenced in the readership of the specific editorial items.

On the basis of the evidence, we are not justified in saying there is any difference between television and non-television readers in attention to editorials. However, the figures offer an indication that the non-television group may be more likely to read local editorials. Further research is needed on this point.

The portion of the editorial page devoted to "Letters to the Editor" has the same pattern as the editorials.

The afternoon newspaper again varies from the pattern of the others.

Summarizing other research, we have found these things:

(1) Television set ownership is spread through every major segment of metropolitan society. There is no difference between owners and non-owners with regard to age, income, education, union membership and politics. Before 1951, television owners had higher incomes.

(2) Radio and movie participation has decreased among television owners, newspaper reading time and magazine reading time are only slightly less for owners. The theory is that entertainment media are suffering heavily from television, the primarily informational media are holding their own.

(3) Reading time has decreased least among morning newspapers. Television owners spend 93 per cent as much time with the morning newspaper, 80 per cent as much time with the afternoon newspaper and 79 per cent as much time with the Sunday newspaper as non-owners.

(4) Newspaper circulation has continued to increase through the television years.

(5) Television owners of more than one year spend more time with newspapers and magazines than owners of less than a year. As the novelty wears off, readers return to their old newspaper habits.

Time devoted to radio continues to decrease the longer the television set is owned.

In summary, we are fairly safe in saying that whatever television is doing to the audiences of other media, it is affecting newspaper reading little if at all.

(Mr. Jack Haskins, instructor in journalism, aided in the completion of the foregoing research study.)

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Correcting Some Misconceptions About the Press

By HAMILTON OWENS
Editor-in-Chief, Baltimore Sunpapers

When the framers of the Constitution said the press should be free they included all printed matter. The word "press" includes circulars and throw-aways and comic books at one end of the spectrum and it includes novels, learned publications, religious tracts, and thin little volumes of privately printed verse by Miss Susie Throttlebottom at the other. Somewhere in between these extremes you might, if you cared, place daily newspapers. The only thing all these have in common is that their right to exist is guaranteed by the Constitution...

Daily newspapers as such have no special rights. The right they exercise is a right guaranteed to everyone. Everyone of you has the right to speak her mind as violently, as irrationally and as irresponsibly as she chooses. Everyone of you has the right to print her thoughts, however violent, however irrational, however irresponsible, on a throw-away and scatter them over the sidewalks, subject only to municipal ordinances about littering the streets. You'd be surprised how many Americans resort every day to the exercise of this inalienable right. And you'd be surprised how many more know nothing of their own privileges and insist that they have a right to say their say in our columns, for which we pay the bill.

Responsibility to Whom?

Am I as editor responsible to the president of my company, or to my inherent prejudices as an unconstructed rebel or to the leaders of the community? Am I responsible to our advertisers? If so, to which ones? To those which advertise in large space nearly every day or to those who buy the smaller but more expensive bits on the back page? They don't all agree on any question.

Perhaps you will say that I am responsible only to my conscience. But my conscience doesn't tell me whether it is better to support or oppose public housing for the poor at the expense of the tax-paying middle-classes. My conscience is singularly silent on most of the issues that come up for decision every day. Nearly every editor will support me in that, I think.

Well, then, perhaps I should listen to my readers and be responsible only to them. . . . But readers too disagree, as every election proves. . . .

No, I am afraid that there is no satisfactory answer to the question "responsible to whom?"

Now we come to the question, embedded in my subject, of leadership by the press in a democracy; and that, I am afraid, is the thorniest of all. Whom are the newspapers to lead and to what goal? . . . Mr. Joseph Stalin knows precisely whom his newspapers are to lead and what the goal is. He sees that they do it too. But the beauty of our system is

that there isn't any agreed on goal save that of the general welfare and even as to the meaning of that phrase, except in time of war, there are at least 150,000,000 different ideas. . . .

How then is it possible to provide leadership for people who so greatly resent being led that they have erected a whole system of government to prevent it? How lead them to a goal when, save in minor matters, you have no way of knowing what goal they cherish?

Why Be a Newspaperman?

Human beings are motivated by all sorts of selfish considerations and one of the frequent ones is to make a noise in the world, to attract attention. There is some of this desire in nearly every good newspaper, I think. . . . The news editor of a paper has to decide every day whether he gets a greater personal reward out of playing up a juicy murder or some new and perhaps important national or international happening. He may also ask himself which is the more likely to sell papers. But by and large the decision he makes will be influenced by his own knowledge of the world and his own judgment as to the importance of the matter before him. He may, and frequently does,

change his mind between editions, so that in one mood the juicy murder gets the play and in another the decision of the Foreign Ministers. It seems to me I have noticed, in the past few years, that the Foreign Ministers get more of the big headlines than the murderers. Perhaps that's leadership. Maybe it's just following the crowd. Anyway, if he is a good newspaperman and he thinks the Foreign Ministers are news, they become news the instant he makes his decision. His competitor down the street may figure it just the other way.

I personally feel that if any public obligation rests on a newspaperman, it is to try to help keep his own doorstep, by which I mean his own community, relatively clean and decent. This is one of my prejudices. It is purely selfish. It grows out of the fact that I like the idea of living in a decent city and I like the idea that I am doing my bit to keep it so.

The Work of an Artist

Complete objectivity in news presentation has never been attained in any newspaper and never will be attained in anything save stock tables and similar tabulations. No human being is wholly objective and newspapermen are all too human. Most of us hold objectivity before us as an ideal. But the mere fact that we have to select out of thousands of possible bits of information those which will find a place in our columns gives us away. Selection is the work of an artist, good or bad, and so, willy-nilly, the newspaper is a work of art, a daily attempt to reduce the chaos of the universe into some sort of understandable order.

News-Gathering Treaty Called Threat to Constitutional Rights

By WILLIAM H. FITZPATRICK
Editor, New Orleans States

(Mr. Fitzpatrick won the Pulitzer Prize for distinguished editorial writing in 1951 for a series of editorials on Government by Treaty, which pointed out the effects the American Bar Association thinks an abuse of the treaty power may have on the Constitution. He recently resigned as Editor of The States to join The Wall Street Journal as Associate Editor.)

The April issue of The Bulletin contained a discussion between JS Gray, editor of the Monroe Evening News, and Erwin Canham, editor of the Christian Science Monitor, on the Draft Convention on Gathering and International Transmission of News and Right of Correction. Mr. Canham attempted to answer objections to this treaty advanced by Mr. Gray and Mr. Carl Rix, a former president of the American Bar Association. Mr. Canham dismissed all arguments against the treaty as exaggerated, distorted and political and he even accused Mr. Gray and Mr. Rix of demagoguery, though less demagogic gentlemen I do not know.

Now if only Mr. Gray and myself were arrayed against Mr. Canham in this discussion I would be perhaps less disinclined to bow to his superior experience and maturer judgment. But it is Mr. Canham who is arrayed against the American Bar Association, which sees dangers in this treaty which Mr. Canham does not now see. If we were discussing the gathering of a news story Mr. Canham's opinion would be more acceptable to me than that of most lawyers. But we are here touching on matters of treaty power and the law, and whether misuse of the treaty power can override sections of the Bill of Rights. I submit that perhaps the lawyers of this country who condemned this proposed treaty overwhelmingly on February 1 quite possibly know more of the effect a treaty can have on our constitutional processes than even Mr. Canham, even though he helped to write this treaty.

Mr. Canham wrote in The Bulletin: "Frankly, I think this present tumult is largely political, and the arguments against the treaty are grossly exaggerated and distorted." I do not know what he means here by the word "political." Surely he cannot mean that he believes that the members of the

House of Delegates of the American Bar Association, which is composed of two members from each state representing upwards of 40,000 lawyers, are all Democrats or all Republicans or even all engaged in the formation of a new party of reaction, as yet unnamed by Mr. Canham. Yet it is true that the bar is engaged in politics in this matter; it is the very highest order of politics. It is service in defense of the Constitution. If that is what Mr. Canham means when he speaks of politics, I hasten to applaud the phrase. It is an apt one.

Many editors do not know that the American Bar Association is so disturbed over the impact of treaties such as the one Mr. Canham unqualifiedly endorses that the bar has proposed an amendment to the Constitution to cure the treaty defect.

That amendment deserves the support of the American press. It says simply: "A provision of a

treaty which conflicts with any provision of this Constitution shall not be of any force or effect. A treaty shall become effective as internal law in the United States only through legislation by Congress which it could enact under its delegated powers in the absence of such treaty."

The meat of the treaty question simply is this: The restraints laid upon the Congress concerning the making of laws respecting religion, free speech, a free press, the right of peaceful assembly and the right of petition are not included in Article 6 which makes all treaties the supreme law of the land. The Congress as such is not concerned in the making of treaties. The President makes treaties and the Senate ratifies (or rejects) them and there are no Constitutional restraints laid upon these powers.

There is conclusive proof that the President and the Senate can enact treaty law where the Congress is powerless to act. It was proven more than 30 years ago.

In 1913, the Congress passed a migratory bird law. It was attacked as unconstitutional on the grounds that it invaded the reserved powers of the states, and two Federal courts held it unconstitutional. The treaty route was then sought, a treaty was signed with Great Britain, and the Congress then enacted a second migratory bird law. This time in 1920, the law was upheld as

(Continued on page 8)

UN Treaty Warnings in 1948

Editor, THE BULLETIN:

I was delighted to find Mr. Krock taking credit for foresight in condemning the UN treaty on news gathering etc. He dates his objection from May 17, 1949, and notes that he repeated them on June 22, 1949.

I was delighted, as I say, because he has provided me, too, with an occasion to be boastful in a genteel way, as if my only purpose in writing was to set the historical record straight.

What follows is the last paragraph of a Chicago Tribune editorial of April 6, 1948, published more than a year before Mr. Krock sounded his alarm:

"What the Geneva conference may succeed in doing, however, is to elaborate an international treaty containing many exceptions to the free press principle. If such a treaty were approved by this country, it would surely be cited as authority for invasions of liberty here. Ameri-

cans cannot gain anything from such a treaty, but they can lose the protections which are ours, thanks precisely to the fact that the first amendment contains no qualifying clauses."

Editorials to much the same effect appeared on May 21, 1948 and August 18, 1948. Mr. Canham says in his reply to Mr. Krock that at the time of the Geneva conference of 1948 "no serious notes of warning were sounded." Come, come, Mr. Canham. None was heeded.

How did we happen to arrive rather promptly at what is now widely believed to be the right answer? I think it was because we didn't start with romantic notions of the duties of America toward other nations or with a wishful estimate of their readiness to accept American ideas in substitution for their own.

LEON STOLZ
Chief Editorial Writer
Chicago Tribune

Dr. Cross Surveys Our State Laws

An Analysis of Statutes Defining 'Public Records'
And Those Declaring Rights of Inspection

By HAROLD L. CROSS
Special ASNE Counsel on Access to Information

At the annual meeting I reported need for improvement in many states of the law on two basic points—definition of the term "public records" and declaration of general rights of inspection thereof.

In statutory action it is important, of course, to adopt forms and terms which fit the legislative policy and formula of the particular state and have been interpreted by its courts. Newspapers which are not confronted by nearby sessions of their legislatures would be well advised to await publication this fall of my general report to the Society. It carries the texts of all general statutes of definition and all general statutory declarations of rights of inspection, indicates legislative policies state by state and affords means for comparative checking of judicial interpretations.

As reported, the primary, or first instance, reliance of newspapers should be on their own well-tryed methods rather than the law. The fact as to access and the law thereof are different things and often wide apart. Correspondence with some editors indicates satisfaction with the fact in states where the face of the law is adverse. Sometimes editors in such states disagree on that point. Precise determination is impracticable. It may be a nice question of judgment in such states whether or not to let the sleeping dogs lie.

In general on the face of the law states with general statutes of definition or statutory declarations of general rights of inspection are better off than states which have dealt with the matter piecemeal by legislation declaring some particular records open to inspection and other particular records closed. And the former states are much better off than those which have left the matter almost wholly to the common law.

Definitions

The point is basic. Unless a record is legally "public" there is no enforceable right to inspect it. Definition here, as elsewhere, is a hard task. The principal aim of new legislation is to avoid the restrictive effect of common law or statutory definitions such as these:

"A public record is a written memorial, made by a public officer authorized to make it. It is required by law to be kept, or necessary to be kept, in the discharge of a duty imposed by law, or directed by law to serve as a written memorial of something written, said or done."

"A public record, strictly speaking, is one made by a public officer in pursuance of a duty, the immediate purpose of which is to disseminate information to the public, or to serve as a memorial of official action for public reference."

The term "law" thus used means statute. My contention is that the right to inspect a record should not depend on the accident of a statute pertaining to it or the intent which produced it. It should depend on the status of the document as a record of exercise of official functions.

Some 15 states have more or less general statutes of definition. Those of Delaware, Kansas, Maryland, Massachusetts, New Jersey and Texas are to be avoided. Some additional states, notably New York, produce an effect of definition by broad mention of

classes of records in statutes granting rights of inspection.

The following evidence varying legislative approaches. Each marks an advance over general common law rules. On the whole each has received liberal judicial interpretation.

California, Idaho, Montana, Oregon, Utah

"Public writings are: 1. The written acts or records of the sovereign authority, of official bodies and tribunals, and of public officers, legislative, judicial and executive, whether of this state, of the United States, of a sister state, or of a foreign country. 2. Public records, kept in this state, of private writings."

That stark brevity leaves wide scope for judicial interpretation. I would not advocate its adoption along the Atlantic seaboard, especially New England. However, combined with good statutes defining "judicial records" and granting rights of inspection, its application on balance has been liberal.

Louisiana

"Be it enacted by the Legislature of Louisiana, That all records, writings, accounts, letters and letter books, maps, drawings, memoranda and papers, and all copies or duplicates thereof, and all photographs or other similar reproductions of the same, having been used, being in use, or prepared for the use in the conduct, transaction or performance of any business, transaction, work, duty or function, conducted, transacted, or performed by or under the authority of the Constitution or the laws of the State of Louisiana, or the ordinances or mandates or orders of any municipal or parish government or officer or any board or commission or office established or set up by the Constitution or the laws of the State of Louisiana, or concerning or relating to the receipt or payment of any money received or paid by or under the authority of the Constitution or the laws of the State of Louisiana, be and the same are hereby declared to be public records, subject to the provisions of this Act, except as hereinafter provided."

The foregoing is part of the "Public Records Act," unique in the Nation, a long, comprehensive, packaged measure stating in minutiae what records are public, the exceptions that are not, the rights and enforcement procedure for inspection, penalties for violation and all else. Despite excess verbal baggage, the Act, is useful, convenient, liberal. It has been favorably construed and is well liked by newsmen. It deserves respectful consideration.

New York

"All books of minutes, entry or account, and the books, bills, vouchers, checks, contracts or other papers connected with or used or filed in the office of, or with any officer, board or commission acting for or on behalf of any county, town, village or municipal corporation in this state are hereby declared to be public records and shall be open, subject to reasonable regulations to be prescribed by the officer having custody thereof, to the inspection of any taxpayer."

Backed by statutes applicable to state records and records of particular bodies, that provision has produced highly favorable results.

Kentucky

"Unless otherwise provided by law, all papers, books and other records of any matters required by law or administrative rule to be kept by any agency, and all records arising from the exercise of functions authorized thereby, are public records and shall be open to inspection by any interested person."

That measure's special virtues lie in the emphasized words. Their effect has not been fully interpreted.

They must have been put there for a purpose; they are bound to be helpful. The word "interested" is not likely to hamper a newspaper, but it sets up an issue which the ordinary person might have to litigate.

Which of the quoted statutes is best is a matter of opinion. Probably the best is that which may be enacted. Each avoids the main common law restrictions. Perhaps because it is the one with which I am most familiar, I like New York's statute. No state is more happily situated on the face of the law.

Rights of Inspection

Many states have (more or less) general statutory declarations of this right. There are more which do not. Some of these deal with the matter by series of statutes opening some records and closing others. The others leave the matter almost wholly to common law. Space limitations prevent statement of the reasons why the states in these categories are unfortunately situated. The principal aims of new legislation are to produce clarity and modernization, to remove common law restrictions and to limit judicial discretion to deny enforcement writs. Good types are:

Kentucky, Louisiana and New York as quoted above, and:

Alabama, and Some Other States

"Every citizen has a right to inspect and take a copy of any public writing of this state, except as otherwise expressly provided by statute." (Additional provisions provide penalties for refusal.)

Treaty Threat

(Continued from page 6)

valid since it was implementation of a valid treaty. This was the famous *Missouri v. Holland* case. I submit that there is considerable room for belief that if a treaty can override the 10th Amendment, another treaty can override the First Amendment. Mr. Canham apparently does not agree; he wrote in *The Bulletin* that: "Some lawyers seem to feel that the treaty-making power automatically destroys the Bill of Rights. This seems dangerous nonsense."

I do not know any lawyer who holds to such a ridiculous belief as that the treaty-making power automatically destroys the Bill of Rights. But I do know many lawyers who believe that mis-application or abuse of the treaty-making power can do exactly that.

The bar, by overwhelming vote, expressed the belief that the Convention on International Transmission of News and Right of Correction is dangerous in its possible effect upon a free press. The American Society of Newspaper Editors ought to thank the lawyers for safeguarding our rights to a free press. I am sure that Mr. Canham has respect for the opinion of Prof. Zechariah Chafee, with whom he has been associated, I believe, in the

United Nations. Let me tell you what Prof. Chafee, who is an ardent advocate of this and other dangerous treaties, has said of the treaty power. Prof. Chafee wrote in the *Wisconsin Law Review* last spring an article called "Federal and State Powers Under the UN Covenant on Human Rights." What he wrote of the Human Rights Covenant applies equally to the news-gathering treaty in its Constitutional implications. Prof. Chafee wrote:

"A little difficulty is presented by the requirement of Article VI that 'the Laws of the United States' must be 'made in Pursuance' of the Constitution to become 'the Supreme Law of the Land' whereas this phrase is not repeated as to 'treaties.' The only express qualification as to them is 'all Treaties made, or which shall be made, under the Authority of the United States.' This difference in phraseology does permit of an argument that treaties do not have to comply with the Constitution."

And he wrote:

"If the narrow interpretation of the First Amendment be sound, the President and two-thirds of the Senators present can adopt a treaty which calls for—as an example—censorship of the press. They can, but they won't. If they would, they wouldn't be where they are. That sort of thing just doesn't happen in this kind of country."

Arizona, California, Idaho, Montana, etc.

"The public records and other matters in the office of any officer are at all times, during office hours, open to the inspection of any citizen of this state. (Arizona says any 'person.' Common exceptions are records in attachment, garnishment, mental and physical cases, adoption, income taxes, etc.)"

The emphasized words appear to extend the right beyond "public records." Judicial exploration of this feature is not extensive. Some decisions sound hopeful, others temper exuberance. But I like it.

Florida

"All state, county and municipal records shall at all times be open for a personal inspection of any citizen of Florida, and those in charge of such records shall not refuse this privilege to any citizen." (Additional provisions cover the right to make extracts and copies and stiff penalties for refusal.)

This fine statute is unique and enjoys favorable interpretation on balance. However, despite its wording, it applies only to public records and Florida has no statutory or markedly liberal judicial definition of that term.

Other states having effective statutes are Michigan, Minnesota, New Mexico, North Carolina, Oklahoma, Oregon, Wisconsin. The above list is not exclusive. Which is best is a matter of opinion. Any of them would be an improvement in states without such declarations of rights. On the face of the law, reading statutes and decisions together, Alabama, California, Florida, Kentucky, Louisiana, New York and Oregon are particularly fortunate. Each has a good statute on one or both of the points stated.

I can imagine the difficulty he would have selling that argument to James S. Pope and his freedom on information committee.

I can imagine the difficulty he would have selling that point of view to editors who believe that Mr. Truman seized the steel mills without constitutional or legal sanction and who have read into his so-called "inherent powers" the right to seize the nation's press when in his opinion such seizure serves the best interests of the nation.

The American Bar Association's House of Delegates agreed on February 1 that:

"If the United States wishes to legalize peacetime censorship, both in the United States and elsewhere, under the broad and intolerable restrictions above set forth (in Article VII, Article XII (3), Article XII (1) and Article XIII (1)), all that is necessary is to approve and ratify the News Gathering Treaty. The rest may be left to executive order and decree. The man who can write and sign those orders for national defense, and national security, public order or national emergency may control much of the thought of this and other countries."

That is what the majority of the lawyers think of the News Gathering Treaty, and I repeat, this is treaty law we are discussing.

Florida's 'Who Gave It, Who Got It' Law

Disclosures by State's Daily Press of "Buying" of Public Office Brought Campaign Curbs

By T. C. HARRIS, Executive Editor
St. Petersburg Times

It was a fairly routine news night in Florida on Feb. 14, 1950. An Air Force bomber down near Seattle . . . floods in the Midwest . . . A new Big Three conference urged by Churchill.

The state wire was unusually dull. Earlier in the day, C. V. Griffin, wealthy citrus grower and one of Gov. Fuller Warren's top campaign supporters in 1948, had announced that Warren had named him as chief investigator for the Governor.

But that night Tallahassee AP punched in a rapidly-developing story in which the Governor denied he had named Griffin as chief investigator, said Griffin demanded to be made chairman of the State Road Department and apparently broke completely with his former confidante.

The days that followed were hectic as Griffin and the Governor traded charges.

But the most shocking disclosure made was by Griffin, who said he, millionaire Jacksonville industrialist Louis Wolfson and dog track

tycoon William H. Johnston of Jacksonville and Chicago, had each contributed \$150,000 to Warren's campaign fund.

Florida's daily press immediately decried the "buying" of public office by powerful interests. Later the Kefauver Committee termed Johnston an associate of Capone mobsters.

The story was out. . . . Warren had spent \$450,000 in contributions from just three men not counting what he received from others.

In St. Petersburg, Times Editor Nelson Poynter was struck by the fact that the story behind the story had not yet been told. He assigned Times Political Writer Morty Freedman to tour the State and find the answers to these questions:

1. How long have such staggering expenditures been common practice in Florida politics?
2. Where and for what are such huge sums spent in an election?
3. What should it cost to run for office in the State?
4. What can be done to limit excessive campaign spending?
5. How can the cost of running for office be reduced?

Freedman spent the next three weeks speaking to key political leaders in every section of Florida. He found they would talk about their family life, their businesses and a variety of other personal topics but would rarely discuss how much they had spent to be elected to office.

But a few rebelled against the high cost of running for office. They broke the ice.

Then the reporter surveyed the cost of running for office by double-checking the cost of advertising in every daily newspaper in the state and on each radio station.

He found that Warren (supported for Governor by The Times) and other candidates for Governor and U. S. Senator in recent years had spent by conservative calculations, an estimated average of \$750,000 each to be elected to office.

Freedman found also that the bitterly-contested primary election in which Congressman George Smathers beat U. S. Senator Claude Pepper's re-election bid had cost about \$2,000,000.

Breaking campaign costs down, the reporter found that newspaper and radio advertising and paid pre-

cinct workers (hired in violation of an almost forgotten law) comprised the greatest campaign expenditures.

And it became apparent, through a newspaper and radio survey that the daily press, bitterly denouncing excessive campaign expenditures, was almost without exception penalizing the candidate for public office by charging him more for his political advertising than the newspaper charged commercial space buyers for the same size ad. Discrimination by radio stations on advertising was also shown.

In a series of eight articles Freedman showed the cost of running for office, pointed out that many good statutes were on the books to regulate corrupt election practices but were not enforced, and recommended new legislation.

The series was timed so that it broke early in 1951. The Florida Legislature met in April, 1951. Meanwhile, The Times had editorially urged passage of legislation recommended in the series and had published a booklet of the series and editorials titled, "Who Gave It—Who Got It?" The booklet was widely circulated to members of the Legislature and civic leaders prior to the meeting of the Legislature.

Public opinion was aroused in favor of regulating campaign expenses and a bill incorporating The Times' recommendations was introduced by the chairman of the Senate Elections Committee.

Despite heavy opposition from gambling and special interest groups, it passed both houses of the Legislature. (It was defeated on a voice vote in the Senate but quickly passed 30-6 when a roll call vote was demanded). Gov. Warren signed it into law.

Principal provisions are:

1. Each candidate for office must name an official campaign treasurer (which may be himself) and designate a campaign depository.
2. All campaign expenses are paid by the treasurer by a check drawn on the campaign bank account. An individual may only purchase items of value on behalf of a candidate after first receiving authorization from the campaign treasurer.
3. All contributions must be reported along with the name and

TOM C. HARRIS was 16 when, as a cub reporter on the St. Petersburg Times, he covered a quadruple murder. He became city editor while a junior in high school.

Only break in service was in 1929 when he worked a few months on the Lansing State Journal, and discovered that he liked Florida better than Michigan. He returned to the city editorship of The Times, was made managing editor in 1933. His original interest in crime and court reporting is still so strong that, although he has been executive editor since 1940, he is likely to turn up at fires or murders with the first police car.

The scandals leading up to the Florida law on which Mr. Harris comments here were revealed in a series of articles in The Times written by Morty Freedman, on the assignment of Nelson Poynter, editor.



TOM C. HARRIS

address of the contributor, on Monday of each week in the case of candidates for U. S. Senator and Governor and on the first Monday of each month in the case of other candidates for state office and those seeking county offices.

4. No candidate may receive contributions from an officer, director or supervisory employee of a race track, public utility or liquor business.

5. Candidates violating the law suffer loss of the office sought. Violation by individuals can result in up to \$1,000 in fines and a year in jail.

A U. S. Senate sub-committee headed by Sen. Mike Monroney has recommended federal legislation closely paralleling the Florida statute.

One important section of the law, the one requiring an individual to receive authorization from

the campaign treasurer before spending funds on behalf of a candidate, is now under attack from two sources—a group of weekly newspaper publishers and the Florida Association of Broadcasters.

They say the provision infringes on freedom of speech and of the press, but admit their principal reason for attacking the section is that they believe it will reduce advertising revenue.

Circuit Judge Ira Hutcheson of Panama City, in the case brought by the weeklies, declared the provision unconstitutional. But in a later decision by Circuit Judge Henry Tillman of Tampa, in the case of the radio stations, it was declared a valid use of the Legislature's police powers in an attempt to stop corrupt elections.

The Florida Supreme Court will decide soon which judge is right.

newspaper experience? He was a string correspondent for a paper once.

Any man appointed a correspondent in a distant land could profit from certain university courses bearing upon the foreign people and their problems. But before you put on the frosting you ought to bake the cake.

I would rather send a meticulous and seasoned police reporter into a foreign country raw than an eager young Ph.D., heavy on language and lore but light on reporting experience. I believe, after a few weeks of painful adjustment, that the police reporter would not only be scooping the Ph.D., but his stuff would be more accurate, more balanced and more readable.

We have too many "journalists" who are not reporters. They are people with missions and causes. They are people who have already reached conclusions, and who seek the facts to justify those conclusions. They are drawn into newspaper work because the "power of the press" is a vehicle for promoting change or reform. These may include the finest, most idealistic people in the business, but they are not reporters.

The reporter is an inquiring agnostic. He is a man skilled in the technique of finding out what happened, and in telling it so that all may understand. This attitude of mind is worth more in a foreign correspondent than college courses.

People buy newspapers, basically, not to be lectured to, exhorted, or preached at, but to find out what happened. The news columns should inform them who put the overalls in Mrs. Murphy's chowder. If the readers then want to consider why or what-to-do-about-it let them turn to the editorial page where opinion is honestly peddled.

I fear that the Michigan plan of turning "foreign correspondents" loose after six years of university schooling and only one year of "internship" is going to add to the oversupply of pundits, oracles and soothsayers without measurably increasing the supply of reporters.

Our old flight instructor once told us:

"The hardest thing to teach a student is straight-and-level flying. Climbs, glides and turns are easy. But it takes long experience before a man can keep the nose on the horizon, the wings level, and the rudder true."

Maybe first-class reporting is a little like that.

It's Easy—Much Too Easy To Become An Editorial Scold

By WILLIAM H. HEATH
Editor, Haverhill Gazette

The reader who now and then earnestly pleads that we refrain from scolding is not quite offset in influence by my barber who remarks, as he trims my eyebrows: "You know, what I get a kick out of is when you stick a pin in somebody."

It is much easier for me—and, I suspect, for many editors—to heed the praise of the barber than the plea of the earnest reader, who presumably yearns for sedate and scholarly editorial examination of the issues of the day.

This is the fact, I think, for a number of reasons.

If you have watched your small sons, or grandsons, at play, you have noted that they tear down with much more glee than they build up. If you have thoughtfully examined this spectacle of the small fry at play, you have gained a hint of what your wife means when she remarks in melancholy resignation that you will never grow up; you have also learned why editorial destruction is more alluring than editorial construction. It's more dramatic, more spectacular, more fun.

It also seems to be a tactic likely to correct the condition depicted by the dolorous fellows who continually deplore the decline of the editorial page. Nobody reads the editorials any more, say these fellows, because the editorials have lost the vigor and coherence and the courage that made them influential in the days of Greeley and Watterson. If my barber is impressed when I thrust an editorial pin into a stuffed shirt or such, it is apparent that I am writing the stuff that appeals to the rank and file; and who knows, if I get a lot of pins and sharpen them and use them, maybe the Continued Survey of Newspaper Reading will show I have more readers than Dick Tracy and Blondie, and



WILLIAM H. HEATH

by and by will come the great day when I'll have to go to and from work in an armored limousine and pack six-shooters in both hip and shoulder holsters.

The principal reason, however, I think, why the temptation to vituperation often is stronger than recognition of the need to beware of the danger of becoming a common scold is that editors most of the time are full of righteous indignation.

And why shouldn't they be full of righteous indignation? How can they help it?

When they examine City Hall, even through the files of their newspapers, when they direct curious glances at the state capital, when they ponder the performances in Washington, the gorge of anger rushes to clog the avenues of reason.

For there they behold bipedal mammals posing as men and strutting on the dais of leadership, grinning with the horrid complacency of victims of creeping amaurosis of the soul, peddling their petty schemes for self-aggrandizement puffed to a sickening semblance of grandiose altruism, tinkling with innate pusillanimity a cretinous accompaniment to the roar of the advancing holocaust.

So conspicuous and so numerous are the natural targets for vituperation that perhaps the wonder is more of us do not descend more frequently to and remain longer in those cavernous depths from the walls of which our most raucous cries of anger reverberate pleasantly in our ears—and also in the ears of fellows like my barber until I chide his union for increasing the price of haircuts.

They are dangerous, those depths, for the contagion of futility that afflicts the common scold contaminates the atmosphere and he who dwells there long becomes as helpless as the foolish boy who cried "wolf" again and again or as the nagging woman to whose tongue even the most sensitive ears eventually become inured.

Truly, the reader who gently pleads that we refrain from scolding is right. There is, of course, a time to scold, a time to thrust the editorial pin deeply into the innards of the pompous fraud, but

the time must be chosen carefully so that the attack will be utterly destructive. Most of the time it is better to take the reader by the hand, so to speak, and say in substance: Let us take a stroll through this labyrinth of nincompoopery and study its denizens. The reader is not always the fool that you think he is; he can distinguish a sound acorn from a rotten pumpkin.

So my problem—and that of others, I suspect—is to devise vents for the righteous indignation that, unrestrained, causes degeneration into an editorial scold.

I have considered keeping on the staff a few incompetents who always deserve a bawling out, but this is an expensive way of controlling editorial spleen. Luckily for me, in all probability, is the fact I have been so fortunate with publishers that I never have been tempted to tell them emphatically what I think of their policies in terms they would resent. Being civilized and also lacking the nerve, it never has occurred to me to beat my wife. My favorite device is writing indignant letters to the editors of other publications, publications that my readers aren't likely to read.

I'm in the market—no, let's avoid that commercial word—I'm still in need of other devices and will eagerly examine any that my confreres choose to offer.

Postscript

Editor, THE BULLETIN.

Remember "Three Times a Bridesmaid . . ." (*April Bulletin*)

Well, make it four times. . . The story that broke May 5, on the Perth Amboy banker accused of embezzling \$460,000—the biggest embezzlement in New Jersey since former Judge P. James Pellicchia, Jr., of Newark took \$663,850 from his family-owned Columbus Trust Co.—broke at 4 p.m., an hour after our press run was off. . . So once again the AM papers got the break on "our" story and our pictures.

Why can't these stories break about 2 or 3 in the morning?

The South Amboy explosion, the Woodbridge train wreck, the Captain Carlsen story, and now Perth Amboy's biggest bank embezzlement—all breaking just in time for the AMs, and we supplying them.

Oh, well.

JOHN J. McDONNELL
Perth Amboy Evening News

Can We Over-educate 'Em

(Continued from page 1)

journalism, like medicine, is an exact science. It isn't. It implies that the more formal education a man gets the better the journalist he will be. If erudition made for clear writing most professors wouldn't have to depend on their students as a market for books.

The Michigan press release says that by having graduate journalism students "intern" for a year as reporters and desk men on these "selected newspapers" they will gain "a broad base of experience at the start of professional careers." I want to meet the man who can get "broad experience" out of one year's work on a newspaper.

Nor am I sure I'd want one of these cookies hanging around my shop, girding up his intellectual resources. If I know graduate students most of them would feel pretty superior to the ink-stained, un-degreed hacks who form the guts and sinews of any news staff. They might pretend to admire the copy of the grizzled courthouse man, much as a sleek tourist clucks appreciatively at the headwork of a saucer-lipped Ubangi. But I'm afraid they'd find the courthouse copy lacking in "modern methods of social analysis."

And what about this idea of training foreign correspondents in college, anyway? Isn't a good foreign correspondent just about at the top of the profession? Shouldn't

he be a man who has demonstrated his reporting ability, a man who has a solid reputation for years of painstaking newswriting?

Could you really trust a downy-faced kid with the Teheran job by having him listen to lectures on the Middle East by professors who have never been there? Would you send him forth to beard the Shah, armed with a two-credit course in Omar Khayyam and a year's "internship" on a newspaper?

That's what the Michigan journalism school seems to have in mind. The dean tells us of Student No. 1, who has "just established himself" in Chile. He is there "with the assistance" of the government of Chile, the State Department, and the university. He is "servicing" a number of newspapers in the United States. He is making a report for the Chilean government. He is making reports to his university's department of journalism. He will soon swing around Latin America and then return to Santiago "to begin his career" as a foreign correspondent. This guy has had one year's experience as a newspaper reporter.

Here's Student No. 2. He's interning on the Tokyo staff of the Army-Navy-Air Force Times. At the University he specialized in Far Eastern courses and studied Japanese and Chinese. He is now "making contacts for his intended career as writer on Far Eastern affairs." And what is his American

How Do You Hold the Reins?

WALTER LISTER
Philadelphia Bulletin

News conferences are excellent for morning papers but they don't fit in with a fast evening paper operation. We have eight editions, virtually one every hour, and the figurative Niagara of news flow doesn't permit a deliberate approach.

We keep everything absolutely fluid—no formality, no formula. Authority is delegated. On the big breaks I might sit down with the assistant managing editor for a strategy huddle but as a rule I stay out of it. My assistant and the news editor work together. The only stipulation I make is: "If there are any big mistakes to be made, let me get in on them!"

My office is not more than 50 feet away from the news desk. At first there were ground glass partitions but I had these removed, not so that I could see what was going on, but so that any staff member could see whether or not I was tied up with a visitor and feel free to drop in, if not.

You've got to give out the impression to every member of your organization that you have loads of time for him and that his problem is the only one that counts. If you don't, you shut yourself off from ideas and that's bad.

We once used to have conferences every Wednesday or Thursday on the Sunday paper but they were discontinued. Even the Sunday issues seem to have more spontaneity with a minimum of planning.

The city desk of our paper is a rough spot. The news department personnel runs to 240, with several hundred more stringers. This in itself is a big management problem.

I resolve every day to read all the proofs that come to my desk but that becomes more or less a theoretical self-assignment. The interruptions are too great. I couldn't get along without delegation of authority and responsibility in a completely fluid operation.

FRED W. STEIN
Binghamton Press

We don't hold regular news department conferences. With the five-day week it is hardly possible to get all our key men together at one time. We do meet as occasion

How does an editor run the paper? How does he keep in touch with his staff? Does he hold regular meetings? Who is called in? Where is responsibility divided and subdivided? At the April convention Carl Lindstrom and Irving Dilliard asked some of our members. Here's what they say.

requires but not daily, and it is usually at 3 or 3:30 p.m.

I do, however, maintain the closest individual contact, directly with reporters if necessary. The city editor doesn't resent this, although of course I try not to get in the way during a fast breaking story.

We have a fine staff. Men and women hired recently have master's degrees.

We try to look as far ahead as possible on those kind of stories and projects which can be planned and require planning.

The reins are firmly in my hands. I do my best work for the paper between the hours of 8 p.m. and 1 in the morning. My office day begins about 9:30. The production of the day's paper is well under way by that time and I simply rely on esprit de corps.

While this procedure applies to the news room I am also responsible for the editorial page. The program is no different there. Here in my pocket is a proof on a long editorial written by our city hall reporter.

The whole business is one operation and I try never to lose control of it.

JOHN O'CONNELL
Bangor Daily News

We get along without news room conferences. I do try to get the entire staff together a couple of times a year for a general pep talk but the day to day job is done on a practical team-work basis.

If an unusual sports story comes along or a problem of departmental interest I will get the three-man sports staff together for a consultation.

I confer regularly with the city editor, the telegraph editor and the state editor; mainly we settle upon what the lead story is to be for that day.

Naturally we may have to change signals during the day and we keep in frequent touch with one another. We look ahead. Sometimes you can see an idea or a news project coming a week or so ahead of time and

plan for it, but for the most part we keep ourselves in condition to meet any situation as it arises.

In matters of policy I keep in daily touch with the publisher so that we all see eye to eye on matters that concern the paper's relationship with the community.

W. C. STOUFFER
Roanoke World-News

We hold news room conferences, but not nearly enough of them. I do make it a point, every so often, to get a meeting of minds on reporter and photographic problems. In some ways you might call it a gripe session. If a picture has been cropped to the dissatisfaction of the photographer, he has a chance to say so. But most of it is constructive; better ways of handling news sources or the opening up of untouched news fields.

About 9 in the morning I get together with the heads of the state, city, telegraph and sports desks and we decide what page one ought to look like. Of course there are new breaks during the morning, so we meet again for a brief huddle at about 12:30. We have two editions.

Although I find it impossible to read all the proofs that come to my desk, I do try to keep my finger on the pulse of the news flow all day. I read one wire service, numerous daily papers.

In order to maintain high morale I keep in close contact with all staff members, giving a pat on the back whenever possible. A managing editor ought to be accessible at all times.

Biggest gripes—interruptions, attending luncheons, not having time to study the paper, in spite of more than 50-hour-a-week work.

L. D. HOTCHKISS
Los Angeles Times

Five mornings a week the editor of the Los Angeles Times meets with the editor of the editorial page

and the four other editorial writers to discuss editorials for the following day. On two of these days, the publisher and the city editor attend. Everyone may—and does—express his own opinion. On political matters, the political editor is called in. If it is a labor matter—the labor editor, etc. The publisher, Norman Chandler, is the final word on all policy matters. In his absence, the editor makes the final decisions. Both are amenable to reason and both will listen to all differences of opinion. I would say that tradition, trust in each other, and a sincere desire to be fair, honorable, and just governs the actions and decisions of the publisher and editor of this newspaper.

CLYDE M. REED, JR.
Parsons Sun

Editorial policy on our newspaper (circulation 9,400) is in the hands of the editor and publisher, a dual role which I fill.

Within the bounds of the newspaper's traditional policy of independence, the details are left completely to me. Other stockholders give me fullest freedom in that respect.

Such a condition has obviously pleasant angles from a personal standpoint, but also increased responsibilities. News staff members are consulted for background and ideas, but the actual mechanics of producing a daily editorial column of some 1,200 to 1,300 words remain with one person responsible not only for content, but policy, too.

Fully 50 per cent of our editorials deal with local or state questions. Because ours is a small paper in a small town, an element of personal journalism is inevitably injected by some readers into local issues. It is difficult for them to separate the editor from the paper; some don't even try.

The biggest problem of a one-man editorial staff in a one-daily town, as I see it, is to balance the urge to "strike while the iron is hot" against a responsibility of full consideration of facts and circumstances. On some days, details of management may not permit such opportunity. A time lag of two or three days, I believe, is preferable to the presentation of a product of hasty judgment provided it is not employed as a reason for dodging an issue upon which readers are looking to the newspaper for comment.

WALTER R. HUMPHREY
Fort Worth Press

On our newspaper, the determination of all matters of both news and editorial policy is the editor's.

As a practical matter, however, judgment of news policy is left almost entirely in the hands of the city editor and the managing editor. From long experience in our ways of handling the news, they are qualified to pass judgment and are urged to do so. But because we have a small, closely-knit editorial staff, we consult often and thus have the benefit of quick combined judgment.

In the editorial direction, on the local and regional levels, the sole judge of what's to be or not to be is the editor. Staff conferences are held often and these are helpful to the editor in charting the right course and to the department heads in integrating their ideas with paper policy.

The Fort Worth Press is a Scripps-Howard newspaper and under the Scripps-Howard ideal of newspaper operation, the editor wears no blinders, works under no set of restrictions, has nobody looking over his shoulder. What the paper says, does and is, is his responsibility.

In the position taken on national or international issues, editors of all Scripps-Howard papers meet with general editorial executives and chart a course by a process unique in American journalism.

These men meet once a year, thresh out the issues among themselves, and decide the editorial courses to follow. Often this judgment is not unanimous, but it is thoroughly and democratically arrived at . . . and from then on represents the broad policy of all 19 newspapers.

This gives common direction in the national and international policy field but does not limit any individual editor's prerogatives, authority, or judgment as to how best to implement the policies that have been decided.

JOHN M. McCLELLAND, JR.
Longview (Wash.) Daily News

On a paper the size of ours editorial direction must of necessity be pretty much a one man job. I spend from half an hour to an hour early each morning in the news room, reading wire copy and talking to the men on the desk about the day's news. Then I retire to write a 600-

word front-page column of comment on the day's news. This column is copy read by the city editor to check facts and make sure I haven't gotten the wrong slant on something. The same procedure is followed on editorials which are written in the afternoon for the next day. On major editorial policy decisions the publisher is consulted. With reference to the Lee Hills-Tom Wallace exchange at the convention, we find those with some cause to champion are much more anxious for space in the front page signed column than in the editorial columns inside.

TOM HARRIS
St. Petersburg Times

A new system set up on The St. Petersburg Times last November is beginning to work out very well. As St. Petersburg and The Times grew, our news staff grew with it. Because one man, the executive editor, was bossing some 60 people, we determined to inaugurate a new system of closer supervision—you might call it the squad system. We divided our staff into departments with a boss for about each eight men and women. For instance an eight-member woman's department is in charge of an editor who has authority to hire, fire and recommend raises. Similarly, the sports department, city desk, telegraph and so on. The department head is more or less responsible for his own personnel and he in turn is responsible to the executive editor. This reduces the editor's immediate job from bossing 60 to 8 people.

As executive editor, I try to have a daily conference with these eight department heads at least by 4 p.m. at which time we discuss tomorrow morning's issue and make plans for the following day's work. Our two page ones (one for local and one for telegraph) are mapped out at these meetings. One meeting a week is also devoted to the coming Sunday paper, our magazine and to features.

Besides the meetings, all of our editors keep in touch with the news throughout the day by the means of dups on all stories—wire and local. These dups also are available to the editorial writers and by the same token dups of editorials are available to the news men.

Morale seems to be exceedingly high, partially because our staff works as a team and partially because of the many benefits including a cost-of-living pay adjustment

plan, one to three weeks' vacation with pay, liberal sick pay, an annual staff party and a pension plan. The cost of living adjustment is paid quarterly and the last payment amounted to approximately 54 per cent of a week's pay check for each staff member.

Whenever a staff member is taken ill, a sick notice goes to the publisher's office who sends flowers if it is a hospital case. If the illness continues visitors from the staff will call so that a person will not think he is forgotten.

HARRY S. ASHMORE Arkansas Gazette

While the Gazette charges its publisher with full responsibility for its business operations, final authority is vested in its editor, who is president of the publishing corporation. In my case, the title of executive editor is exact; I act for the editor in all matters pertaining to editorial and news policy and represent the news and editorial departments in the determination of budgets, employment policies, and other matters of company-wide concern.

I hold a brief policy conference with the editor every morning. Afterward I talk with our two editorial writers and the cartoonist, sometimes at a conference, sometimes individually. Both the editor and I write editorials. All editorial copy comes across my desk and is finally reviewed by the editor. If further discussion is necessary, it is conducted informally.

Responsibility for production of the paper edition by edition is vested in the managing editor, and delegated by him as he sees fit. I see the managing editor daily for discussion of news policy, coverage and play of the news, and administrative matters. Once a week there is a formal conference of all sub-editors — news, telegraph, city, state, Sunday and sports—for planning and a general exchange of ideas.

All of this sounds a good deal more formal on paper than it is in practice.

Actually there is constant, informal contact among all hands. An editorial writer, for instance, does not hesitate to discuss his ideas with a state capitol or city hall man without reference to any editor who might technically stand between the two in the line of authority. And nobody ever hesitates to argue over a policy decision if he doesn't like it—and who does?

Wives In Washington

Editor, THE BULLETIN:

When the American Society of Newspaper Editors was formed 30 years ago, maybe it was created by a group of bachelors. I have no way of knowing. But I do think the Society has been in existence long enough by now to admit that most of its members are married—and that there really isn't anything wrong with being married.

In other words, there isn't any reason why a member who has the audacity or effrontery to bring his wife to Washington with him, has to stuff her in a corner and hide her, and make believe he didn't really bring her at all. Is there?

I'm referring to the remarkable display of poor programming and, I'm sorry to say, preferential treatment, at the Friday night session on the military situation. The program said "Members only . . ." and several wives accompanied their husbands to the doors of the meeting room, prepared to leave them there and return to their rooms. But—they found several wives already in the audience. The immediate question was "How come?" And there wasn't any satisfactory answer.

My wife was turned back at the door. Seated down front was a pleasant couple from upper New York state. "Is Mr. Blank's wife a member?" we asked. No, she wasn't. But, the doorkeeper told us, they had entered early, before anyone was watching the doors, so, "what can we do?"

"You can go tell her to get out, or let all other wives in," we suggested. No soap. The boys at the door didn't want to make a scene. So my wife was kept out, although this other wife was in.

Then we watched, and we noticed a rather prominent member of the Society march right past the doorkeeping editor, with a woman at his side. We rushed up. "Is that woman who went in with — a member of the Society?"

The doorkeeping editor was indignant. "I don't know who she was! After all, she was accompanied by Mr. —, and I'm certainly not going to stop anyone like him and question him about his guest!"

Then a few minutes later, a very important editor and publisher, who has several papers in several cities, marched past the doorman

with the wife of one of his editors. The editor was already inside, having been unable to get his wife past the doorkeeper. But no one questioned the important man when he marched her past.

"How about that?" we asked the doorman.

"Well," he said, "Mr. — said that she was a member of his staff. Do you want to say your wife is a member of your staff?"

No, I did not, because she isn't, any more than the wife of the other editor was. So we spurned his cynical loophole, and watched. And we came up with these conclusions:

Some got in. They were accompanied by the VIP editors and publishers. Some didn't get in. They were accompanied by such unimportant and unknown members as myself. To put it plainly . . . who am I? The doorkeepers aren't afraid of me, so they turned my wife away without any qualms. But you don't talk tough to the important members, you say "Yes sir," and "No sir," and "That's quite all right, sir."

Just for the record—this meeting Friday night was not secret. All of it could be used as material. The speakers could not be quoted, nor could the information be attributed. But the information wasn't secret.

And the meeting, incidentally, was open to accredited correspondents.

Which means that the gentleman from Tass, the Russian news agency, was welcome to the meeting. But my wife wasn't.

When is the Society going to grow up?

ARNOLD BURNETT
Managing Editor
The Peoria Journal

BOUQUET

Although I am still one of the younger members of the Society, the 1952 meeting impressed me as having been one of the best conducted, more informative, and more interesting sessions of any that I have attended. Possibly this being a presidential election year stimulated the discussions and non-scheduled bull-sessions, so far as politics is concerned, but the whole convention seemed to me to be one of the best.

BERT STRUBY
Macon Telegraph and News

Why Fechteler Speech Was on a Background Basis

Program Chairman Cites Request by Generals Bradley and Gruenther

By J. R. WIGGINS

Managing Editor, Washington Post

Admiral Fechteler correctly stated that the meeting at which he spoke was put on a background basis by the ASNE. The request that it be put on a background basis was made, however, by General Gruenther and by General Bradley in the very first negotiations for their appearance at the meeting.

It had been the wish of the ASNE officials to avoid any off-the-record conferences during the 1952 program, and at the insistence of the program chairman the meeting was changed from "off-the-record" to "background."

Self-Inflicted, Ivory-towered Stuffiness?

Since publication of the original protesting letter from Elmer F. Cunningham, managing editor of the *Wilmington Journal-Evening* (May Bulletin), other members have written in regard to the later release of the Fechteler address and the accompanying note to ASNE members from the Department of Defense. This referred to the speech "which, according to the rules of your organization, was off the record." One letter follows in part:

I should like to requote the words "which, according to the rules laid down by your organization, was off the record."

Doesn't that provide a startling commentary? We, the spit and polish of the newspaper business, put a man "off the record" who quite obviously was willing to be on. So we compelled ourselves to wait a week until he said the same thing elsewhere before we could use it. And, presumably, Admiral Fechteler's speech, available to anyone at the Office of Public Information, will not be in the bound volume of this year's proceedings because of an off the record rule "laid down" by our own organization.

Do you get the same feeling of self-inflicted, ivory-towered stuffiness with which the note envelops me?

Maybe this is a good time to offer overall criticism of our annual meetings, with due and apprecia-

If the membership feels we should never have any background meetings and that all the meetings should be open, it would be a very simple matter to proceed on this policy. This year we could not have had General Bradley or General Gruenther, and perhaps we never could have had any of the military sessions that we have had in the recent past. That is a matter for the membership and the Board to decide.

I may say that there is nothing very unusual in Admiral Fechteler's action in making his address on-the-record and incorporating substantially the same material at another meeting. There is a bare possibility that some of the

other material may be put on the record later (in the report of our Proceedings, for instance). The background device does protect individual speakers from the possibility of a slip of the tongue or an embarrassing statement, the while allowing them to speak informally and without manuscript.

Whether we have similar meetings on an off-the-record basis or background basis, it probably is, nevertheless, a good policy to restrict them to members only. We have had ringers bob up in previous meetings of this kind with silly and irrelevant and pointless questions. We can ask enough such questions ourselves without having any outsiders do it for us.

tive acknowledgment of the enormous effort that goes into their preparation, and with only the most constructive of intentions:

We're having too many time consuming and fruitless interludes for the exhibition of stalking horses. We're jamming too much into three high speed days, thus creating an intellectual mill race which is more than even an editor can absorb. Last year 260 printed pages of the bound volume were needed to carry the proceedings and this did not include those sessions which were "off the record" for one reason or another. That would make a substantial whole-semester text book in any college.

Maybe we should: (1) Meet away from Washington and New York for a few years to end the look at and listen to this important man (or woman) who has nothing new to say complex; (2) Limit the meetings rigidly to morning and afternoons, except for Saturday's banquet, thus compelling us to edit our programs to fit more profitable "space" conditions and improve the product; (3) Refuse to take ourselves so seriously as to "go off the record" except at the demand of a responsible speaker, and then only if he convinces our program committee that his request is justified.

I'd like to suggest, too, that we request of all speakers that, if possible, they provide mimeographed copies of what they will say for those who may want them for reference before the bound proceed-

ings become available. The Rampeck and Acheson talks were made more useful this year in that way.

May I add that in submitting the foregoing I plead guilty to its complaints, having been an ASNE program committee member myself.

JOHN D. PENNEKAMP
Miami Herald

Manuscript Speakers

Editor, THE BULLETIN:

Really, I can't let Fred Christopherson, Sioux Falls Argus-Leader, get away with something in his convention comment in the May issue. He writes: "Let's frown upon the speaker who needs a manuscript. If he isn't qualified to speak without a manuscript, he isn't qualified—with rare exceptions—to speak."

Now I have been making speeches for approximately 55 years. Of course, I'm too modest to say that any of them were good, but I will say that by all odds the best (and the most carefully listened to) were the ones I wrote in full and read. I really worked on those.

I like to see a man show up with a manuscript. It indicates he has done some work, and that he probably won't be ungrammatical. Indeed, the greatest speeches I have ever heard were written and read, notably those by Mr. Winston Churchill.

GROVE PATTERSON
The Toledo Blade

On Predicting Election Results

Editor, THE BULLETIN:

During one of those footless discussions on public opinion polls at the convention, I arose to remark that an editor who didn't know how an election was likely to come out in his own state or territory simply didn't have his finger in the wind, his ear to the ground, and his eye on the grass roots. With my usual modesty, I observed that we were able to call the 1948 presidential election in Arkansas almost to the percentage point. This resulted in a public rebuttal to the effect that anybody ought to be able to call his shots in a one-party state (an observation that demonstrates the ignorance of the two-party majority) and a good deal of private heckling in the Men's Bar.

Well, I note that my learned colleagues in Florida turned the trick on the Dick Russell-Estes Kefauver primary hassle. In an Associated Press survey the week before the primary, the editors collectively figured that Russell would get 55.3 per cent of the vote and Kefauver 42.3 per cent, with the rest going to the two minor candidates. The editors missed by less than one percentage point—and did so, I gather, without ringing a single door bell. This is pretty fair country prognosticating.

I'm not arguing, of course, that every editor ought to be able to call every election down to the last ballot. Maybe the best he can do is figure that the election will be close. But it still seems to me that an editor who is astounded when his customers throw the rascals out of the courthouse, or fail to, is simply out of touch with his public. Too many of us, I am afraid, follow the logic of the lady who returned from her Thursday afternoon bridge game to report: "I don't see how Truman can possibly be elected. Everybody at the Country Club is against him."

HARRY S. ASHMORE
Arkansas Gazette

John D. Ewing

John D. Ewing, 60, editor and publisher of The Shreveport Times died of a heart attack, May 17, aboard his private plane above Ruston, 60 miles east of Shreveport. Mr. Ewing, an ASNE member since 1936, attended the April convention.

Innocents Abroad

Paris, May 18

Lester Markel made an excellent presiding officer at the first IPI convention here this week. Obviously proud of his new baby, he mixed enough good humor and human interest references in his presiding to keep the sessions from becoming stuffy. He had a hard time, however, keeping his luncheon programs on schedule due to the leisurely French luncheon service. When it was time for General Gruenther to speak, the dessert (strawberry tarts) had not been served. "You can have Gruenther or tarts," said Lester. The audience chose Gruenther.

Stuffy Walters tried to commit treason in France by looking for a glass of water at the meetings. His needs were met by pouring off the water from an ice bucket.

Jack Knight, Moses Williams, Erwin Canham, John R. Herbert and his son all crossed the Atlantic on the same PAA President flight. One of the high spots of the trip was when Spike Canham acted as a baby sitter for a charming young French couple's tiny baby.

The IBM headsets, to provide French or English versions of the proceedings proved to be as popular out of the meetings as in. These low range radio receivers could be worn to the toilet, so that a member could keep in touch with the proceedings no matter what the emergency. One ASNE member suggested installation of this equipment in the men's bar at the Statler for ASNE sessions.

Jim Kerney made one of the oddest purchases in Paris: a bull fighter's vest for a friend back home.

Other IPI delegates from the United States included John P.

NO JULY BULLETIN

The next issue will be published August 1. Meanwhile the Office of The Bulletin, in Wilmington, Del., will be open as usual for the conduct of other ASNE business.

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No. 344 June 1, 1952

Harris, G. Prescott Low, Sanford Martin, Charles Merz and Alicia Patterson.

JOHN R. HERBERT
Quincy Patriot Ledger

Fighting Blackouts

On the State Level

The Freedom of Information Committee reported at the convention that "Prompt and effective action at the state and local level requires initiative within the area by men who know their own laws and officials" and that committees to take such action have been formed or are being formed in several states. Sometimes the initiative is being taken by the Associated Press association, sometimes by state editorial or publishers' associations. The committee urged that such groups in every state get into the act.

George Smallsreed, editor of the Columbus Dispatch, and a member of the ASNE committee promptly wrote the Ohio Newspaper Association suggesting that it embark on a similar undertaking. A progress report by Mr. Smallsreed is expected in the fall. Meanwhile, members who have had experience with such groups are asked to comment on their methods, and what measures they have found most successful. These will be incorporated in a Bulletin article for the guidance of other members.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 345

August 1, 1952

And Now the Polls

'Opinion Measurement,' Seymour Reminds Us, Is Not a Straw Vote

By GIDEON SEYMOUR
Executive Editor
Minneapolis Star and Tribune

For more than a dozen years it has been possible to measure public opinion with reasonable accuracy. Thus we can find out quite precisely, for the first time, what the whole people in any specific area—a community, a state, a region or a nation—like and dislike, what they believe, what they know or do not know, what they are likely to do about it.

Producers and distributors of goods have been quick to use this new science to improve their methods and markets and determine their potentials. Politicians employ it increasingly to get accurate information: a Republican national committeeman said to me recently, "Even an inadequate poll gives me more accurate information than I can get by any other means." Radio and television have found that their own adaptation of polling techniques is the most accurate yardstick for measuring their public and its tastes.

Newspapers, too, know that poll results are news. The findings of Gallup (the American Institute of Public Opinion), Roper and Crossley make interesting and informative reading.

Yet too many newspapers, which ought to be in the vanguard of public opinion measurement, continue to regard it as just another feature, a little more or less valuable than horoscopy or horse form charts. Some editors even ask whether opinion measurement is a proper function of journalism, and many understand so little about it that

(Continued on page 4)

Will TV Change the Technique Of Our Convention Reporting?

Do long, noisy political demonstrations which sounded impressive over the radio look a little ridiculous on the television screen?

Has the press conference become a television show with the subject more interested in putting on an act for the livingroom audience than in answering solid questions from newspaper reporters?

Editors no longer fear that because people have seen an event on the screen they will be uninterested in reading about it. By now they know that no one is a more avid reader of a story about a baseball game than the man who attended it. Similarly, at one New Jersey shore hotel, a member reports that the TV in the lobby drew a good-sized crowd the first night of the GOP convention; next morning the demand for newspapers was so great that by 9:30 the newsstand proprietor was desperately pleading for replenishment of supply.

Indications are that television may vastly heighten interest in newspaper political reporting. But, just as we no longer carry balls and strikes on World Series games since the advent of radio, some editors believe that television may dictate new lines of emphasis in political reporting.

Just where that emphasis will lie nobody quite knows yet. But one member observes: "I think the smoke-filled room, the private luncheon meeting of officials, and off-the-record comments are greater dangers than ever. We seem to be confronted with a disposition to stage-manage news. In other words, are we faced with 'all the news that's fit to tee-vee'?"

Other members' thoughts on the subject follow.

I feel that the GOP television show pointed up again the need for new techniques in reporting the national conventions. The big story, of course, was the explanation of why Taft lost, but a voter never discovered that bit of news

from the television commentary. My guess would be that future conventions will spotlight younger and fresher faces. The backers of the Eisenhower movement made votes because his spokesmen look and sound in step with this generation. The Taft floor show, unfortunately for the Senator, reflected an era in American life that is dead.

The job of the newspaper, on the basis of last month's convention, is to seek out and publish the factual information that does not come through from the speakers' rostrum.

FRANK EYERLY
Des Moines Register & Tribune

Television must learn some manners if it is to enter the reporting field. It was big, rude and somewhat of a bully at the Chicago GOP Convention. No sour grape report is this; just a recital of facts.

TV did an effective and creditable job. I saw some of it and have had glowing reports upon my return, but it must learn to cooperate and not hog the show. Newspapermen resent having informative press conferences thrown into confusing, collar-wilting Klieg sessions that produce little because of all the hubbub. We ask the questions and they grind away (in choice positions) and peddle our product to millions of listeners. Television should set up its own conferences, ask its own questions, set its own stage. It was chiefly responsible for breaking up one of the most important cau-

cuses held at the convention. The delegates themselves had to climb over eight TV cameras and raised unshirted hell about the circus atmosphere. The crowning blow came when the credentials meeting was switched from the Conrad Hilton Hotel (location of all press wires) to the Congress, two blocks away, reportedly because of better TV setup. No trouble at all—all you had to do was run your copy by foot two blocks back to your wire.

FELIX MCKNIGHT
Dallas News

TV coverage is bound to change the political conventions, and newspaper coverage will necessarily be changed, too.

The press will have to tell not only what happens; but tell also how and why it happens.

The Republicans did not design their convention to serve the TV viewers. Much of the poorest part of the show came on during the best TV hours. The long and noisy demonstrations and much of the oratory, whatever their purpose, certainly had little to hold the TV watchers over a long period of time. Moreover, commentators failed badly in telling the viewers what they needed to know.

For instance, too few TV fans could get the drift of what they were seeing and hearing during the long debate on the Brown Amendment. Nor did enough people really learn what the fight over seating the disputed delegates was all about.

If newspapers do their job right, TV will help their sales, rather than hurt them.

A. VERNON CROOP
Rochester Times-Union

Because you cannot pick up and review last night's TV scenes, nor listen again to that radio fellow who told you something you may not remember accurately today, you will want your newspaper. The story must fill the voids, confirm the facts, answer every question. Long noisy convention demonstrations, always ridiculous, have been so proved for all by TV. Perhaps we have been remiss in not docketing them before.

Surely TV press conferences show well-aired once smoke-filled rooms and show, just as surely, that politicians are beamed to TV.

All these things mean that reporting must be conclusively com-

The opinions in this article were expressed at the conclusion of the Republican Convention.

plete, absolutely accurate. People did not see what they think they saw, did not hear what they think they heard, but do wish to know.

On July 11 there were a dozen telephone calls to our city desk. Callers asked, in essence: "Is it true Gene Tunney dropped dead? We just heard it on the radio." Later came the item, first paragraph as follows:

"CHICAGO, July 11—(AP)—Gene Tunney DROPPED IN on his Connecticut neighbors at the Republican convention during the nominating speeches this morning."

First it was movies, then radio, now television but as long as children are taught to read, men and women will want their newspaper and its complete picture of what happened.

ANDREW H. LYON
Bridgeport Post-Telegram

Television can't change the technique of newspaper convention reporting because TV can only report the obvious, and newspapers still must furnish the "whys" and the "what'll happen next."

Seems dangerous to assume all readers—or even anything like an appreciable percentage of those owning TV sets—saw all of the GOP convention or even all the nighttime telecasts. Televiewers could listen to all of a speech—but the next morning they did catch the highlights of an hour-long address in a few moments' time with their newspapers.

Think most effective TV device was interview technique (also rescued from newspaper wastebasket by Dave Lawrence's US News & World Report and brought to full flower again.)

But TV must not take sides, must not allow its "news analysts" to predict even the obvious. It could not, as did Timmons, call the first ballot turn on Ike, or Jack Knight the turn on the Ike-Nixon ticket. Newspapers thus alone put their audience in the know—and the newspaper audience can pick the time of day to read about the convention and is not forced to get a paper at split-second timing.

Reporting from GOP convention this year seemed of exceptionally

high standard and television did not lessen interest in newspaper reading. Experienced reporters did better job separating wheat and chaff than TV reporters did. Tremendous interest in TV watching here partly attributed to novelty. Real interest, though, in main speakers and well-known personalities shown in action. Nevertheless, we had calls from television viewers asking us to straighten them out on what happened. TV certainly made more people interested in politics, who, in turn, read of the proceedings in the newspapers. In the future, perhaps, newspapers will not feel that they must carry as a public service full texts of main speeches—i.e. MacArthur and Hoover this year—as they got the full treatment on TV and radio.

JAMES R. RECORD
Forth Worth Star-Telegram

(Mr. Record states that the opinions above represent a symposium made in the editorial department of The Star-Telegram and embody his personal views on the subject.)

Television probably will make as little change in newspaper reporting as radio broadcasting has made. Television, like radio, primarily is looked to for entertainment, not news and advertising—a fact that many newspapermen overlook.

I did not see any telecasts of the Republican convention, because our area as yet does not have a local TV station, and reception of programs from St. Louis, Memphis and Nashville is seldom satisfactory.

But I think the newspapers will generally follow their present line of political reporting, as purveyors of news and background and what's to come, and not, primarily, entertainment.

JOE LaGORE
Paducah Sun-Democrat

Seems to me the only change, if it is a change, television will cause in convention reporting will be to intensify spot coverage and step up background material. After all, only the newspaper can give the whole picture and the more the public sees on TV the greater will be the demand for understanding of what it is seeing and hearing.

The great change TV will bring is in convention proceedings themselves; shorter speeches, prompt

starting, an end to the artificial demonstrations.

The press has at least two major headaches: 1) the press conference which in Chicago was about as far removed from its purpose as Stassen was from the nomination, and 2) better treatment for newsmen and news photographers. The politicians are carried away with the idea of a TV audience of 60 million, being allowed to forget that twice that many people read newspapers every day.

On the whole the press got pretty shabby treatment at Chicago. When will we ever learn to present a united front?

JOHN CARTER
Lancaster New Era

We do not have television in Shreveport, and thus far I have reached only one conclusion regarding its effect upon political reporting. In reporting Congressional news it should be logical to place more stress on Congressional roll calls and to carry complete Senate roll calls on major issues. Television will bring the voter closer to all public figures and the roll calls will take on the same significance that box scores have for baseball fans who see games by television and thus become interested in individual players. Senate roll calls, relating television personalities to current news developments, are an example of what can be done in a number of ways to link newspaper reading with television, to the advantage of newspapers. House roll calls cannot be carried in detail but a regional House roll call, perhaps supplemented by the votes of leading House personalities, would be a worthwhile investment of space. There must be more lively and magnetic political reporting but I believe it would be a mistake to overlook the value of presenting factual material, background as well as current, relating to the persons who become familiar to millions through the television medium.

CHAS. A. HAZEN
Shreveport Times

Proceedings Published

Problems of Journalism, the Proceedings of the 1952 convention, was mailed to members on July 2, earliest publication date in many years. Assumption is you have received your copy; otherwise notify the office of The Bulletin. Extra copies cost \$3.50 each.

To Poll or Not to Poll

Two new members of the Society present here a digest of their remarks on election polls intended for the Freshman breakfast at the April convention but which were omitted due to lack of time.

By DAVID W. EYRE
Managing Editor, Oregon Journal

Since 1948 America's editors have sworn that when the next presidential election rolled around they were certainly going to get out and learn what the people are really thinking. No more relying exclusively on Dr. Gallup!



DAVID W. EYRE

What have U. S. newspapers done "to feel the pulse"? Some have made a stab at it but I don't think many have made the thorough approach attempted by Gallup.

George Gallup thinks he knows what went wrong in 1948 and he believes methods used today have corrected those deficiencies.

The weak spots: 1. Gallup missed a last-minute shift of voting sentiment because he quit sampling 10 days before elections; 2. He didn't make due allowance for the undecided vote.

This year Gallup interviewers will be at work right up to 72 hours before the vote begins. And the institute has a new set of questions designed to tell which way undecided voters lean.

Will it work? The doctor thinks it will. Certainly one of the leading sidebar stories to the November election will be the outcome of public opinion polls. Gallup, Roper and all the rest approach their big chance for a comeback. Until someone invents a better system, I'll string along.

But carrying public opinion surveys serves another valuable purpose. These polls are made up of questions—questions about candidates, questions about domestic issues. You're making your reader ask himself those questions. And if you make him think and help him to come up with an answer you're doing this nation a service. We need more people asking themselves questions and replying with reasoned answers in mid-'52.

By PAUL E. NEVILLE
Managing Editor, South Bend Tribune

We have nothing against polls at our newspaper. We use them to find out what people read. Occasionally we ask folks questions like, "Do you think women's hats are sillier than they were 10 years ago?"

If you have no space problem polls in a light vein make good feature material. Of course, we have space problems.

But I think you can all recall the early hours of a November morning four years ago when feeble bleats emanated from New York explaining why a group of people had guessed wrong, and the word guessed is used advisedly. The next day we gave up that kind of poll, not out of anger or spite, but on what we thought were common sense grounds and for this main reason.

A newspaper's greatest asset is its integrity—its search for the truth and the willingness to print it with the prestige of the paper standing back of the printed word.

Newspapers were pretty generally grinned at in the wake of the last presidential election. They lost prestige. Why?

Because they had control of everything that appeared in their news columns except the polls. They knew that everything had a basis in fact but not the intangible poll.

The newspapers kept saying that this and this had happened and with the same authority they said that this would happen—but it didn't. Public faith was shaken. People asked if the newspapers had a purpose in printing such material. It was a loaded question that was difficult to explain away. Readers wondered if other stories were being handled in the same way.

People wondered if newspapers were trying to bully them into a position rather than present facts and allow the intelligent reader to draw his own conclusions.

We feel, assuming you have the space, that polls may provoke some reader controversy but that newspapers in the long run stand

to lose more than they gain. Rather than tell Americans what's going to happen we prefer to use the space to tell what's already happening and why and let people act accordingly. And that's a momentous job, as you know.

Oftentimes newspapers take the self accusing attitude that if they omit something they'll be derelict in their duty. There's something to that. But nobody by letter, phone, or in person has ever asked us to run a poll.

By the same token, printing of a poll showing how people are going to vote can also lull newspapers into a sense of false security, as it did four years ago. Instead of digging for facts the attitude was, the die is cast. Let's just wait and count the ballots to prove we, or let's say the polls, are right.

If newspapers and news services dig for facts they can present a far better picture of public sentiment than a mere factual recording of so many are going to do this and so many are going to do that. Find out what people think and use their names.

How many people whom you know were ever approached on a national opinion poll?

This is an important year for newspapers in many respects. The fiasco of four years ago has caused an awakening which is laudable. Papers are trying to sound public opinion on local levels and to note trends.

In the atomic age, I won't use that word television, votes — enough to swing an election — could be changed overnight. That's what they say happened four years ago. It could happen again with another significant loss of newspaper prestige.

If each individual newspaper could present a poll to its readers with the assurance that "We know this is what will happen" then the polls have their place. That can't be done and you know it. The polls are printed for information and the purpose of discussion but the reader doesn't draw that fine distinction.

To the reader, the paper with all its power and prestige stands behind the poll. There is no assurance to the newspaper that the poll is correct. Therefore when the poll errs, which is a constant possibility, the newspaper suffers at the hands of a disgruntled, scoffing public.

Why place yourself in that predicament?

'Opinion Measurement' Not a Straw Vote

(Continued from page 1)

they do not perceive clearly the difference between it and the 1,001 varieties of the "straw vote."

I hope the next ASNE convention will devote a session to the a-b-c's of opinion measurement and its usefulness to newspapers — not as a substitute for old-fashioned reporting but as a key to more informed and incisive, better focussed reporting than we have been able to do before.

What is the newspaper's job if not to discover and report what people know, think and are doing about the happenings of the day? What they think and do and how they react determines to a great degree what tomorrow's news will be.

Here are eight things that a scientific poll of public opinion can do in relation, for example, to an election campaign such as we are entering upon:

1. It can uncover varying degrees of political interest, preference and likelihood of voting among the various major segments of the voting age population ahead of election day.

2. It can single out the issues which, to many or most potential voters, are more significant than judgments not based on such research might indicate or than politicians may presume.

3. It can chart trends and movements of opinion and political preference during the campaign.

4. It can relate events to opinion changes.

5. It can indicate the probable proportion of voter turnout.

6. It can contrast the views and choices of the intensely-interested citizen with those of the mildly-interested citizen.

7. It can give insight into the complex motives which lead to the casting of a vote for Candidate A instead of for Candidate B (ranging from "I admire him immensely and feel that he alone can do the job" to "I find him barely tolerable but I dislike Candidate B even more.")

8. It can point up clearly the validity or invalidity of claims that "the Negro vote" or "the farm vote" or "the labor vote" is solidly for or against a party or a candidate.

In short, public opinion measurement can bring into more accurate focus the patterns of behavior.

The presentation of such news ought to rely on data and breakdowns of data—eschewing speculation, but not probabilities. The time and place and conditions under which the data are collected ought to be reported.

It isn't enough to say that poll reports are news, and newsworthy. They are a kind of news obtainable in no other way and from no other sources.

Public opinion measurement has its limitations, to be sure: variances from absolute accuracy can occur when large numbers of voters do not go to the polls, or when they change their minds in the last days of a campaign and the samplers have not continued to collect data right down to the wire, etc. But most of these limitations can and will be corrected with experience. And they are limitations, not alibis.

No kind of straw vote, no kind of "expert" observation by editors or politicians, no kind of chance man-on-the-street interviewing, can do what scientific public opinion measurement can do to ascertain the approximate probable division of vote preferences on election day.

And what is true of public opinion measurement in an election campaign is equally true about it as a year-round device for ascertaining what the public is thinking, what it is likely to do, what it knows and—to a newspaper editor equally important—what it doesn't know and isn't interested in, or what it doesn't know but thinks it knows.

Raymond Clapper said, "We commonly make two mistakes about the average man: we underestimate his intelligence and we overestimate the amount of information he possesses."

Certainly the newspaperman is concerned, above all others, with how much information the average man possesses and what he is doing with it. Public opinion measurement comes closest to giving us an accurate answer. It will come steadily closer as those who work with it gain experience, and as those who haven't yet discovered its uses begin to do so.

Outward Calm and Inner Ferment

The Story of Publisher Knight's 48 Uncertain Hours

By LOUIS SELTZER
Editor, The Cleveland Press

Jack Knight is, among his many other unusual attainments, a remarkably successful poker player.

There is a certain aplomb about Jack which is an essential ingredient to this sometimes expensive pastime, and without which Jack rarely is.

He had it at Chicago. He needed it.

Into the chaos and confusion of the G.O.P. convention, with the impact of an H-bomb, Jack dropped, through his Chicago Daily News, the flat assertion — not prediction, prognostication, or forecast—but flat assertion that it was all over but the voting and the ticket would be Eisenhower and Nixon.

This, two days before the actual balloting took place. And this in the face of an almost total absence of speculation about, particularly, Nixon as the No. 2 man on the ticket.

That the publisher of The Chicago Daily News himself, under his personal by-line, should so spectacularly—in the host city where the convention was in session—assert his findings brought instant and varied reaction. Taft said Knight was wrong—as, Taft said, Knight had been sometimes in the past. In the press section, on the platform, and on the floor of the convention, Jack's Page One analysis of the internecine warfare, and its eventual result, was more widely discussed than the strategy of the assembly itself.

What did Knight do during the two days it took to dramatically confirm or disconsolately dispute his Page One "flat assertion"? Only the closest observer of Jack Knight, only one who has seen him under the gun on many occasions, could possibly have detected anything other than the same aplomb he displays across the table when the pot is big and the chips are about to go down.

But fellows like "Stuffy" Walters, Jack's exceptionally able editor, A. T. Burch, his capable editorial writer and associate editor, and others, in and out of his operation, could, and did detect the area of "strain" in Jack during that uncertain 48 hours. And, among those who know how to detect Jack Knight's manifestation of "strain," I would, after many years of close association, presume to count myself.



ASNE Past-president Knight at the Amphitheatre. Left, R. Douglas Stuart, GOP national treasurer; right, Senator Everett Dirksen of Illinois.

Jack Knight sat with uncommon calm at the convention the next two days. Notably unloquacious, at best, Jack indulged the luxury of even fewer words. When needed, as he was frequently, and not unnaturally, he rolled it off with a quick and wry return. He even, to sustain the appearance of complete casualness under the extraordinary interest his move generated, deliberately stayed away from a session or two—another bit of poker-playing technique applied to this occasion.

Another doing the same thing, and stimulating such wide interest, and wider needling, might have perspired visibly, devoted much time to inquiring whether "they," anybody within speaking distance, thought it would "turn out all right," and otherwise tipped off inner ferment and apprehension.

What Jack Knight did, had, of course, much sharper impact than any other prediction made elsewhere, since Jack's paper was right plumb in the thick of the convention itself. And Jack main-

tained what is colloquially described as "good front" throughout—the same kind of "good front" he maintains playing poker, or getting a new paper at his price. It's the kind of aplomb which ultimately—like any emotion held tightly under control for any length of time—"broke" after the balloting was all over with a tremendous sigh of relief—which Jack gave in the presence of folks on either side of him in the press section—and then some lusty back-slapping of co-workers and friends—again an expression of friendliness from which Jack under ordinary circumstances abstains. So the poker player held in until he had raked in the "pot"—and then let himself go.

And for Louis Seltzer's own activities in the field of political prognostication, *The Bulletin* offers the following account by John Johnston, editorial writer of the *Chicago Daily News*.

Louis B. Seltzer, editor of the *Cleveland Press*, won honors as a

perspicacious prophet at the Republican National Convention, plus the offer of a wheelbarrow ride around Cleveland's public Square.

On Sunday, July 7, Editor Seltzer wrote from Chicago that Gen. Eisenhower was a sure winner. He added, "The temptation is strong to offer George Bender (Congressman and optimistic Taft supporter) one full turn around the Public Square at noon Saturday." Bender wired his acceptance.

It was an odds-on wager, for Bender's weight is nearly double that of Seltzer's—although that statistic does not express their relative capacities. Winner Seltzer declined the ride, however, on the ground that men over 50 should avoid violent exercise.

The accuracy of his prediction was a source of more gratification to Seltzer than the by-play. He disclaimed clairvoyant insight, and gave the credit to his sources of information which enabled him to come to an unerring conclusion. Thus the pay-off represents another dividend for Seltzer's celebrated custom of being on friendly terms with many people.

Accuracy—The Prime Requisite

By E. C. HOYT, Managing Editor
Cedar Rapids Gazette

General MacArthur's speech at Lansing last May again illustrates the great responsibility that newsmen have in reporting accurately the words men utter.

The first lead put on the wire by one news service quoted MacArthur as saying that "the election of a military man as President would be a national tragedy."

This was corrected by the news service when the direct quote made it clear that MacArthur was talking about the threat of a "military state," not a "military man." Other news services had the correct interpretation from the start.

But the one false lead created damage which probably never will be remedied. Commentators, columnists and editorial writers, some of them probably acting a little willfully, took up the cry that MacArthur was opposed to a military man for President. It was used by those opposing General Eisenhower; it was used by those opposing MacArthur; it was used by followers of MacArthur; and it was used by others.

Among Those Present in Chicago

The Bulletin started to tally ASNE members attending the Republican convention as revealed by radio and TV but gave up. Too many of them. Maybe the real news was how few stayed home. At any rate, among the "were there's":

Past presidents included Alexander F. Jones, Syracuse Herald-Journal, writing special articles for Newhouse newspapers. . . . Erwin D. Canham, Christian Science Monitor, sounding cool and collected despite the heat and confusion. In his broadcast following vote on the Brown amendment, he turned a neat pun, about Taft forces being dis-lodged. . . . Picture in Life looks as if the pipe-smoker in the Taft delegation might be Dwight Young, Dayton Journal Herald.

Poll of the Indiana delegation showed Eugene C. Pulliam for Eisenhower. (He predicted in December Bulletin that the General would accept.) Robert C. Crane answered a New Jersey roll call;

probably our member, editor of the Elizabeth Daily Journal.

Sitting together in the press section, President Wright Bryan and Jenkin Lloyd Jones, Tulsa Tribune, cooked up the idea for a symposium on TV's effect on newspaper techniques in this issue.

Raymond A. McConnell, Jr., Nebraska State Journal, wrote a different sort of column, distributed by the Chicago Daily News to 50 newspapers. He by-passed the bigwigs' conferences, assessed what went on as it appeared to a writer from the Corn Belt.

Early in the week, Pennsylvania editors were in great demand as a source of information about Governor Fine's next move. "We didn't know any more than anyone else," John H. Carter, Lancaster New Era, reports, "and by the time we knew, everyone else did too."

Nelson Poynter, editor, and Warren H. Pierce, associate editor, of the St. Petersburg Times covered both conventions. Tom Harris, executive editor, reports: "They worked out a plan to city desk all our columnists, our own political reporter's stories, as well as write the lead story on each day's developments, and also write the editorials there, wiring them all in on a special wire each afternoon."

Fred C. Christopherson, Sioux Falls Argus-Leader, was there. So were Felix McKnight, Dallas Morning News; Roy Roberts, Kansas City Star; Oveta Culp Hobby, Houston Post; Gideon Seymour, Minneapolis Star and Tribune; Alicia Patterson of Newsday; E. D. Lambright and V. M. Newton, Tampa Tribune; and many others.

Unless the TV camera lied, the first ASNE member to reach the podium at the end of the concluding session and whisper a word of greeting—or possibly advice—to General Eisenhower was David Lawrence, U. S. News & World Report.

REPRINTS AVAILABLE

In the June Bulletin, Dr. Harold Cross presented an analysis of statutes defining public records and those declaring rights of inspection. Reprints of that article are available, on application to the Office of The Bulletin.

Does 'Deadpan' Reporting Do the Job?

By OXIE REICHLER
Editor, Yonkers Herald Statesman

Objective reporting—what is often called "deadpan" reporting—isn't enough for modern-day journalism and it needs reexamination, according to several ASNE members.

The consensus is that objective reporting definitely can be improved, and that a key to such improvement lies in better reporting—not in editorializing the news report.

Often and again the suggestion is made from inside and outside the craft that "objectivity has gone awry," and that "the doctrine of objectivity" needs another look—through 1952 eyes.

In a time when handouts are popular, when doctored statements and speeches are an accepted custom, when plain lies or honest errors are more or less routine, the demand grows for a braver sort of reportorial accuracy which would spot the mistakes and present a truer story than what deadpan reporting produces.

The complaint is made, and often too clearly substantiated, that deadpan reporting produces inaccuracy and even obscurity. Many editors meet this criticism by instructing their staffs to do more "explanatory writing" and to try to answer the persisting question, "What does it mean?"

Such "good reporting," suggests J. E. Lawrence, editor of the Lincoln (Neb.) Star, "forces the reporter to

inject explanations in the presentation of news. That implies that the reporter will guard against bias or, in any departure from straight reporting, remember that the license which he is using is simply for clarification."

An advocate of such clarification is Alan J. Gould, executive editor of the Associated Press, who instructs his staffs that when it comes to better reporting, it is not a matter of letting down the bars but of making sure that "we do not put the bars up where they should not be."

Just the other day the weekly AP Log (national) made the point that, besides reporting "without bias or editorial coloring," there must be full awareness "of our obligation to give meaning to the news."

A memo to the AP general desk, from Mr. Gould, stressed that "it is certainly our responsibility to report and interpret the facts . . . this responsibility cannot be waived." He developed the point that mere reporting (deadpan) "would be not only a backward step, but it would bypass the area of responsibility wherein we rely upon the staff to apply its own experience, resourcefulness and judgment to the tasks of reporting or explaining the true facts."

In agreement on this view is Vincent S. Jones, editorial executive of the Gannett Newspapers in Rochester, N. Y., who holds the inadequacy of deadpan reporting "unarguable," and who insists such reporting "darned well isn't enough!"

Here are some vigorous views by ASNE members on this general subject.

Full Objectivity Impossible

EUGENE S. PULLIAM, JR., managing editor, Indianapolis News—I do not believe that "objective (deadpan) reporting" is either possible or desirable. Since reporters and editors are human beings not automatons, they can't be 100 per cent objective. Their decisions on what is the lead for a story, what is to be buried or thrown away is essentially an un-objective decision based on personal beliefs. In addition, reporting and writing need to be something more than reporting what someone said or did. The reasons he said it or what someone else said beforehand may be more important than what he said. The press associations, I feel, have increased their usefulness by getting away from so-called factual reporting. A story can be factual and still interpret the news. How far should background and interpretation go? I am reminded of the remark attributed to Abraham Lincoln about men's pants: "They should be long enough to cover the subject."

Interpretation Essential

JAMES E. CHAPPELL, editor, Birmingham News—Seeking the facts, the truth, the newspaper, over and over, every day faces the questions: What are the facts? What is the truth? Plain, uncontested facts there may be. But in this age of complexity all of us repeatedly run out of such areas into the realm of interpretation, judgment, speculation. Complete reporting today requires coverage of such fields. Responsible, informed, interpretive newswriting, digging into the depths beneath the surface of the obvious, the admitted and the handout, are essential to intelligible presentation of the realities of the situations which men as individuals and as groups confront. The question now is not whether there should be such reporting—it is imperative—but how we can improve it. We have not come very far in developing such techniques and we have a limitless opportunity for improvement. Let's center on that—and on making interpretive reporting as honest, as fair, as comprehensive, as possible.

'Facts' Not Always 'Truth'

FRANCIS P. MURPHY, managing editor, Worcester Telegram—I have before me two clippings from major news services. One begins:

PRAGUE, July 2—Associated Press Correspondent William N. Oatis confessed at the opening of his trial that he had acted as a spy. He told the Communist state court in Pankrac Prison that he used a number of Czechs as "informants." "Did you carry out espionage?" the president of the court asked. "Yes," Oatis replied . . . etc., etc.

The other starts:

PRAGUE, July 3—William N. Oatis, Associated Press correspondent, on trial for espionage, returned to the stand to denounce his Western newspaper colleagues and Western diplomats in Prague as spies. His shoulders bowed, looking tired and speaking in a voice so low that it was barely audible, Oatis read a 15-minute statement in which he named Russell Jones, United Press Bureau chief, Robert Bigio, Reuters News Agency correspondent, Gaston Fournier, French Press Agency correspondent, and nine diplomats as having spied . . . etc., etc.

That is, one presumes, factual deadpan reporting. But glory be, how much further away from the truth could you possibly get! How much further could any newspaper go to delude the American news-

paper reader! This is an extreme case, but these things do happen especially behind the Iron Curtain. In a somewhat softer way, but more dangerous, the same thing happens in news from Washington. Fact and truth, strangely enough, are not always precisely the same. If the search for truth requires so-called interpretative writing, by all means let's have it!

Slanting Kills Confidence

HARRY MONTGOMERY, executive editor, Phoenix Republic and Gazette—Newspapers should not back away from straight, deadpan reporting. What we need is better straight, deadpan reporting. There is nothing wrong with objective reporting, provided it is thorough. I am convinced that most readers prefer their news stories factual. Factual writing need not be dull, or vague, or confusing. The rules of good newspapering do not prevent a reporter from providing background—and interpretation—with proper attribution. The rules don't say that he must confine himself to what happened today and close his mind to events of yesterday or six months ago. It is not necessary for a reporter to let a false or questionable statement stand unchallenged or to accept a handout at face value. Digging and research will provide whatever is needed for clarification. News columns should be kept free of what reporters think, unless their opinions are labeled as such. Permitting reporters to express opinion in news stories leads to slanting and destroys confidence. None except byline writers who are recognized as experts in their field can get away with it.

Dangers of Interpretation

FRANK EYERLY, managing editor, Des Moines Register and Tribune—Let's pretend that Candidate A seriously states that black is white. In my judgment, a reporter covering the press conference or speech should report Candidate A's statement, and he should interpolate the fact that black is not white. It seems to me that this is factual reporting. On our desk, there would be some disagreement with many of the advocates of "clarifying" and "interpretive" reporting. I have heard the plea made for more "interpretive" reporting, by individuals who appear not to be seeking

Four Ways of Helping the Reader Get the Whole Truth

Four special methods are used by the St. Petersburg (Fla.) Times to provide readers the news "plus an interpretation of what it means," explains Tom C. Harris, executive editor.

In addition to the factual news story, interestingly written and well-documented, Mr. Harris specifies these extras for completeness:

1. *Reporter's opinion*—labeled as such—a shirrtail to the story or a box with the story in which the reporter himself gives his views of the news. After all, who is better equipped to express a view on a happening than the reporter who was there? The story, of course, carries a byline.
2. *City Editor's opinion*—in lieu of the reporter's opinion, the City Editor may haul off in a shirrtail or a box and tell what he thinks about it; properly labeled as opinion, of course.
3. *Telegraph Editor's opinion*—This is a labeled box with a telegraph story in which the telegraph editor expresses an opinion, tells how the news is related to other news, or interprets the news in the light of other background.
4. *Editorialette*—a shorty editorial, pungent and to the point on some national or local event, something that cries for opinion or interpretation immediately, instead of waiting for a lengthy piece on the editorial page 24 hours later. This is usually written by the editor or editorial writer.

"These devices came about in several ways," Mr. Harris goes on. "First, we carry only one editorial on the editorial page each day. Second, we found a need for opinion and interpretation on the day the news breaks.

"Generally all opinions—reporter's, city editor's, telegraph editor's and editorialette—all conform to the editorial policy of the paper, which was laid down by its long-time publisher, Paul Poynter, when he said: 'The policy of our paper is very simple—merely to tell the truth.'"

facts, but editorialization in the story. In other words, there is a tendency on the part of some editors to demand a news-page story that "interprets" a controversial situation according to their own prejudices regarding the controversy. Obviously, there is room for digging and research and improvement in news reporting. My own apprehension is that all of us tend to adopt labels to describe situations. The word "handout" is an example. When a large religious denomination gives us a list of pulpit appointments at the end of a conference, they are giving us a "handout." Surely, no reasonable editor will quarrel with this. When the press representative of the President of the United States hands out the text of a Presidential speech, he is supplying the press with a "handout." Not until a reporter has heard the speech delivered do we know whether we were accurately served or not, but no one would contend that we should reject the services provided by this kind of a "handout."

Dodging Responsibility

HERBERT BRUCKER, editor, Hartford Courant—We are applying 1914 standards of objectivity to 1952 news. That is something for us to worry about. I say this even though I realize that scrapping objectivity and plunging into interpretation would just get us back to the dark ages of slanted news. The answer lies in the direction of interpretation done with regard for the real meaning of objectivity. We have to go deeper than the rigid, dead formula, "So-and-so said it, so let's print it." We must bear in mind that the eternal search for the truth is our only objective and our only obligation. As long as we stick to deadpan objectivity, we can dodge all responsibility. We can shrug it all off, whether what we print is the whole truth, only a part of it, or even the opposite. But I think we have gotten to a point, in this increasingly confusing and confused world, in which to deepen and widen and make more alive the

concept of objectivity is our duty. We have to cultivate the spirit of objectivity, as well as follow its letter. So I think it is our job not only to tell our readers that a particularly loud noise has been heard in the land, but also to indicate—on the basis of skill and information, not prejudice—whether it was really the crack of doom, or only a big noise from a big mouth. It seems to me that the meaning of spot news in today's complicated world is an integral part of the news itself; and that so long as that meaning is written with respect for the goal of objectivity, no newspaper need fear it.

More Digging and Research

CHARLES L. REESE, JR., executive editor, Wilmington News-Journal—American newspapers and news services ought to fight hard and constantly to keep their news stories as factual and as objective as they can. But that needn't lock and bar the door to interpretation in the news columns. Every good reporter knows what the facts mean as well as what they are. It would be foolish—and unfair to the reader—not to allow the reporter to use all his knowledge in writing his story. Deadpan reporting of facts is no guarantee of objectivity. Facts and statistics can be grossly misleading if they are separated from their background. We need more digging and research; we need a more skeptical attitude toward all handouts, and we need more of the kind of interpretive reporting which gives readers enough of the background to understand what the facts mean. This doesn't mean turning the news columns into an evil hash of facts and opinions that will soon destroy the readers' confidence. Why should it? Any good city editor can spot the difference between editorialized newswriting and background material essential to a story. If he can't, he's in the wrong business.

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Is 'Who-What-When-Where-Why' Enough?

Yes

JOHN M. O'CONNELL, JR., managing editor, Bangor Daily News—We have just gone through one of the worst primary campaigns I have ever experienced in Maine, with Senator Brewster and Governor Payne battling for the Republican senatorial nomination. As a result of that campaign and the way one paper handled news out of Washington, I could easily answer your question with one sentence: It would very definitely "be better for journalism if we hew to factual reporting, carefully keeping all interpretation for signed features or for editorials." On the Washington angle even the Associated Press left itself wide open to criticism in our small part of the world by lending its byline to the worst smear campaign against Senator Brewster ever attempted in Maine journalism. When a press service repeats stories taken from the records there that are at least four or five years old and "interprets" stuff that is definitely nothing now but campaign material, it occurs to me that the time may be here to go back to just your so called "deadpan" reporting. It would be much better if the gates were closed to a lot of the Washington reporting we get today. Press services can stick to the "who-what-when-where-why" style and it will be quite a relief from the kind of trash that seems to be coming through from some of our Washington columnists. Interpretive writing is very difficult to do without letting the reporter's personal opinions creep in, consciously or otherwise. I believe this is often clear when a reporter (or columnist) inclining towards the New Deal, for instance, gives one interpretation to something and a reporter known to be favorable to the Conservative Republican cause gives the same facts an entirely different slant. This is only one example. My telegraph editor and I were discussing this very thing recently and you might be interested in this observation made by him (Roger Remington). "The definition of 'interpret' in Webster's dictionary, includes this one: 'To construe in the light of individual belief, judgment or interest.' Perhaps reporters should try more for 'explanatory' reporting rather than 'interpretive.'"

No

BERT STRUBY, executive editor, Macon Telegraph—The present-day newspaper reader wants to know, and has a right to expect, more than the mere who-what-when-where of a news event. He is entitled to background information, as brief or as detailed as it need be, which will give him a more comprehensive and ready understanding of the significance of the news event about which he is reading. To write that kind of a story, a reporter must use his judgment in including pertinent background and related information. That is, to a measure, allowing the reporter to interpret the news event and yet not inject personal opinions into his story. This type of reporting, of course, necessitates more careful editing and closer scrutiny on the part of the desk editor to insure that copy is written as objectively as possible. That is the policy we follow on our papers. We do not consider it "interpretive" writing in the full sense of the phrase. That type of material is published on the editorial page. We don't want our reporters to become opinionated columnists by any means. But we think our readers are entitled to more than the bare facts of the event. We try to give the information to them in as brief, concise, understandable form as possible.

Access to News in Nebraska

The School of Journalism of the University of Nebraska has made a valuable survey of freedom of information in that state.

Many papers are fighting suppression and winning. Many other papers are taking it lying down—a more widespread attitude than is generally realized. The Tecumseh Chieftain has asked two lawyers to bring action to obtain access to court records and both declined. This spineless attitude among attorneys has been met before. Could not the Nebraska Press Association furnish legal help in this situation?

The Nebraska Board of Regents has opened hearings to reporters.

Journalism schools have a rare chance to perform a distinguished service by getting a copy of this Nebraska report and making a similar study in their states.

F. of I. Committee

Access to News of the Alcohol Tax Unit

By GERALD H. SALISBURY
Managing Editor, Knickerbocker News

The American people's "right to know" has been upheld by the Treasury Department.

Secretary Snyder and Internal Revenue Commissioner John B.



G. H. SALISBURY

Dunlap have agreed to lift the "iron curtain" on the activities of the Alcohol Tax Unit.

Lifting of the secrecy policy is the result of a two year long campaign waged by the American Society of Newspaper Editors upon information

supplied by The Knickerbocker News.

At a recent meeting in Washington, Snyder and Dunlap met with J. R. Wiggins, managing editor of the Washington Post, vice-chairman of the ASNE's Committee on Freedom of Information and chairman of the Associated Press Managing Editors Committee in this same field. Present also were Paul Martin, Washington correspondent for the Gannett Newspapers and myself. We complimented the Revenue Bureau upon its announcement that it is going to:

1. Let the public know who applies for permits to operate as liquor and wine producers, wholesalers and importers, and what action is taken on the applications;

2. Give local and state alcohol control authorities evidence it gets that will help them crack down on any liquor retailers who swindle the public by diluting whisky, gin and other drinks.

The Minneapolis Tribune played an outstanding role in the fight against the ATU's secrecy regulations. The Tribune surveyed the opportunities for corruption and a series of articles, by Clark Mollenhoff of that paper's Washington Bureau, was a complete expose of the Bureau's policies.

Magazines also joined in the attack with outstanding articles in The Saturday Evening Post and The Reporter.

Here is the background of what happened:

The complete secrecy under which the Federal Alcohol Tax Unit operated had passed pretty much unnoticed by the press until The Knickerbocker News learned early in 1951 that agents of the unit had swept down on a score or more of Albany saloons, grills and restaurants and found many of them serving watered or adulterated liquor.

Arvis Chalmers, K-N reporter who had received the first tip on the activities of the agents, learned also that many of the saloon keepers had been required to make "compromise settlements" of their violations, in some cases paying agents as much as \$2,500.

But when he sought the names of the saloon keepers from the alcohol tax unit officials he ran into an iron curtain.

Determining to wage a fight for the information to which I considered the public entitled, I assigned Duane LaFleche, assistant city editor, to carry on the campaign against the agency's secrecy.

The Knickerbocker News found that the higher it went in the ATU hierarchy in search of information, the tighter the secrecy lid was fastened. But in a series of news stories and editorials, the newspaper let the public know that information to which they were entitled was being kept from them and at the same time exerted pressure against the Internal Revenue Bureau.

The trail led to such persons as James B. E. Olson, regional director of the Alcohol Tax Unit who was to resign suddenly after other of his activities were exposed by the St. Louis Post Dispatch. It led also to Carroll E. Mealey, deputy internal revenue commissioner in charge of the alcohol unit, who also refused information and who also was to resign suddenly.

The trail then led to Charles Oliphant, chief counsel of the bureau, and George J. Schoeneman, commissioner, both of whom were later to resign very suddenly and both of whom refused information on the compromise settlements.

At that point The Knickerbocker News wrote Rep. Cecil R. King, whose Congressional committee was then probing the Internal Revenue

Bureau, asking that it turn its attention to the secrecy policies of the alcohol unit.

Meanwhile, James S. Pope, chairman of the ASNE committee, was battling Washington officialdom to lift the unit's secrecy policy. Mr. Pope also seconded the request of The Knickerbocker News that Rep. King's committee investigate the ATU.

So matters stood when George Schoeneman resigned as Commissioner of Internal Revenue and was replaced by Mr. Dunlap.

The Knickerbocker News informed Mr. Dunlap of its fight against ATU secrecy and shortly afterward Mr. Dunlap announced he would have narcotic and secret service agents investigate the ATU and said also he was considering the appointment of a committee to survey the secrecy policies of the unit.

For months that followed, progress was at a snail's pace.

But in May came the first hint that a lifting of the secrecy ban was under consideration. At that time The Knickerbocker News learned that the federal unit had been told to cooperate with state liquor regulation agencies by informing them of saloon keepers they had found to be serving watered liquor. Prior to that time the federal unit had refused to cooperate with state authorities.

Then in June came the announcement of Secretary Snyder and Mr. Dunlap that many of the secrecy policies would be lifted.

There are, however, still some blank spots in the picture.

The findings of the narcotics and secret service agents who presumably investigated the ATU have never been made public.

The King committee has not yet looked into the unit's activities, although in late June Rep. King said it planned to do so.

And the ATU is still not revealing the names of saloon keepers who are first offenders and who pay compromise settlements for serving watered liquor.

The names of second offenders will become public when they are turned over to state liquor control agencies.

But the first round of the battle for the "people's right to know" has been won.

Proven Formula For Newspaper House Organ

By VINCENT S. JONES
Director, News and Editorial Office
The Gannett Newspapers

The Gannetteer—house organ of the 22 newspapers and five radio stations of the Gannett Group describes itself as "a monthly magazine, of and for employees." But it's more than that. For 24 years it has been one of the principal means provided by the parent Gannett Company, Inc. for linking the interests of workers on one paper with those of staffers elsewhere. Its primary function is to inform, to stimulate pride in the entire Group, and to give recognition to staffers who might never make news in the columns of their own newspapers.

It is as interested in picturing employees to management as in vice versa. It operates on the assumption that the man who sweeps the floor is as essential to a newspaper as the man who raises the roof.

Although it serves a group of newspapers and radio stations, its formula might well prove successful for any single large newspaper. Basically, that formula is to capture and hold the interest of each of the 3,500 Gannett employees through these six methods:

1. **Names.** If Stereotyper John Smith goes to Yellowstone Park on his vacation, or catches an unusually good string of walleyes, or is elected head of his lodge, we try to have an item on it. It's the old country journalism approach.

2. **Pictures.** We try to get action pictures of staffers at work or play, pictures with some news value. The January 1952 issue contained 90 cuts, picturing 316 employees. It's the picture-magazine approach.

3. **Tone.** We share the dignity. In coverage of staff parties we've been known to leave out pictures of publishers to include pictures of circulation district managers. It's the fraternal approach.

4. **Variety.** One month's cover may depict Mr. and Mrs. Frank Gannett with Lord Beaverbrook as FEG receives an honorary degree. The next may show a Utica reporter in a cage with a lion, or a Binghamton classified ad manager with

DON'TS THAT SAVE HEADACHES

If you're planning to launch or enlarge a newspaper house magazine, says Mr. Jones, these "don'ts" compiled on the basis of his experience may save you some headaches:

1. Beware of children's pictures—they can swamp you. Except in unusual cases, we try to limit baby pix to a single issue—New Year!

2. Avoid personal drivel and items with possible double-meanings; i. e., the "whose red tie had the girls in bookkeeping gaa-gaa last month?" sort of thing.

3. Don't let your newsroom run off with all the space. There are men in circulation, advertising and mechanical departments whose efforts are just as important to the newspaper as are those of the alert reporter who talks by telephone with a trapped desperado.

4. Don't stint on your engraving budget—and don't let a mania for half-col. cuts ruin your publication. Strive for action art, and don't shy from full-page cuts if your page-size is no larger than Life's.

5. Remember that a newspaper's house magazine is more magazine than newspaper. Encourage your staff to think in terms of pages, not columns.

6. Don't leave stereotype coverage to a stereotyper. Or business office coverage to an auditor. Accept whatever items they may give you—but have a trained newsman comb each department each month for news that may have been omitted through absent-mindedness or jealousy.

7. Encourage your house magazine staff to make their publication better written, better edited, better madeup than the parent newspaper.

8. Guard against the publisher or the photographer who expects to see his own photograph in the magazine each month.

9. Don't be ashamed to admit that you read your house magazine yourself. Who knows? Maybe you'll get better production if some linotype operator happens to recall that you congratulated him on the birth of his youngest son.

10. Try to give your magazine some central theme each month—babies in January, hobbies in February, new homes in May, college-bound offspring in September, etc.—some theme that can invite contributions from every department.

his wife and new-born twins, or a Rochester multigraph operator welcoming her soldier son home from Korea. It's the people-are-news approach.

5. **Ideas.** We believe that workers are interested in new machinery and increased productivity. If Executive Vice-president Paul Miller speaks at a printers' banquet inviting their cooperation in solving production and cost problems, we reprint his speech. If a Plainfield advertising salesman sells an unusual and highly successful campaign, we tell how he did it. It's the trade and professional journal approach.

6. **Facts.** The Gannetteer never preaches. It doesn't have an editorial page. It assumes that the greatness of America is as apparent to employees as it is to management. It uses a news magazine approach.

Obviously, such a publication can have wide appeal. It can, and should, break down departmental walls; encourage esprit de corps; inspire workers and management alike.

The Gannetteer is mailed each month to the home of each employee, the mailing list being taken from payroll records. It averages 36 7½ x 10¼-inch pages a month. It goes to servicemen and former employees retired on pensions.

There is a Gannetteer correspondent for each newspaper and radio station. In larger organizations, a correspondent may serve as clearing house for copy from sub-correspondents in other departments. One correspondent is a city editor, another is a news editor, still another a financial edi-

tor. All work closely with their managing editors and publishers.

Staff interest in seeing news of their organization in each month's Gannetteer keeps copy flowing. Each correspondent submits news and pictures to the editor of The Gannetteer not later than the 15th of the month preceding publication. Commercial engravers and commercial printers have the issue ready for distribution by the first of the month.

The Gannetteer is published by the News and Editorial Office of the Gannett Group at headquarters in Rochester. Editor since 1945 and largely responsible for its expansion and improvement has been J. N. Freudenberger who, in addition to newsroom experience, formerly owned and published a small town newspaper.

The Gannetteer thrives on rivalry between newspapers and radio stations within the Group. House organs of single newspapers, deprived of such rivalry, admittedly are at a disadvantage. But many excellent one-paper house organs are issued.

It doesn't take an organization of 22 newspapers to discover reader interest in a pressman who also is a dancing master. Or in a staff machinist able to eliminate 66 parts and 6 wires in revamping the melting pot controls on a Linotype.

Indeed, there's no reason why newspapers' house magazines shouldn't be the most attractive and most valuable employee-relations tool. Newspapers have their own photographers, trained to recognize and snap good news pix. Newspapers have their own trained writers, whose favorite topic of conversation is their work—so why not let them write it as well as talk it? Newspapers have their own problems of new techniques, new processes—why not experiment with them first in a house magazine?

But the best house magazines in America are not published by newspapers. Oil companies, chemical companies, automobile companies put out publications that are apt to be vastly superior. We've been slow to realize that newspapers have grown up, that today's reporters have never snatched hot slugs from a linotype machine and rushed them over to a makeup truck. We've overlooked the fact that our staffs have grown so rapidly that men on the second floor, say, don't know the men on the third floor. And we've ignored too long the fact

that self-respect is closely akin to an employee's pride in his job and in the product he helps to turn out.

Non-union workers have no monopoly on this pride. And The Gannetteer makes no differentiation between unionized and non-union departments. If Mrs. Smith phones to tell us that the ITU Auxiliary plans a dinner, we have a photographer on hand to get a picture for The Gannetteer. If a credit union or independent employees' association has an outing, we do the same.

The Gannetteer records the election of a staffer to a regional union post with the same enthusiasm accorded a managing editor honored by ASNE.

How about wages? We don't agitate, one way or the other. But we do tell who's bought a new car, and what kind. We dote on pictures of staffers' new or remodeled homes. We tell which staffers are sending sons and daughters to college, and to which colleges and universities. We run pictures of the biggest families in the Group.

Politics? Gannett newspapers, with their heralded autonomy, have varying political views. We tell which paper is supporting which candidate for President, but we don't campaign for candidates or ideologies. If a Democrat, working for a Republican paper, runs for city council, we tell all about it. And if a Republican governor praises a Gannett editorial, or editorial campaign, we tell about that, too.

Profits? The Gannetteer talks up our profit-sharing, our annuity-retirement program, and the Gannett Foundation as an operating agency designed to perpetuate Gannett Newspapers and jobs thereon. Where feasible, we try to translate such facts into the effects of profits on individual staffers.

Such a house organ may not end all threat of strikes. It may not change disgruntled staffers into bright-eyed paragons of ambition and enterprise overnight. It may not even erase vestiges of inter-departmental hostility and suspicion. But of this there's evidence:

Employees are interested in looking at your newspaper organization as a whole. They welcome man-to-man visits with management. And newspaper house magazines can help you and your employees tear down the walls of misunderstanding and suspicion that the magnitude of your operation has built up among you.

'Printing the News Not Enough'—REESE

It doesn't take a metropolitan paper with a big staff to fight for civic righteousness. One good man can be a crusader if you give him enough time.

Ben Reese ought to know, out of his long experience as city editor and managing editor of the four-time Pulitzer Prize winning St. Louis Post-Dispatch.

It was the managing editors and publishers of the Connecticut Associated Press Circuit in their recent annual meeting at the Stamford Yacht Club, June, who heard him tell how a newspaper can be a positive force in the community. Simply being a common carrier of news facts is not enough. The newspaper must work to get rid of evil; to acquire and keep what is good—good government, good schools, good fire and police protection, good parks, good public utilities.

He cited the report of Edward L. Bernays that newspapers had departed from the principles of Pulitzer, Ochs and Gibson (Rocky Mountain News of 1860) and that they could not return to them until the press generally recognized its own inadequacies. Two other significant events cited by Mr. Reese, now co-chairman of the American Press Institute, were the battle of ASNE to keep open the sources of information and the declaration of Eisenhower at Abilene calling for a recognition of the responsibilities of citizenship, when he said that evil tolerated in the city council later becomes evil in a federal bureau.

Newspapers, he said, should not be concerned merely with the mechanical problems of the size of the paper and its circulation. It should cling to the constant objective of making the city a "decent place to live without fear or favor. This is something that television cannot do."

Frank J. Starzel, Assistant General Manager of the Associated Press, just back from a tour of Europe said he wasn't among those who thought outbreak of war imminent. He was greatly impressed by the resurgence of Germany and gave a word picture of martial law in Cairo. Roger Connolly, Managing Editor of the New Haven Register, was elected President of the Circuit, succeeding the late James L. McGovern.

'Their Ears Must Be Bombarded Continually'

(Excerpt from an address on propaganda in federal government by V. M. Newton, Jr., managing editor, Tampa Morning Tribune)

On May 19, Senators Morse, of Oregon, and Humphrey, of Minnesota, speaking for the administration, castigated newspapers, radio and television for their reporting of the national steel dispute.

The two senators blew off their steam at a hearing of the Senate Labor Subcommittee of a bill sponsored by Senator Morse which would authorize the President to seize defense plants.

Senator Morse, in particular, was bitter. He said it was "one of the saddest failures of American journalism." Then he added:

"In this instance, I think the press, radio and television failed to meet their public trust. They are all tarred with the same brush."

Senator Humphrey said he had been "shocked and amazed" because he had not seen any newspaper account of testimony Secretary of Defense Lovett gave to this subcommittee on April 24 about the importance of steel to defense.

In carrying an account of the two Senators' statements, the Associated Press replied parenthetically as follows:

"(The Associated Press quoted Lovett on that date as saying any prolonged stoppage of steel production 'could result in tragedy and disaster'; that 'a sudden and large-scale resumption of combat in Korea may occur at any time,' and that he did not see how any President 'in a critical time such as this could allow a major stoppage of steel' but that the Defense Department had no opinion on the methods Truman used.)"

"(Lovett was quoted in a general AP story on the steel situation. The story was widely published by AP member papers.)"

One week later, on May 26, President Truman in a speech to the Electric Consumers Conference at Washington, castigated private utility companies for daring to buy advertisements in magazines setting forth their side of the controversy involving government expansion of public utilities.

Holding up two magazines, Mr. Truman accused the private power companies of "following the Soviet and the Fascist lines, deliberately and in cold blood setting

out to poison the minds of the people."

Then the President said:

"I think I will ask the Attorney General to take a look at this situation and see if the corrupt practices act doesn't apply."

In commenting on these public utility advertisements in magazines, the New York Daily News said editorially the next day:

"We don't know what kind of crime they were, since the Constitution guarantees freedom of speech and press, and these advertisers were only speaking their minds freely through a part of the press, and paying handsomely to do so."

Then the Daily News suggested that Mr. Truman send it a check for \$710 in payment at advertisement rates for its account of his speech.

There you have the issue brought out into the open, diamond-cut and crystal clear; an issue involving the control of the American mind; an issue that may eventually decide the fate of the free American press, not to speak of the fate of American liberty.

On one hand, you have Administration spokesmen castigating the press, radio and television for their failure to sell government propaganda to the people. On the other hand, you have the President of a so-called free democratic government threatening a federal investigation of private business because it dared to meet government propaganda with its own propaganda through paid magazine advertisements.

Censorship is not sufficient for the dictator or police government. He or it also must have utter control of the popular mind. And in one respect, control of the popular mind is more important than censorship to a dictator. For, it is reasonable to presume, a dictator cannot gain censorship until he has agreement of the popular mind.

We in America are not yet mental dummies of a dictator but, with our government castigating the press for failure to sell government propaganda and threatening private groups with FBI investigation for daring to meet propaganda with

propaganda, we are well on the road to it.

In view of these turns of events, I cannot help once again quoting a statement made by a brave Argentine Congressman, Mauricio L. Yadarola, who appealed in 1950 to his people to overthrow Dictator Peron. Mr. Yadarola said:

"And what propaganda should a state put out? In a democratic government, none; because the only propaganda is the good work of the government; but in totalitarian regimes the people must be fooled about the work of the government and the virtues of the regimes, and to do this their ears must be bombarded continually until the lie is accepted as the truth."

Committees Named By President Bryan

President Wright Bryan has appointed the following standing committees:

Freedom of Information, James S. Pope, Louisville Courier-Journal & Times, reappointed chairman.

J. R. Wiggins, Washington Post, vice chairman.

Walter P. Jones, McClatchy Newspapers, Sacramento.

George W. Healy, Jr., New Orleans Times-Picayune.

Dale B. Stafford, Greenville (Mich.) Daily News.

Paul Block, Jr., Toledo Blade.

Herbert Brucker, Hartford Courant.

Membership, Gideon Seymour, Minneapolis Star and Tribune, chairman.

William M. Tugman, Eugene (Ore.) Register-Guard.

Roy Pinkerton, Ventura Star-Free Press.

Harry Montgomery, Phoenix Republic & Gazette.

Samuel L. Latimer, Jr., The State, Columbia, S. C.

Raymond A. McConnell, Jr., Nebraska State Journal, Lincoln.

Philip M. Wagner, Baltimore Sun.

Jack R. Howard, Scripps-Howard Newspapers, New York.

The new Bulletin advisory committee appears on page 9 of this issue.

Memo On a Religious Feature

Nashville Tennessean Found Wide Acceptance for New, Carefully Planned Series Written by Local Leaders

Newspapers have only lately been cultivating the field of religious news. Readership is avid, surprisingly so in papers which used to be satisfied with a Saturday department comprising little more than a church calendar.

Syndicates have been benefiting by this demand of anything of an inspirational nature, but few papers have developed the local appeal to the extent approaching the Nashville Tennessean.

A man's religious experience is his own and he is usually reluctant to bare it to another. The Tennessean, however, found many community leaders were willing to do so under the topic "What My Religion Means To Me."

The first series proved so popular that during Lent women were asked to contribute. In 1953 young people of later high school and college age will be asked to do the writing.

Coleman Harwell, editor, reports that three members of the Tennessean staff who laid the ground work for the series faced two main considerations: They wanted the cooperation of the churches; they had to insure fair representation for each religious belief.

The editor outlined the plan for the series to the community's Pastors' Association and to the administrative heads of the two denominations not included in it. A survey was made of the number of churches representing each denomination. Writers of articles were apportioned to each in ratio to their numbers. Thus, the Methodists and the Church of Christ would have 7 contributors; the Baptists, 6; the Presbyterians, 5; the Episcopalians, 4; the Catholics, Disciples of Christ and the Negro churches, 3 each; the Lutherans and Jews, 2 each. A half-dozen smaller sects were assigned one each.

Churches within those denominations were then selected on the basis of membership and location. Every section of the city was covered.

Community leaders, well known for their interest in religion, were first designated as contributors. They included the heads of several

educational institutions in Nashville, two of them Negro.

The newspaper asked the pastors to recommend a few persons in their congregation who would be best qualified to write on the topic. The editorial staff then chose a group of people from many professions and several walks of life.

Persons chosen were asked to write an article of five or six hundred words. A deadline was set

and most of the articles were in the editor's hands before the feature started. The newspaper for each article sent a ten dollar check to a charity indicated by the contributor.

Mr. Harwell found that some controversial matter crept into the articles, but despite that fact there were no protests made to the paper. It was due, the editor surmised, to a tolerance generated by making news space available to all beliefs.

One of the early contributors submitted what amounted to a sermon. He rewrote it successfully when the editor, a personal friend, pointed out what sort of thing was desired.

Letters to the Editor

I cannot agree with my distinguished colleague and valued friend Grove Patterson who says in a recent issue of The Bulletin "I like to see a speaker show up with manuscript because it indicates that he has done some work."

The man without manuscript may have done much more work. Perhaps when Dr. Walter Pitkin declared speaking the hardest work men do he was thinking of the man who speaks without manuscript or notes.

Mr. Patterson knows how to read an address. The art is not inconsiderable. I always enjoy hearing him read or speak. But if I should read an address—"paper" is the term in some organizations to which I belong—the audience would not fall asleep. It would rise and depart in dudgeon.

By far the highest praise I ever received after having delivered an address; higher praise than I shall again receive, and I like to hope it was sincere spur-of-the-moment exaggeration was from the lips of Grove Patterson.

I addressed, a good many years ago, a luncheon meeting of ASNE. I think it was when our annual meetings were held at the National Press Club. My subject was "The Editorial Page." I did not use manuscript or notes.

I had done hours and hours and hours during parts of days and days and days preparing myself to so deliver the address that a group of experienced newspaper men, always a hardboiled audience, might not believe it recitation.

When I feel that I have made a bad speech—I often do and the

audience often does—I turn to "Problems of Journalism" and read for consolation what Mr. Patterson said of the speech of one who did not show up with manuscript.

TOM WALLACE
Louisville Times

As a former member of the Society and a journalism teacher, let me give nine loud cheers for Jenkin Lloyd Jones' article, "Can We Over-educate 'em?"

We can educate "them" beyond their capacities, and I don't know of a better way to spoil a good prospect for the city room.

It's bad enough to teach youngsters to be columnists but to try to teach them to be foreign correspondents is worse.

DOUGLAS D. MARTIN
University of Arizona

Protests Do Help

At the suggestion of Fred Burgner Trenton Times, the New Jersey members of the Associated Press, in annual meeting at New Brunswick, adopted a resolution on suppression of news of public interest by public officials. It urged all members "to take prompt and vigorous action on the local and state level against erection of news barriers of any kind."

In the past year, the resolution stated, there were several instances where officials failed to cooperate in this respect. Protest by newspapers in the state, it said, brought remedial action.

Senator Moody Asks ASNE Aid In Fight on News Suppression

Senator Blair Moody, heading the Anti-Censorship Subcommittee of the Senate Investigating Committee, has sent the following message to ASNE members through President Bryan:

An effective way to expose censorship and to correct the abuses in the suppression of news by government officials is to assemble specific cases in order that they can be studied by the Anti-Censorship Subcommittee. I would

appreciate it if you would request the members of your organization to place before my Subcommittee any concrete facts or data that they may have of instances in which government agencies have improperly suppressed information.

It would be particularly helpful if they could furnish any facts in which it appears that:

(1) Officials have improperly used the President's Security Di-

rective (Executive Order 10290).
(2) Officials have used the device of security classification to cover up non-security information.
(3) Officials have used security classification in order to conceal departmental or agency mistakes and incompetence, and

(4) Officials have refused to answer legitimate questions designed to produce facts to which the public is entitled.

Any information furnished to the subcommittee will be promptly investigated. Your cooperation will be most deeply appreciated.

Senator Moody has named Roscoe Drummond, Christian Science Monitor, to head an Advisory Committee of his committee.

THE CINCINNATI ENQUIRER

"Its Employees Have a Large Bull by the Tail, but a Beautiful One"

By E. M. BOYD, Managing Editor
The Cincinnati Enquirer

I have just survived a revolution. I didn't believe it could happen, but it did. Employees have taken over the Cincinnati Enquirer, without bloodshed.

Had this occurred in a satellite country in Europe or in Latin America, I could have believed it. But it did happen in a conservative Midwest city, and it was nothing less than a "miracle," as Publisher Roger H. Ferger described it.

Editor & Publisher and the press associations have carried full details, briefly:

The competitive Taft afternoon newspaper, the Times-Star, made a bid for the 111-year-old Enquirer, so-called "Old Lady Of Vine Street." It was accepted by the bank which operated this newspaper as trustee for the McLean estate. But a small group of employees decided they didn't want to be merged, despite assurances that The Enquirer would maintain its independent status. They organized an employees' committee to stop the sale. On this committee of 23, headed by a reporter, James H. Ratliff, Jr., were some of the top department heads and executives from all departments. Rebuffed four times, they finally pledged \$100,000 more than offered by the Times-Star, and the District Court in Washington, D. C., awarded control to the employees. They were granted some 90 days to pay off their loans (via

stock sales and a \$6 million bond program already underwritten by Halsey, Stuart & Co.) and get back to the interesting business of publishing their newspaper.

I was not a member of the employees' group. Also Mr. Ferger had cautioned that I maintain a neutral status, which I tried to do. He also tried to be neutral, although I believe down deep in his heart his sympathies lay with the employees. For several years ago he had had plans to buy The Enquirer. It was his intention to inaugurate employee participation, with eventual employee control, similar to the Milwaukee Journal plan. At one time Mr. Ferger was a competitor of the Journal, when he was business manager of the Milwaukee Sentinel, and saw at first hand in 1937 how successfully such an operation could be launched.

Some seven years ago Mr. Ferger originated our pension trust plan for all major departments with exception of mechanical employees. It has been eminently successful and popular.

With 100 per cent employee participation in the Cincinnati Enquirer, Inc., stock promotion, which is the hope of both Publisher Ferger and Reporter Ratliff, there is little doubt that the plan can be successful. Enquirer em-

ployees realize the eyes of the publishing world are upon them. They are not afraid. They have accepted the challenge with a magnificent spirit.

There is an effort now to heal the wounds, for there were many who did not oppose moving to the Times-Star plant, for reasons of future security. With suppression of cliques, and gradual reduction of too many volunteer editors, we have every reason to believe the plan will work.

Columnist Alfred Segal of the Cincinnati Post, offered this advice:

"Some of the workers who weren't in favor of buying the Enquirer for the benefit of the employees were afraid of troubles which might arise in a business institution in which nearly everyone concerned is a kind of boss. There might be jealousies and conflicts for power. Cincinnati advises that even in such a democracy as an employee-owned newspaper there must be discipline and the respect that may be due those who are in the position of superiors for the while."

Yes, Enquirer employees have a large bull by the tail, but a beautiful one!

I enlisted with this grand old newspaper 36 years ago. It will be interesting to watch the experiment. In a year, I shall inform my ASNE associates what progress has been made.

It could happen on your newspaper!

The masthead reproduced above was used on Page 1 of the Cincinnati Enquirer on June 7 when sale of paper to employees was announced.



THREE ASNE MEMBERS who attended the I.P.I. session in Paris went on to the F.I.E.J. meeting in Brussels, where this picture was taken. Left to right: John R. Herbert, Quincy Patriot Ledger; Lester Markel, New York Times; W. T. Curtis-Willson, the blind British publisher; and Erwin D. Canham, Christian Science Monitor. The photographer was Mr. Herbert's 14-year-old son, whose pictures illustrated Pere Herbert's articles in The Patriot Ledger.

Personal News of ASNE Members

David Lawrence, U. S. News & World Report, has won the Washington Star trophy for his leadership in reforming government in Fairfax County, Va. The award was made by the County Federation of Citizens' Associations, although Mr. Lawrence is not a member and his views on the form of government the suburban county should have opposed those of the Federation.

Following adoption of a county executive system, Mr. Lawrence aided the supervisors in preparing for the shift. He headed a research project himself, and was instrumental in calling in the University of Virginia Bureau of Public Administration to study details of the change-over. Regardless of earlier differences, the Federation felt that he made a greater contribution to the welfare of the county, in 1951, than any other citizen.

John H. Griffin, formerly Sunday editor of the Boston Post, has been named to the newly created job of editor-in-chief. . . . Jack B. Thompson, for many years chief editorial writer of The Chester (Pa.) Times, now is editor.

At the Elks' convention in New York, the new Grand Exalted

Ruler, Samuel Stern, of Fargo, N. D., was nominated by Hal Davies, publisher of The Minot News. Mr. Davies recently opened a new plant, a one-floor production operation in a building 100 by 160. A new press and other equipment are a part of the project.

Tom Wallace, editor emeritus of the Louisville Times, has been honored by the American Planning and Civic Association for distinguished service to the nation. "Through his affiliation as officer and leader in the Izaak Walton League . . . and other groups," the citation read, "he has helped guide public opinion to support national policies for the conservation of our irreplaceable natural resources and scenic wonders."

W. Earl Hall, Mason City Globe-Gazette, was elected a member of the Board of Governors of the American Red Cross at its convention in Cleveland in June. Last month he went to Chicago, the 14th political convention he has covered.

A gold plaque for outstanding suburban reporting and for "unusual effectiveness as the voice of its community" has been awarded to The Yonkers Herald Statesman by the George Polk Memorial. The plaque was accepted by Oxie

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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No. 345 August 1, 1952

Reichler, editor, in behalf of his staff. It was the only citation given to a suburban newspaper.

V. Y. Dallman, editor of the Illinois State Register, was honored at a testimonial dinner in Springfield. Senator Paul Douglas said of him, "His whole accomplishments have been marked by a deep love of his community, extreme unselfishness and strict regard for principle." Responding, Mr. Dallman credited his success to his parents, who had him baptised and confirmed, and to his efforts to adhere to these fundamental principles: "Active civic consciousness; active faith in God; and politics guided by prayer."

William E. Scripps

William E. Scripps, publisher of The Detroit News, died June 12 at the age of 70. He had spent nearly 56 years on the paper founded by his father, the late James E. Scripps, in 1873, and had been an ASNE member more than 20 years.

Mr. Scripps founded Station WWJ in 1920, first in the country to carry a regular schedule of broadcasts. He purchased the first privately owned autogiro, and helped build the first seaplane constructed in Detroit. His interest in aviation led to the establishment of the first newspaper aerial coverage.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 346

September 1, 1952

How Curtain Was Raised On Tax Settlement Cases

Persistence on the part of the ASNE Freedom of Information Committee brought results sooner than expected in its fight for access to records of tax settlement cases.

President Truman's executive order, authorizing the Internal Revenue Bureau to open for inspection tax cases where the Government had accepted compromises for less than the original amount claimed, came exactly one week after the committee had received a letter from Commissioner John B. Dunlap urging patience. In view of that, the committee was "surprised but gratified" by the executive order, which apparently provides what the committee has been seeking, with no reservations discernible.

Added to two previous salutary measures, it seems to put the Bureau of Internal Revenue in the clear on access to information. One concerned inspection of annual returns of tax-free organizations; the other, the activities of the Activities of the Alcohol Tax Unit.

James S. Pope, committee chairman, commented, "Certainly the Bureau, in the past few months, has done more than any other government department to meet our goals."

Interchange of letters between Commissioner and committee led up to the decision concerning tax settlement cases.

Following announcement by the Bureau, on August 7, of a policy under which records pertaining to compromises would be made public only after there had been a leak from Congressional or other sources, the committee protested to the Commissioner, who answered in a detailed letter.

"We have not yet arrived at our conclusions as to whether or not information in offer in compromise cases can be legally released to the public in full," Mr. Dunlap

wrote, in part. "What we have done is to state that any offer in compromise case where the propriety of the settlement is challenged in the public forum will be made available to the press immediately so that they can know the full details of the settlement in fairness to the Bureau and the taxpayers involved. If you feel that this interim measure is improper I will be happy to withdraw it and maintain complete secrecy until we arrive at an answer to the entire question."

"The matter is far broader than the average citizen seems to appreciate. There are many legal questions involved. Many attorneys who have worked on the

question are of the firm opinion that Section 55 of the Internal Revenue Code prevents the disclosure of such information."

Answering for the committee, Mr. Pope expressed confidence that Mr. Dunlap was genuinely interested in reaching a fair, legal solution.

"However," he said, "in the case of compromise returns, it still seems to us that the temporary measure, unless followed up promptly with an effort to reach a more logical long-range answer, could be so ineffective as to be harmful. Let me explain."

"You say your legal advisers are of the opinion that Section 55 of your code 'prevents the disclosure of such information (about compromise settlements).' Yet these same advisers, presumably, go along with releasing the information if someone raises a challenge. This suggests that (1) such infor-

(Continued on page four)

The Case Against Wechsler

By ALICIA PATTERSON
Editor & Publisher, Newsday

What happened to James Wechsler, editor of the New York Post, is not a nice story but it is an important one—especially for editors.

The facts of the case are quite simple. Wechsler has admitted, openly and whenever asked, that he was a member of the Young Communist League while he was in college; he has asserted, and the assertion has not been gainsaid, that he quit the Comies in 1937 and has fought them since. His record in the last fifteen years bears that out.

I do not happen to agree with many of Wechsler's views, but nevertheless he has been engaged in a steady and effective attack on Stalin and his cohorts. It may be thunder from the left, but it has been thunder nevertheless against the Soviet and therefore useful.

In the course of a legal action, Wechsler said, as he had said before, that he had once been an active Communist. The Journal-American printed that story. On a



ALICIA PATTERSON

panel called "Starring the Editors" of which I happen to be an occasional member, this article was briefly discussed and all the members of the panel gave Wechsler a clean bill of health. Three weeks later the sponsor, acting through its advertising agency, dropped Wechsler from the panel on the ground that he was "controversial."

The facts are simple but the issues are not. Among them, it seems to me, are these: First, shall we have freedom of expression or shall we not? Second, is honesty to be penalized and concealment rewarded? Third, can the newspaper, in the interest of freedom of speech, allow this kind of thing to happen without protest? Finally, is there a difference between Radio or TV and the newspaper in the responsibility to ensure free thought and free utterance of that thought?

As for the first question, all the panel agreed the exclusion of Wechsler was wrong and a blow at the freedom of opinion which in these times is vital to our future. We all deplored this salute to the witch-hunters. If this kind of thing is permitted to happen, then any one of us can be attacked and if the attack, even though it be completely irresponsible, is loud and emphatic enough, we are likely to become "controversial" and barred out. This is approximately the Rus-

MEMO FOR '53

Convention dates next year are April 15, 16 and 17. The place: Hotel Statler, Washington, D. C. For the first time in many years ASNE and DAR meetings will not conflict.

sian system of trial without jury or justice.

As for the second question, it seems to me to answer itself. Certainly Wechsler, in the early thirties was one of the collegiate revolutionaries. I am reminded of Lord Asquith's remark that he who, up to the age of thirty, is not a revolutionary, has something wrong with his heart; and that he who is one after thirty has something wrong with his head.

The answer to the third question is no. The newspapers cannot allow this type of censorship to go on happening here. Intolerance is almost the most contagious of diseases and if it breaks out in television today it is likely to occur in the press tomorrow. Thus in the interest of all whose present and future depends on freedom of expression—the media of mass communication particularly and the nation itself generally—the fight must be made against the unofficial censors and the self-appointed thought controllers.

The last question deserves a piece

by itself; it is corollary to the main argument, but vastly important. It needs to be pointed out that there is this fundamental difference between Radio or TV and newspapers: there is no restriction on the number of newspapers that can be published, but there is a limit on the number of Radio or TV stations that can be established. In the case of the latter, as is not the case in the former, there must be licensing. That is why, incidentally, "freedom of the air" should not be confused, as the broadcasting industry attempts now and then to confuse it, with "freedom of the press."

Consequently the operator of a TV or Radio station should have a much greater responsibility than the newspaper to ensure freedom of expression. Unfortunately, however, the lords of the air waves have become subservient to their sponsors. They are the victims of commercialism and are fearful to strike a blow for freedom lest their profits suffer.

So it is up to the press. Newspapers cannot be content merely to criticize and to condemn these crimes against the public interest. They must fight the witch-hunters with all the weapons and all the vigor at their command. We must fight them for our own sakes, but, more deeply, for the weal of the nation.

munity, and be liked, not just be bought.

I have heard such distinguished editors as Ben Reese and Donald Ferguson at ASNE meetings argue that the editor has to stay out of participation in community affairs to remain free. Are they afraid they might so easily get sold an idea that will prejudice the paper's honor? Fortunately their respective dailies have escaped the consequence of their isolation by having so many saving virtues.

My own opinion is that no editor can ever really know what is in the hearts and on the minds of the people in his city unless he gets out and meets them, and works with them, for the good of all.

Editors Reese and Ferguson will now please sit down at typewriters and pound out their answers for the next Bulletin.

Al Capp Agrees That No Rights Are Abridged in Omitting Comic

Hartford Times Receives A Few Letters Raising Cry of 'Thought Control' After Temporary Dropping of L'il Abner, and Editor Lindstrom Fears Public Gravely Misunderstands 'Freedom of Press'

By CARL E. LINDSTROM
Editor, The Hartford Times

Every editor has had the experience of dropping comic strips and being faced with protesting letters and phone calls. When I dropped out "L'il Abner" a couple of months ago, simply on a test, the deluge was greater than anything we had ever before experienced. The strip was promptly restored to the paper.

Recently, however, the continuity was felt to be offensive to good taste and instead of cancelling, a box was run on the comic page saying that "L'il Abner" was being given a vacation but that he would return. No further reason was given on the same principle that the advertising department does not give reasons for rejecting an ad. If you give a reason you have to defend it. And in matters of taste there is simply no end to the argument.

[When the Seattle Times skipped some releases in 1949, it informed its readers, in an Editor's Note, as follows: Two strips of the "L'il Abner" sequence were omitted as most distasteful. The Times has advised the creator of its displeasure.]

This time the letters did not exceed a dozen which were all answered personally. This made it possible to state the reason for the suspension and in all cases the reason was asked.

This is all routine experience, with this difference: every one of these correspondents raised the issue of "thought control", "freedom of the press", "censorship" or made the point that Al Capp must have the right to express himself.

In all my previous experience with dropping of comic strips, this issue of freedom of the press has never been raised. Why was it raised in behalf of "L'il Abner"?

Al Capp, the cartoonist, and I had an exchange of letters and one long phone call during which he recognized that there was no connection between freedom of the press and a comic strip. He agreed

to write a statement to that effect. Here it is:

"I understand that you've received letters from 'L'il Abner' fans, protesting that the Times' omission of some 'L'il Abner' strips last week was an abridgement of freedom of the press.

"In my judgment, your editing had nothing to do with freedom of the press, freedom of speech or any freedom. It had simply to do with our different points of view about that vanishing American institution, the l'il outback phone booth, with no phone, but with other necessities of life therein. To me and to the millions who read and loved

Chic Sale's epitaph to 'The Specialist' it is a subject of mingled sadness and fun. To you, and to others, possibly, it was a subject too delicate for a family newspaper.

"Because I try to do the best I can in my comic strip, I wrote about the 'Specialty' with affection and nostalgia. And because you try to do the best you can for the Hartford Times, you decided not to run those strips.

"No freedom was abridged. Instead, we both expressed our freedom of choice, according to our best judgment."

After the millions of words and endless speeches in behalf of freedom of the press, the right of access to information and all variants of this principle, it may have seemed to many of us that the public either wasn't listening or was strangely insensible to the importance of the things we were talking about. It's rather dismaying to find that apparently our public was listening all the time but so little understood what we were talking about that they attempt to hit us with the slapstick.

The Fetish That Destroys Confidence in the Press

By MARVIN H. CREAGER
Editorial Advisor, Milwaukee Journal

Scotty Reston put his finger on something important in discussing political reporting at our last meeting. He told of being assigned to go to Pennsylvania on Saturday, size up the state Taft-Eisenhower situation and write it for the next morning's Sunday New York Times. As he said, he probably could not get, in that time, the vaguest idea about the thing he was expected learnedly to analyze.

It is disquieting to find that even the staid Times sometimes comes under the influence of wild speed—that fetish that has done much to tear down confidence in the press and mostly in violation of plain sense. We know that one of the first things a young baseball fielder has to learn is not to try to throw the ball until he really has it all in his hand. Many an unearned run has scored because a fielder, in his hurry, threw to right field instead of to first base. Wild throws in journalism may not be so spectacular, but the cumulative

effect has been a hazard to that priceless asset, reader credence.

Why the hurly-burly around a newspaper shop? Haven't we emerged from the "Front Page" era of journalism? Oh yes, the circulation manager may gloat over getting the paper out to Umsteenth and Godhelpus three minutes before the opposition. So what? Maybe the promotion man will whip up a blurb about it for the paper or for an advertisement in Editor & Publisher. But how many readers know the difference or would care a whoop if they did?

Radio and television have done one great service for the readers and papers, too. By putting news bulletins on the air (and how many of us screamed in anguish when they did!) they have pretty well done away with that abomination of journalism—extras, always expensive and often futile. But there still are newspapers that seem to feel that their life depends upon printing in an edition ahead of the other fellow some story whether really important or not (often not). So strongly

"You Must Go Beyond the Country Club Terrace"

Cleveland Editor Says Ivory Tower Isolation Is a Thing of the Past

By NORMAN SHAW
Associate Editor, Cleveland Press

An editor can't play isolationist in this modern world any more than the politician. If he bounds his area of activity by the limits of his office, plus maybe the country club, he's as far from reality as the statesman who believes what happens outside the boundaries of the United States is no concern of his.

There was a time when ivory tower isolation was deemed the only guarantee of an editor's integrity. If he wandered out to listen to speeches or meet people or sit on committees, or if he got mixed up with some civic cause, however worthy, he thus became contaminated. He could no longer write fairly. His paper became biased and the tool of special interests. His staff couldn't write news but only the editor's opinion.

We know now that a big paper doesn't lose its honor so easily. We know more than that.

We know that the success of a newspaper is so completely wrapped up in the welfare of its community, that the editor is truly short-sighted if he does not himself become an active part of community life.

We know the day is past when the public will accept a newspaper as simply a remote and powerful corporation—for-profit automatically recording the day's news and the life of a big city, but taking no part in it. It's got to take part in it, not only as the best means of knowing what is happening, but as the only means of being accepted as a good friend and neighbor.

A good neighbor—that's what a paper should be if it does the job. And the editor, and a lot of his staff, have got to be that, too. In no other way can it build itself into the com-

do they feel it that they are willing to risk shooting from the hip and missing. Put yourself in the reader's place. Wouldn't you be willing to get it a little later and get it right and in intelligible form? We are prone to forget the simple fact that, in the long run, it is the reader that makes or breaks a newspaper.

"Speeditis" is even more serious, now that interpretation is growing in importance in journalism. Pontificating becomes a joke if done by deadline. Few readers are waiting breathlessly to read some prophet's pronouncement on the effects of Senator Claghorn's speech. Even odds it will have no effect at all. The international picture is not likely to change too much while a writer is taking time to get hold of the ball before throwing it. The plain fact is that the reader, excepting maybe the editor, doesn't care whether he reads it this morning or this evening. But he is much interested in having it right and not half-baked when he does read it.

There is, of course, the matter of enterprise and staff morale. We may go to seed if things are not done with a whoop and a holler. But is either enterprise or morale served by shoddy reports, theatrical though they may seem to the desk? True, the baseball player who fondles the ball and polishes it up like an apple for teacher before throwing it is not well received by the fans. He should not be. But he has done less disservice than has the one who threw into the bleachers because he hurried too much. The less speedy boy at least knows where the ball is.

Cross Book Publication

First order for the book written by Dr. Harold Cross, under ASNE sponsorship, has been received from A. L. Miller, Battle Creek Enquirer and News—an order for three copies, although the price has not yet been announced.

The title will be "The People's Right to Know—A Study of Legal Access to Public Records and Proceedings."

Date of publication has not been determined. Columbia University Press advises, "We know how important it is to get the book out as soon as possible, and we shall do everything we can to have it ready by early Spring."

Lindsay Says Editor Has No More Right Than Public Official to Withhold News

"We are eating crow this week," Edward Lindsay, editor of Lindsay-Schaub Newspapers, writes in a signed column in all the group's newspapers. "The managing editor of the East St. Louis Journal, a Lindsay-Schaub newspaper, put his paper into the position of refusing to carry American League baseball news unless an umpire apologized."

As Mr. Lindsay points out, the "details of the incident aren't important." A sports editor felt he had been insulted and his managing editor backed him up in demanding the apology. The club owner and the league president both did apologize and the umpire was suspended.

But, Mr. Lindsay goes on, "The difficulty in all this is that a newspaper does not print baseball news to support baseball. It is carried as a matter of public interest and as an additional value to the newspaper's subscribers who pay for the news in printed form."

The Journal managing editor realized his mistake, and the next day ran an apology for his hasty decision and assured his readers that the Journal would print the news. With the incident thus closed, Mr. Lindsay sounds a warning to the press in general.

"Unhappily," he writes, "some of those engaged in the newspaper business, from cub reporters to publishers, have gained a false impression of their own importance. They feel they are anointed people who ought to be treated with great tenderness by their fellow men."

"Actually those who are associated with the press in any capacity should approach their jobs with humility and a realization that their responsibilities outweigh their privileges. This is especially true in this time when nearly every community in the United States has a single newspaper ownership."

"There should be more students of the press among those who operate it. The freedoms, arrogantly assumed by some newspaper men, were not meant for them but were meant for the whole population—the readers of newspapers. Those who print newspapers and those who write for them merely are the agents of the people."

"Of course newspapers are private property, but their legal immunities stem from the belief that they will be used for the public. A reporter or an editor has no more right to withhold news from the public for a personal reason than has the sheriff or the mayor."

Tax Settlement Cases

(Continued from page one)

mation should legally have been released all along in case of challenge, or (2) it is still just as illegal after a challenge as before. We are not clear on this and would welcome enlightenment.

"I believe I can state the feeling of this Society thus: if the concession which will permit access to a tax-compromise case upon specific demand will tend to delay and perhaps to prevent a sounder permanent policy, then we would like to see the battle carried to the main issue."

"In our opinion, there should be no law which shields the names of persons who have evaded taxes in substantial sums and never met the obligation. . . ."

"Now that the interim policy has been announced, and in good faith, probably it should remain in effect, and we hope it will operate more usefully than we expect. But we hope too that you and your committee will not view it as anything but interim, and continue your good efforts to get this whole area of tax administration brought into a clearer legal light."

Three Leave the Society

Alfred G. Hill, Chester Times, has submitted his resignation as no longer eligible. He has relinquished the title of editor, now is publisher only.

Allen Merriam, editor of the Dallas Times Herald, has resigned because his current duties include so many phases of the business other than the editorial department.

George W. Shook, present address unknown, has been dropped from the rolls; he was editor of the defunct Jersey Observer, Hoboken.

Names of All Polio Sufferers Are Kept Secret in Delaware

But Survey Reveals that Most Health Boards Believe The Release of Such News Tends to Allay Public Fear

The Health Commissioner of Wilmington, Del., slammed the lid on news of polio cases in the area a few years ago and has not relented since. Only the number of victims, the type of polio from which they suffer and the counties from which they come are released to newspapers.

Under a Board of Health ruling, hospitals withhold names of victims; and as most cases from Delaware's three counties are treated in Wilmington, this amounts to a statewide black-out. Identity is revealed only if a patient dies.

The Health Commissioner's stand is that printing names and addresses of victims tends to create panic.

Elmer F. Cunningham, managing editor of The Journal-Every Evening, contends that the contrary is true; that when news is curbed, rumor takes over and creates more panic than the facts would. He believes that, reading only the figures, worried parents suffer nightmarish fears that they are surrounded by polio—fears that might be allayed if they saw by the paper that few of the cases (possibly none) were in their vicinity. He believes also that polio as a killer is emphasized when only names of the dead are printed; and that it would be comfort and encouragement to parents to know that a particular child who had the disease survived and was restored to health.

Still futilely protesting the news ban, Mr. Cunningham wondered what the practice is in other cities, and The Bulletin checked with several members.

No trouble in New Brunswick, N. J., until this year, John K. Quad, managing editor of The Daily Home News, reports. "All pertinent information was released by the Middlesex County Chapter of the National Foundation for Infantile Paralysis as each case was reported to that office. However, the chapter, at a meeting with municipal boards of health, decided that all information would be given out at the local level. This

has not worked out. Nine cases have occurred in the county and in no instance has the press been advised. The chapter has been opposed to revealing names. However, the chapter did call when the first death occurred today."

In St. Joseph, Mo., The News-Press and The Gazette print the names of all polio victims.

"Polio is no disgrace," writes Editor Arthur V. Burrows. "In 1940 my son Art, Jr., caught it, and I had not the slightest idea of suppressing the news. Suppression gives rise to rumors of ugly proportions. I have had some trouble with authorities and with parents of victims but a 20 minute huddle in my office did the work."

"It's not pleasant for a bank president to read that his cashier has absconded, but would you suppress it? Why not suppress all deaths? They are unpleasant."

"Treat polio as you would a heart ailment or a fractured hip. That's what we did with Art, no hush-hush at all. He recovered and got his A.B. at the Jesuit college in Kansas City this spring."

"When a health board shuts up, give it silent treatment on the news it wants in. It works every time."

Reese T. Amis reports that health authorities give names of polio victims, for publication in The Huntsville Times, as a matter of course.

The same is true in Lubbock, Texas, where The Avalanche and The Journal print not only names and addresses of polio patients treated there but also, when available, names of victims throughout an 18-county region. Charles A. Guy, editor and publisher, says he's had no difficulty "except the usual trouble newspapers have with doctors who can't fathom news and who sometimes monkey around a day or two without listing their patients with communicable diseases."

In Shreveport, the health department is fully cooperative, as it knows the public would resent suppression, according to Charles

A. Hazen, managing editor of The Times. With 269 cases in that city of 135,000 last year, there was no panic.

"The public is entitled to this information," Mr. Hazen says, "and also to frank, reassuring facts about polio exposure showing that most people, including children, probably have already had the disease and won't catch it. This information is exceedingly helpful here."

The Oxnard (Cal.) Press-Courier makes certain that it is a polio case, and then prints the name. "This has been a great help in public education," according to George Grimes, editor, "and has aided in successful campaigns for therapy pools, an iron lung, the best equipment for caring for patients and in the annual March of Dimes."

In 1951 Pueblo, Colo., was one of the hardest hit areas. One rural community of 164 persons had more than 20 cases. The Star-Journal and The Chieftain printed full details, convinced that such publication arouses intelligent interest.

"At some point in an epidemic," Frank S. Hoag, Jr., publisher, writes, "it may appear that people are panicky. They decide to keep their children home from school, away from swimming pools, out of moving picture shows or run off to the country with the idea that they are escaping the disease. But it is our considered opinion that we would much rather have them interested to the extent of following the advice of physicians about plenty of rest, cleanliness and what symptoms should be watched for, than to be disinterested and defiant to the extent that they conclude that polio is only for a certain type of individual."

"Our years of experience prove definitely that unless the news and facts about polio or any other story concerning public health are given wide circulation, rumor can create more panic than the facts justify."

Only one newspaper reporting has access to names and doesn't run them, although it does print age and sex of victims, area in which they live and any clues as to how they may have contracted the disease. That's the Lowell (Mass.) Sun. David Connors, managing editor, says, "New England disinclination for the names of the stricken is probably the dissuader in our case."

Big Newspaper Headlines Aided Stevenson's 'Draft'

(Excerpts from Convention dispatch by Wright Bryan, editor, Atlanta Journal.)

CHICAGO—For good or ill—and only time can tell which—the 'draft' of Adlai Stevenson for the Democratic presidential nomination was in large measure a creature of newspaper publicity.

American newspapers in general and Chicago newspapers in particular repeated so often and so loudly, 'Stevenson is a sure thing' that he finally did become a sure thing.

Wittingly or unwittingly, newspapers played the game of party leaders who wanted Stevenson. In doing so the newspapers helped block the chances of other candidates who had large popular support over the country or substantial delegate strength in the Democratic convention.

The Chicago newspapers—all of them—blazed out edition after edition with their biggest headline type, assuring everyone that Stevenson was certain to be the nominee. This inevitably made its imprint on the minds of delegates who were seeing those headlines constantly throughout convention week even if they did not stop to read the stories.

It made its imprint even on the seasoned political reporters who, interviewing each other as well as the general public, heard nothing but 'it's going to be Stevenson.'

The best newspapers in the country, and the news agencies which serve them, fell into the same trend until all the country had been told and re-told Stevenson would be the nominee, long before he had any appreciable number of votes actually in sight.

Since the Stevenson nomination later materialized, this was good reporting. But had any hitch developed, the newspapers—and that includes this one—might have been out on their longest and highest limb since they predicted Thomas E. Dewey's election in 1948.

But Four Editors Reply:

It Was Just Good Reporting

MILBURN P. AKERS
Chicago Sun Times

Mr. Bryan appears to be unnecessarily alarmed over the fact that "American newspapers in general and Chicago newspapers in particular" were able accurately to forecast the nomination by the Democratic Convention of Adlai E. Stevenson for president.

I believe it was obvious to most political reporters that (1) Harriman was unacceptable to the South; (2) Russell was unacceptable to the North; (3) Kefauver was unacceptable to the big city bosses and the White House Palace Guard; (4) Barkley was unacceptable to labor leaders; and (5) Kerr had little or no support outside of Oklahoma.

It was those factors—not what Mr. Bryan regards as pro-Stevenson propaganda—that blocked "the chances of other candidates who had large popular support over the country, or substantial delegate strength in the Democratic Convention."

Discerning reporters saw those blocks. So did many party leaders. So did many of the uncommitted delegates. They saw no such blocks in the case of Gov. Stevenson.

Those were facts; inescapable facts which newspapers certainly were required to print.

Mr. Bryan appears to concede as much, as he states:

"Since the Stevenson nomination later materialized, this was good reporting."

If it was "good reporting," and I believe it was, then I do not fully understand Mr. Bryan's concern. Certainly it could not simultane-

Governor Stevenson gives evidence of being a top-notch candidate and, if elected, a fine president.

Should this prove the case, the newspapers of America may be pleased with what they have done this week.

If the Governor fails to measure up, the newspapers may regret their news stories and headlines of the convention season.

In either event, it might be well for newspapermen to question among themselves how far they should push their prerogative of forecasting events.

ously be both "good reporting" and propaganda, as Mr. Bryan appears to contend.

If it was good reporting, let's have more, not less, of it. If it was propaganda—and I don't believe it was—we should have none of it.

Having disagreed with much that Mr. Bryan states, I now go on record as being somewhat in agreement with his final observation:

"It might be well for newspapermen to question among themselves how far they should push their prerogative of forecasting events."

As one who was a political reporter in 1948, and, as such, predicted the election of Gov. Dewey, I'd say they shouldn't push their prerogative very far.

I'm thankful, however, that my 1952 Sun-Times successors in that realm were, at both Republican and Democratic conventions, better prophets than I.

Lest some may think, as a consequence of Mr. Bryan's observation, that Chicago newspapers evidenced a news column bias toward Gov. Stevenson, let me quote from a letter recently received from Sen. Kefauver.

"I want you to know how deeply I appreciate the splendid coverage you have given both Mrs. Kefauver and me during our stay in Chicago for the Democratic convention."

"It is heart-warming to me to know that you have such an impartial view of a political convention, wherein every candidate gets his fair share of space in your worthwhile newspaper."

I do not know whether Sen. Kefauver sent a similar letter to the Chicago Daily News, the Chicago Tribune and the Chicago Herald-American. Whether he did or not, I assure you they were as deserving as was The Sun-Times.

DAVID LAWRENCE
U. S. News & World Report

I think it may be attributing a good deal more to the newspapers than is justified if we are to assume that Stevenson was created entirely by the newspapers and that the forecasts of his nomination which were printed so widely actually had much to do with bringing it about.

All you have to do to answer the question is to consider who the candidates in opposition to Stevenson were. Kefauver was unpopular with the big city bosses because of his exposure of crime, Harriman was an unknown, and politically not important. Russell was a sectional candidate, despite everything that was done to make him appear national. What did the Convention have left—the Governor of a big midwestern State who had carried it by more than 570,000 in 1948 while Truman carried it by less than 35,000. Here was a man known to be a good speaker, a man of good reputation, and a man who had made a good record in Illinois as a Governor.

The newspapers did not create Stevenson. The politicians began talking about him many months ago and the newspapers reflected what many of the politicians were saying privately, but did not venture to say publicly, for reasons best known to themselves.

The pressure behind the Stevenson nomination was as strong in 1952 as the pressure behind Hughes in 1916. Hughes kept his mouth shut from beginning to end, while the newspapers and politicians discussed a draft. If the newspapers are to apply some sort of self-limitation so that they will not print what people are thinking about, then, I suppose, the radio will do it or television will do it, and the newspapers will find themselves running a poor third in the race for position with the public.

There is only one test for newspaper writing I know of and that is to write what the people are interested in, subject, of course, to the laws of fraud, obscenity and libel.

If the politicians and other groups of people are doing a lot of predicting and talking about this or that individual as a worthwhile candidate, the newspapers are bound to reflect it in their stories. Stevenson was a "natural" months ago—so much so that Truman himself tried to interest him in the matter back last March, and that was, of course, reported in the

"The Prerogative to Be Right"

In response to a request for comment on Mr. Bryan's article, the Chicago Daily News forwarded to The Bulletin the following intra-office memo to Associate Editor A. T. Burch from John Johnson of the News' editorial page staff.

With reference to President Bryan's complaint, I have the following observations to make:

Prior to the Democratic convention, the Atlanta Journal urged the nomination of Sen. Russell.

On July 16, a Journal editorial carried this headline:

RUSSELL IS DRAWING AHEAD
IN THE DEMOCRATIC RACE

The body of that editorial said in part: "Stevenson, too, seems out of it . . . Russell is the man who advances . . ."

Now, when President Bryan writes, "Newspapermen should question how far they should push their prerogative of forecasting events . . ." I submit that the prerogative to be right should take precedence over the right to be wrong.

newspapers. Extraordinarily interesting was the Stevenson "reluctance." But I doubt seriously whether the newspapers or their predictions had anything to do with the influence upon the delegates. If you talked to the delegates, and particularly the supporters of the other candidates, and asked them privately who they thought would be nominated, they always told you Stevenson. I have never seen such unanimity before a Convention as there was in the case of Stevenson.

A. H. KIRCHHOFFER
Buffalo Evening News

I do not agree with the theory that newspapers, by forecasting the nomination of Governor Stevenson, helped to bring that about or thereby influenced the actions of Democratic delegates.

To assume that supposes that these delegates were immature novices, without experience in politics or its lures. The contrary, of course, is true.

An essence of competent political reporting is to interpret and forecast the future, so far as it can be done on the basis of known factors. That can be done only by men having the contacts and friendships which furnish them the information upon which to base an evaluation of the probabilities. That some of this information might come from other newspapermen having access to reliable information is beside the point.

Doubtless, there were those at Chicago, who, upon the basis of su-

perfluous information, went out on a limb or followed the pack and predicted Stevenson's nomination. That was a lucky break for them. I am speaking of the political reporter who knows leaders in all parts of the country, is able to gather information from them, weigh the probabilities of the situation and come to a conclusion upon which he more or less risks his reputation.

This tendency of forecasting or looking ahead can be overdone, sometimes it is at the expense of reporting a story as it develops; but it is a legitimate function of competent political reporting. In my experience over many years in local, state and national political coverage I have seen mighty few slips. That's because the men who were doing the predicting knew what they were doing and properly assessed the imponderables with which they were dealing. Some of them were more accurate four years ago than the pollsters.

When I showed the excerpts from President Bryan's dispatch to Jack Meddoff, one of our staff political reporters at Chicago, he responded:

"I would not for a split second attempt to contradict Editor Bryan. But in view of his premise, I am moved to ask why the screaming headlines in the Chicago Tribune all day, every day, during the Republican convention, failed to accomplish the same result with regard to Senator Taft."

And, is it out of place here to inquire if the place of an editor during a political convention isn't at his desk?

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

Editorial Committee: Carl Lindstrom, Hartford Times, chairman; Fred C. Christopher, Sioux Falls Argus-Leader; Rebecca Gross, Lock Haven Express; Jenkin Lloyd Jones, Tulsa Tribune; Edward M. Pooley, El Paso Herald-Post; Osie Reichler, Yonkers Herald Statesman; Norman Shaw, Cleveland Press; Donald J. Sterling, Portland, Oregon.

A Free Mind Must Go With A Free Press

(Excerpts from an address by Herbert Brucker, Editor, The Hartford Courant.)

We always think of our nation as operating under a two-party government. Actually we have a three-party system. Such figures as there are indicate that some 41 per cent of the voters in this country now consider themselves Democrats, and 32 per cent Republicans. But there is a third party, almost big enough to challenge the G.O.P., and that is the party of the unaffiliated, the independents. About 27 per cent of our voters consider themselves independents.

This third group is the one that decides elections. And it numbers more than those who put themselves on the registration lists as unaffiliated with any party. For it includes those who normally prefer one party, but do not hesitate to cross party lines to vote for a man or an issue.

These independent and loosely-attached voters keep the political pendulum swinging across the middle way, as their underlying good sense tells them to. Are not they, then, pretty close to doing what that independent Fourth Estate is supposed to do?

Why should we not be as free as they, and decide each day's issues on their merits, rather than to make them fit a foregone conclusion? It seems to me that, in not doing this, we are missing the boat.

So I suggest that in our editorial policy—not only the editorials themselves but the cartoons, the columns, the signed articles, and the way we play the news—that in all these, just as much as in our news columns, we stay in that independent Fourth Estate.

The fact that our system of reporting works as well as it does ought to give us the courage to believe that it holds within itself the seeds of all we need for the future. What is conspicuously lacking is a conviction in most publishers and editors, along with network executives and film producers, that it is up to them to make a jump into the future like that made by the newspaper pioneers of the nineteenth century.

WE ARE constantly having the reformers throw statistics at us to show how the overwhelming majority of the papers pull in one direction while the people vote in the other. I have long since given up hope of demolishing the accusation that this is so because we have been bought by advertisers. You and I know that it is not so.

It comes wholly naturally, and with the best of intentions, because we go right on setting editorial policies as we choose, under the standards of 1852. But the fact that we tend to vote one way and the people another seems to me to indicate that we have let something get out of whack.

—HERBERT BRUCKER

Where is the publisher with the vision of the 20-year-old Adolph Ochs who, when he took over the sickly Chattanooga Times in 1878, saw that success lay in abandoning the universally accepted habit of presenting the news according to the doctrine of a political party, religious sect, or economic class? Ochs resolved instead to take the entire community for his constituency, and to publish the news as it happened for the benefit of all the members of that constituency. The result was that the Chattanooga Times and subsequently the New York Times turned into gold mines.

The publishers of today who have Ochs' vision and courage cannot, perhaps, win similar rewards. There is less newspaper competition to beat. Still, few of us have saturated our markets. And it could be that the newspapers that take the next and final step toward independent journalism will find a new and amazing loyalty among their readers.

There is, in other words, a commercial as well as a moral reason for a change. But if the managers of today's newspapers are to win a financial reward and a world-wide esteem like that won by Adolph Ochs, they must take a forward step as positive and as radical as the one he took. They must apply to editorial policy the same standard of service to the entire community that Ochs applied to the coverage of news. Only when an entire newspaper is put together with the thought of reflecting the desires and the needs of society as a whole will the newspaper owners and managers of the twentieth century achieve the moral greatness of their predecessors of the nineteenth.

Each of us, I am sure, has had personal experiences with how well this independence of mind works in one field or another. In Connecticut we have a current example in politics—the Representative from Hartford, Abraham A. Ribicoff. He first ran a couple of terms ago as a

Democrat in what was supposed to be a lost cause. He won. Since then he has not hesitated to go his own way no matter what the Democratic Party line of the moment happened to be—if he thought the facts justified it. The result is that the Democratic Party organization is beholden to him, rather than the other way around. The organization has to renominate him because he pulls votes, including a good many Republican votes, their way.

All that freedom has brought us through the centuries comes from a similar independence—a respect for the facts rather than adherence to a previously adopted viewpoint. When a new issue comes up too many of us get our opinions first and then look around for facts to bolster them. Should we not get the facts first, and let them shape our opinions? Are we doing our job if we don't?

This world is getting so complicated that, it seems to me, the newspapers ought to approach public issues in the spirit of the scientist who has brought us up from witchcraft and ignorance. The scientific method consists in having a hypothesis—an idea—and in constantly checking it against the facts without any other thought in mind than finding the truth. The scientist knows that his work has value only if it can be duplicated and verified by others who approach it with a skeptical frame of mind. Does what we say in our editorials check with what most of the people in our communities, most of the time, think about the same facts?

To me there is nothing so glorious as a mind that is free. And it seems to me that a free mind must go with a free press. We ought to have no other god but truth. We know well enough that in this life there can be no perfect truth. But we can, if we will, abandon all else for a never-ending search for the truth. And I submit to you that anything else, in a political year or any other, is a betrayal of our trust.



By FRANK HAWKINS, Assoc. Editor
Pittsburgh Post-Gazette

STUTTGART—Since few American newspapers can or will maintain correspondents abroad, the Reid Foundation serves a highly useful purpose.

Most of our newspapers can explain reasonably that it would be a needless expense to maintain overseas correspondents whose efforts would only duplicate those of the press associations, for which the papers already pay large fees. And few papers would ever send staffers abroad for any length of time solely for purposes of training.

This has meant, then, that any newspaperman desiring overseas experience, except for possible special assignments lasting at most a few weeks and then usually under the auspices of a government agency, has had to work for the press associations or for one of the half dozen or so largest papers in the country.

Now, thanks to the generous and enlightened concept of the late Ogden Reid, as many as six individuals on some of the less affluent papers annually have an opportunity for a year's study abroad.

The Reid Fellowships are of equal value to the recipients and to the papers for which the Fellows work, particularly in those instances where the Fellow, although on leave of absence, writes with some regularity for his paper.

This gives the paper at least the prestige of having its own foreign correspondent and might even turn up something of interest to its readers. More important, it requires of the Fellow more effort (inevitably resulting in greater benefit) than might otherwise be exerted if he felt under no compulsion to write.

Those Fellows content to produce no more than the report required by the Foundation at the

Reid Fellows Abroad

The annual competition for Reid Fellowships closes October 1, after which Wilbur Forrest, chairman of the Fellowship committee, will travel from New York to the West Coast interviewing candidates. The committee, all but one ASNE members, will make its selections at a meeting in the New York Herald Tribune office in November.

What are the particular benefits of these fellowships? The Bulletin asked, and two ASNE-Reid Fellows answer on this page.



By TOMME C. CALL, Assoc. Editor
San Antonio Express & Evening News

Both as an editor and as 1951 beneficiary of a Reid Fellowship, I am completely sold on the idea, which is simple but vital:

Circumstances and responsibilities prevent most American newspapermen from ever traveling in foreign lands. Yet, this nation's emergence as the leading world power has given international affairs an unprecedented impact on all phases of newspaper publishing. Foreign correspondence alone is not enough to overcome the mental isolationism that still plagues a large part of the American press.

World affairs hold extraordinary reader interest for circulation. World tensions greatly affect production costs. World trade is a strong factor in business prosperity and hence advertising revenue.

And international relations are impressed on editorial policy all the way from editorials on Afghanistan to coverage of the police beat, where mistreatment of a Latin American in Texas, for example, can start wires humming between the foreign offices of Mexico and the United States.

It is too bad that the Reid Fellowships cannot be multiplied many times over, or their purpose also be more widely served by newspapers acting independently. The approach is the right one: A year's unfettered travel and study in a foreign country—feeling its atmosphere, traditions and spirit first hand, as well as gathering the cold facts—is perhaps the only way to understand its people and thus anticipate the policies to emerge from its government in any given situation.

In my intensive study of Mexico, and its growing importance economically, politically and socially to the North American Southwest,

end of the year might, it occurs to me, find it much more inviting to sit in Munich and sip beer than to stir into the hinterlands and watch our occupation forces at work. For that reason, the regular submission of articles is not only desirable but might with profit be made obligatory upon the Fellow.

As this is written, I have been in Western Europe for five months. In that time, I have driven a little British car 9,000 miles in France, Portugal, Spain, Italy, Austria and Germany. By October, when I return to the States, I will have at least a good superficial knowledge of political, economic and social conditions in Western Europe. As a result of having my own car and being able to fix my own itinerary, I have been able to visit many interesting places that I would have had to pass up had I been dependent upon public transportation.

If I learned no more than the geography and the atmosphere involved in this project, it would be most valuable. Actually, I'm getting much more than that. I have been privileged to satisfy many old curiosities—How do the Spanish people live and how do they feel about Franco? Would Spain be of any value to us in a war? How is the Italian land reform program coming along? Can the Italian businessman be made to bear his just share of taxation? How do the Germans feel about getting back into uniform?—and before I return home I expect to satisfy many more.

Although my year is not up, I am deeply gratified at how much more many of the foreign datelines mean to me now that I've been where the news originates and can visualize its background. As the overseas datelines become more meaningful to me, there is a good chance that I may in the future make them more meaningful to the readers of our paper.

I quickly abandoned my initial round of official Mexican government and U. S. Embassy offices. I was learning nothing that books, magazine articles and the wire services had not already told me. I moved to a village house as headquarters, with native neighbors, and hit the road to virtually every corner of the land.

I talked to the people in my rather hapless Spanish, studied their meager hinterland newspapers, watched their various ways of making a living, and looked at the country's resources from car window and afoot.

That experience taught the first lesson in international affairs: that there will always be something more, much more, for anyone to learn about a foreign land. It takes at least a year to avoid that pitfall of the two-weeks or capital-hopping "expert."

Furthermore, so closely to study one foreign country is to improve understanding of them all, I believe now. As preconceived notions are exploded and deeper sympathy—in the prime meaning of that word—is felt for another land and people, it becomes necessary to re-examine one's attitude, opinions and—yes—prejudices regarding all other lands and peoples, especially those similarly situated. The study of Mexico thus in a strong sense becomes not only a study of all Latin America but also a study of underdeveloped countries striving for economic well-being and political independence throughout the world.

Finally, it has been my enlightening experience that a person may not fully understand his own country until he has had the opportunity to see it through the eyes of another people from the perspective of another land. And by that I do not mean merely the quite warranted how-lucky-we-are feeling of the often perhaps too smug American innocent abroad.

Observing, almost sharing, another people's reaction to news emanating from Washington affords an estimate of State Department policies, for example, obtainable in no other way. To see ourselves as others see us is not always a pleasant experience, but it is a worthy lesson.

* * *

How much a newspaper and the individual newspaperman, as well as the readers they serve, benefit from a Reid Fellowship depends,

of course, on the paper and the man. Much or little can be made of the certainly excellent opportunity; but any time it might prove worth less than one year's time of a staff member and the \$5,000 grant, it will not be the fault of the Reid Foundation.

For the most benefit, I think the recipient of a Reid Fellowship should do extensive background reading before departing. It is well, also, to select a foreign area for study that is in some way of exceptional interest to the sponsoring paper's circulation. Mexico obviously was a natural for a South Texas newspaper.

While in the foreign country, a

American Editor, Home from Europe, Evaluates English and French Press

By L. R. BLANCHARD, Editor
Rochester Democrat & Chronicle

Want to know what I believe to be the toughest newspaper job in the world? It isn't editorial. It's the task of some accountant in Paris who takes care of the circulation returns of the Paris edition of the New York Herald Tribune. How that chap ever adds his columns of pence, francs, Swiss francs, lire, marks and a dozen other currencies is something beyond the ken of anyone who barely survived his high school algebra.

The HT is found everywhere and it is a godsend for the American tourist even though it encourages him in laziness by making it unnecessary to strain his limited knowledge of languages in plowing through foreign papers. By the same token it prevents the tourist from making true comparisons between those papers and evaluating them.

British papers are easy, of course, but their makeup is strange, their brief stories sometimes cryptic. Also it takes time to determine which of them is nearest complete, and the most reliable.

Just as syndication has given American newspapers a superficial family likeness, style determines a sort of similarity in the British press. Reliance on sports—one quarter to one-third of the news space—and the continued starvation in newsprint accents the similarities. The average British newspaper would be a good sized tabloid of eight pages, two of them sport, a front page of short news

Reid Fellow's reports to his newspaper, if properly arranged, alone can be worth the trip. His final report to the Foundation, if adequately researched, can become a valuable informative volume for his paper as well, and even for general distribution.

Personally, I am deeply grateful to the Reid Foundation for what I consider the most rewarding year in a decade of press work, and I sincerely believe the San Antonio Express and Evening News, which I serve in the diverse duties of associate editor, benefited equally. In short, I cannot say enough good about the Reid Foundation program, but at least I have tried.

stories rather emphasizing crime and sensation, a second page with a one-column editorial and a two or three column spread for a chaty and gossip writer of paragraphs.

Sure there are standard sized papers, too. The Daily Express, lively and smart, clearly showing its political likes and hatred. The Times, solemn and detailed in handling governmental news. The Telegraph, doubtless the most satisfying to an American visitor because it discriminates in its news, is complete without being dull. Editorially it is spunky and independent. Other papers one classifies quickly as political, sensational and even trashy.

French newspapers apparently have found a supply of newsprint. At any rate they are larger than they were three years ago. There is evidence that subsidization by party or clique still is in vogue, definite assurance that the Communist rags are slipping. It was said that Le Figaro and Le Monde are enterprising and quite impartial in news coverage. This tourist's own favorites were the weekend editions filled with startlingly sensational articles and art, but wrapped in four pages of the clever French comic artists. The comedy may sometimes startle the Anglo-Saxon mind, but it certainly takes your mind off the tourist troubles of tips and costs and forms to be filled.

Blame it all on The HT if an American returns home without a true picture of the foreign press.

Letters to the Editor

Objective Reporting — Convention TV

Editor, ASNE Bulletin:

I am disturbed by the trend of opinion away from objectivity in reporting, as expressed by some of my distinguished colleagues in the August number of the Bulletin. And may I say, an excellent number it was. The Bulletin gets better every month. But to my subject, and briefly:

I fear to have young reporters and also students in journalism schools get the idea that some of us oldtimers are going cold on objectivity. Of course some background and some wholly suitable and careful interpretation may properly find a place in a news story. But Heaven help us if we aren't cautious about this heady and dangerous business.

The unpardonable transgression, the act which admits no defense, no excuse and no forgiveness, is the lack of objectivity in a news story. Some time ago I bought a copy of an allegedly great paper. Indeed the publisher says it's the greatest. Of four top news heads on the first page, three were no more or less than three editorials under bylines, posing as news.

Inaccuracy is bad enough, but slanting is the ultimate sin. Let's keep our slanting and sinning to the editorial page.

GROVE PATTERSON
The Toledo Blade

* * *

Editor, ASNE Bulletin:

More exhaustive reporting is what newspapers need today.

For many who have entered journalism in recent years this may mean new techniques. Basically, though, all that is required is strict observance to basic, fundamental reporting which means getting all the facts that concern a story and putting them down on paper. If a reporter writes his story against the background of a true understanding of a situation then he will have no trouble giving the reader a truly objective picture.

True objectivity, in my definition, means a fair, complete and informative story with nothing left out that is needed to give the reader full, unbiased facts. This will give the reader a better opportunity to evaluate and interpret information in the story. It does not mean in-

SAYS Fred C. Christopherson of the editorial advisory committee: "It seems to me that some of the best articles in recent Bulletins have been voluntary contributions from members on some subject that irked or inspired them. I believe it would be well to do as much as we can to encourage such contributions."

This, then, is an invitation to every ASNE editor.

jecting a reporter's opinion in the story. Opinion should stay in the editorial page.

Reporters today cannot adequately cover a meeting or hearing by showing up before or in the midst of it, button-holing a couple of speakers for some quotes on what they are going to say. Reporters must cover news events of this kind, report what is said, insert necessary background to explain the "whys" and put the statements in perspective, and to reflect in their writing the atmosphere of the occasion.

That is exhaustive reporting. It requires good reporters, good writers and understanding editors who know a man cannot do that kind of a job and cover three or four other beats at the same time.

JOHN H. COLBURN
Richmond Times-Dispatch

* * *

Editor, ASNE Bulletin:

I was much interested in the "How Gory Can You Get?" piece in the June Bulletin (a terrific number, by the way).

My vote on the pictures would run like this:

Yes—Dead rat, rescue of plane victim, face on barroom floor.

No—Couple watching the search for their child's body. (But I might have changed my mind if it had been taken from afar.)

Use of these pictures in The Bulletin greatly enhanced the value of the articles. It proves that you can't "write" about pictures. You have to show them. Our convention programs have suffered from a lack of the visual technique, don't you think?

VINCENT S. JONES
Gannett Newspapers

Editor, ASNE Bulletin:

In the last issue of the Bulletin I was interested in reading comments of various editors on the televising of the conventions. My ideas slightly differ from some of the letters.

Televising the convention was a good job within certain limitations, but did not detract in the least from the readership of the same conventions reported in the newspapers. Television very clearly demonstrated the silly antics and the back room political strategy that are so often used to bring about certain results which are not always pleasing to the people. Television did one other thing. It proved to itself that it was not only too expensive to be continued very long, but it alienated a lot of listeners who preferred to have real programs that they enjoy rather than a lot of boring views of unintelligent men and women trying to appear big when they are really rather small.

If conventions are to be televised in the future, I think the sponsors will adopt some new tactics. They will cut out some of the very boring advertising they give; they will stop television viewing when the men who like to see themselves in the limelight make nominating speeches for favorite sons who will never get off first base in a national convention; they will also cut out some of the very useless polling of delegations.

Television did one thing for the newspapers I think, and that was convince them that more than ordinary reporting was necessary on events of national importance, especially conventions of the character we have just put into the past. That is, not to report merely the few pertinent facts, but to analyze the actions, tell the background and the aims of the strategy employed. This can't be done on television despite the fact there were a number of eminent broadcasters trying to do it. They only did it in a piecemeal manner, which was, in my opinion, very ineffective.

I think the televising was done well, and it probably did a lot of good, but I for one don't want to see it continued in another four years!

W. G. VORPE
Cleveland Plain Dealer

Personal News of ASNE Members

Managing Editor George R. Shoals, Rochester Democrat & Chronicle, was promoted to the rank of lieutenant colonel of the Army Organized Reserve when his unit was in summer training at Camp Drum, N. Y. A first lieutenant at the beginning of World War II, he became commanding officer of the 400th CIC Detachment, operating in the African and Middle East theater, and was released from active duty as a major.

J. N. Heiskell, editor, The Arkansas Gazette, spent last month in New Hampshire.

No vacation for Harry Ashmore, executive editor of The Gazette. "I'll have a couple of weeks out of the office all right, but my old Uncle has invited me up to a little place of his at Camp Chafee. And since I am still an officer in unfortunately good standing in the infantry reserve, there doesn't seem to be any way I can turn it down."

The usual fare at the annual luncheon of the Reid Fellowship committee is wild game, shot by the chairman. The southern shooting season permits Wilbur Forrest to shoot ducks and quail in Florida, where he settles down for the winter right on the fishing hot spot of the East coast, near Stuart.

Oxie Reichler, editor, Yonkers Herald Statesman, spent his vacation at his favorite summer spot, Strawberry Hill, N. H.

Difficult task ahead for C. J. King, editor of The Florida Times-Union: As chairman of Stetson Associates, he's to find 1,000 persons who will make annual gifts of \$100., or up, to Stetson University. He's tackling the job with enthusiasm because, he says, Stetson is "trying to keep the fires of free enterprise burning in America, and incidentally to steer clear of the 'academic freedom' stuff that is doing so much to harm education in America."

Miss Alicia Patterson, editor and publisher of Newsday, Garden City, L. I., spent the last three weeks in Dubois, Wyo., visiting her sister, Mrs. Josephine Patterson Albright.

Frank Clarvoe, who resigned from ASNE when he left the editorship of the San Francisco News, is now managing editor of the Santa Barbara News-Press. Of the switch from a big, highly competitive city, to a smaller but just as cosmopol-

itan city with no competition, he says: "Strangely enough, the fact of no competition is more challenging even than having 'the opposition' breathing down one's neck. You know 'it's up to you' in the reader's interest, and operate on that basis."

Thomas J. Berrigan, editor of the Niagara Falls Gazette did some ocean-fishing in North Carolina, last month, after observing part of the Naval air maneuvers.

A recent AP (New York State) Weekly Log reports that A. M. Learned, editor of the Schenectady Union-Star, reports that his 16-year-old daughter, Betty Clair, is coming along beautifully after a mild attack of polio. Also that George B. Williams, our most regular non-member attendee at ASNE conventions, is building a private Syracuse University alumni association on his paper, The Geneva Times.

Freedom of Information Course Given by Dennis

Frank L. Dennis, Acting Managing Editor, The Washington Post, is conducting a course in Freedom of Information at American University.

"What I hope to do," he says, "is to guide the students in their search for ways to find the facts they need to know in the conduct of newspapers and other work. I hope, incidentally, to learn a good deal myself in the course of it."

So far as he knows, this is the first time any university has offered a course in Freedom of Information, and he would welcome suggestions of editors as to source material, research projects, or anything else that should be included.

Mr. Dennis, a lawyer, admitted to the District Bar a few years ago, teaches a course in the Law of the Press at George Washington University.

Obituary

Henry J. Haskell, editor of the Kansas City Star, two-time winner of Pulitzer Prizes, and long time member of the Society, died August 20 at the age of 78. A member of the Star's staff for 54 years, Mr. Haskell had been editor since 1928.

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No. 346 September 1, 1952

Report Reveals Mounting Costs of Convention

Registration and banquet fees little more than covered the cost of last Spring's convention, it has been revealed in an 11-page report submitted to the Board of Directors by Mrs. DeVee K. Fisher, assistant to the treasurer of the Society.

Income	\$18,058.60
Expenses	17,056.14
Balance	1,002.46

With funds remaining from previous years, the convention account is now \$3,027.41.

The 1952 meeting cost nearly \$2,000 more than the previous year, reflecting higher costs in many services, although a large part of the increase was due to the newly inaugurated freshmen breakfast.

Economies are effected wherever possible and the registration staff is provided gratis by the Greater Washington Capital committee. But, in addition to the base Statler bill for banquet and luncheons, the report reveals scores of essential items: microphone and amplification, \$250; stenotypists to report the convention, \$761; bus service, flowers, programs, badges, telephone and many others.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

October 1, 1952

No. 347

Cause For Concern?

"I am, frankly, considerably concerned when I see the extent to which we are developing a one-party press in a two-party country."

—ADLAI STEVENSON at Portland, Oregon.

Full and Fair Coverage

WRIGHT BRYAN, Atlanta Journal—There is no danger of this country's "developing a one-party press" so long as news coverage of political campaigns is full and fair.

Freedom of the press, politically, is reflected not by whether 5 per cent, or 50 per cent, or 90 per cent of the newspapers editorially support any candidate or any party, but by whether editorial opinions are honestly formed and frankly stated—and by whether space is provided for publication of conflicting opinion, so that readers finally may judge for themselves.

By these standards, Governor Stevenson himself concedes that American newspapers provide an excellent forum for the free competition of ideas. He expressed himself to editors as being "well impressed by the fair treatment accorded me by most newspapers, including most of those aligned editorially with the opposition."

Governor Stevenson's charge that most newspapers "automatically support Republicans against Democrats" overlooks the fact that newspapers now for General Eisenhower include many noted for their independence of party lines, and many others which have been traditionally Democratic. In fact, the decision of numerous papers which once were "automatically" Democratic to support a Republican nominee for the first time in their history may be what is disturbing Governor Stevenson. But it certainly does not reflect a lessening of independent judgment by editors.

Subtle and Serious Danger

JONATHAN DANIELS, Raleigh News & Observer—Our newspaper said editorially:

Not only Adlai Stevenson but the American press should be seriously concerned "by the extent to which we are developing a one-party press in a two-party country."

There can be no argument about the development of the one-party press. Editor & Publisher has documented that in election after election in which papers were overwhelmingly and increasingly Republican, the people were consistently Democratic.

Maybe many publishers feel they are constituting a more and more solid phalanx in defense of virtue and patriotism in this Republic while the people are dancing with the Democrats down primrose-lined governmental paths. There is some coincidence, however, in the fact that as many newspapers have become big business operations their owners find themselves economically and socially more comfortable with other conservative business men in the Republican party. Certainly

those people are silly who suggest that the newspapers are dominated by big advertisers. They are foolish who say that the press is pushed about by big Republican politicians. The danger is both more serious and more subtle. Right or wrong in this or other elections, it would be a good thing at this point for the owners, publishers and editors of American daily papers to put up on the walls of their offices an old legend:

"More people are bribed by their own money than anybody else's." Contemplation of that might help America. It could not hurt the American press.

The Way It Should Be

B. M. McKELWAY, Washington Star—Several things distinguish Governor Stevenson's remarks about the press from those of ordinary politicians smarting over press opposition. One is the statistical and currently historical evidence to support what he said. Another is that he expressed himself with wit and good nature. Perhaps the most important is his graceful acknowledgement of what newspapermen know to be a fact—that most newspapers backing the Republican ticket are fair and free in their news reports about the Democratic candidate.

While Governor Stevenson was gently chiding the newspapers for becoming a "one-party press in a two-party country," in their support of the Republican party, I believe that "Mr. Republican" himself would be far more vigorous in his critical comment about the opposition press which he doubtless feels was largely responsible for defeat of the Taft nomination at Chicago.

Most newspapers supporting General Eisenhower are influenced by their fears that this may become a one-party country. That would be an unhealthy state of affairs, but not nearly so unhealthy as it would be if the one party controlling the country had the support, rather than the opposition, of the "one-party press." If the

CONVENTION DATES

The ASNE meeting in Washington next spring will be held on Thursday, Friday and Saturday, as usual, preceding the AP and ANPA conventions in New York. The dates are: April 16, 17 and 18. Those announced, in error, in the last Bulletin were for the following year.

Republicans had been in power for 20 years, I'm pretty sure the "one-party press" of the country would be about as strong for Stevenson as it is now for Eisenhower. And that is the way it should be.

Political News Study Asked

NELSON POYNTER, St. Petersburg Times—I happen to belong to the minority party in our two-party press. I will have endorsed Governor Stevenson by the time this is printed, and agree with the gentleman from Illinois that we should "contemplate the very real dangers of the one-party system in the press." His note is a relief from the shrill White House blasts on the press in recent years.

A nation-wide study of political news this year might be revealing for editors, their readers and partisans. Could the American Society of Newspapers Editors instigate this and use both political science and journalism departments, with a common system of scoring newspapers in their respective areas?

The St. Petersburg Times will share pro rata expense of such a clinic if twenty-five or more newspapers will participate.

Can't 'Choose Up' Sides

DWIGHT YOUNG, Dayton Journal Herald—Governor Stevenson's blurb about what he chooses to call the real dangers of a "one-party system" in the press of the United States is essentially the same old Roosevelt and Truman attack on American newspapers in a less vitriolic form. Mr. Stevenson wore his best pair of kid gloves and smiled as he criticized.

The Governor acknowledges he has no complaint about the treatment he receives in the news columns which is more than either Roosevelt or Truman ever conceded.

Mr. Stevenson's criticism, then, is confined to the editorial pages. One can easily understand his unhappiness that so many newspaper editors have disliked both the Fair Deal and the New Deal and are frankly suspicious of whatever kind of deal the Democratic presidential candidate may be cooking up to replace the Roosevelt and Truman formulas in socialist experimentation.

Assuming that the editors have sincere convictions, and Mr. Stevenson apparently does not raise that question, it would be interesting to know how the Illinois

governor would go about persuading more newspapers to support Democratic candidates for the national office. Would he "choose up" like schoolboys readying for a ball game?

So long as editors instruct their news staffs to print and play the news as they find it without fear or favor, and reserve the editorial page alone for the expression of their own honest opinions, I suspect they do not need to be disturbed by what the politicians and office seekers think or say.

No Standard Except Honesty

BARRY BINGHAM, Louisville Courier-Journal and Times—I was glad to see Governor Stevenson make the distinction between editorials and news policy. That distinction is too seldom recognized, especially by people running for office. Stevenson has mainly enjoyed courteous and respectful treatment and he paid a fitting tribute to the "impartiality and fairness" of the news columns in most papers.

On editorial policy he trod on shakier grounds. It is perhaps a sign of imbalance in our country when the great majority of our newspapers support one set of political ideas while a majority of voters support another. But what can the owner of a newspaper do except endorse the candidate he believes best for the country? Would we have him follow some other standard, such as supporting the candidate he believes will win, or the candidate he thinks a majority of his readers favor?

My own papers supported Roosevelt four times because I voted that way. I can see no other basis for a newspaper owner's decision. We may be misguided, unrealistic, out of step with our readers, but we must support the candidate of our honest choice.

Editors Might Well Ponder

MARVIN CREAGER, Milwaukee Journal—Adlai Stevenson needled the newspapers with deft phrases in his Portland speech. He made the usual mistake of lumping newspapers when we all know that no calling is so individualistic as newspapering. Even so, he said things we might well ponder.

Since the nation's birth, newspapers often have failed to convert voters. It rubs a sovereign American the wrong way to be told how he must vote. He welcomes information as to issues, but he wants

it straight. He does not want orders or prophecies of the end of the world if an editor's advice is not followed. Even when not warranted, he has full faith in his own intelligence. He needs stimulation to thought, but not to prejudice.

Maybe some of us take ourselves more seriously than our readers. William Rockhill Nelson, founder of the Kansas City Star, was a bonny fighter on what he thought was principle, but when he lost—and he often did—his comment was: "The smoke goes up the chimney just the same." Which it did.

Rollo Ogden, late editor of the New York Times, discussing newspapers and voters, said: "The worst possible government would be government by newspapers."

We would do well to review often what the late Glenn Frank told our Society: "Editors are inclined to underestimate the intelligence of their readers and to overestimate their information."

Give the voters the facts and stimulate discussion and argument of the facts. If they are not competent to decide, God help democracy. So far democracy still lives.

An Old Political Trick

SAMUEL L. LATIMER, JR., Columbia State—When Governor Stevenson said that the editors of the country "should contemplate the very real dangers of the one-party system in the press" we wondered if he would have made the same statement were "the overwhelming majority" of the newspapers on his side. It would be much more appropriate for Governor Stevenson to contemplate the dire effect of any effort to thwart free expression. If most of the newspapers are "opposing the Democratic party" then there must be a reason. But the reason is not that they have joined in some deep, dark conspiracy.

If there were collusion among newspapers, we would deplore it and be quick to condemn it, since teaming up would be a blow at the very fundamentals of a free press.

As a matter of fact, in South Carolina, Governor Stevenson's use of the word "overwhelming" won't stand up as to the daily papers since perhaps half of them are taking the Democratic side. It's an old political trick to attack the press. In his concern over newspapers, Governor Stevenson sounds more like President Truman than himself.

The Function of a Newspaper

FOR SOME ELECTIONS past the majority of the newspapers have in their editorial pages supported the Republican candidate. In these same elections the majority of the people have voted for the Democratic candidate.

Wherever editors gather, these incontrovertible statistics—which might be verified again this year—are repeatedly brought forth and used as a springboard to some remarkable conclusions.

Frequently our own colleagues use them for self-flagellation; should they not do so, some outside critic is sure to seize upon them as a whiplash for shortcomings. The latest to fret over the sad estate of the Fourth Estate is Governor Stevenson.

The newness of what Mr. Stevenson says lies only in the urbanity of his wit. For the burden of it is again that newspapers have a duty to influence as well as to enlighten the people and that since the statistics show a failure to influence there is demonstrated thereby a failure to perform their duty. In Mr. Stevenson's bright phrase, we have not lived up to our invitation to greatness.

Of course, one might comment that what Mr. Stevenson complains of is good fortune for Mr. Stevenson. If the statistical majority of newspapers were able to influence public opinion, which he says is their proper function, then his party would not now be in power and Mr. Stevenson's own political chances would be poor instead of good.

Or if one assumes—as Mr. Stevenson possibly does—that the majority of the people in this case are wise and the statistical majority of newspapers are foolish, then his argument really is that the newspapers should be influenced by the people, that they should endorse ideas because of their popularity. Yet this is the reverse of the argument that Mr. Stevenson pretends to make.

BUT WE ARE NOT concerned so much with the inconsistencies that glitter through Mr. Stevenson's shining phrases. What interests us is the underlying assumptions in all this talk about the duty of a newspaper and the "public responsibility" of an editor commenting upon the passing scene.

The primary function of a newspaper is to tell people what is happening in the world, be it good, bad or neither. In our own field we report bankruptcies as well as successes, "bad" government actions as well as "good" government actions. We do it not to perform a duty but to fulfill the function. We have no duty to print a newspaper at all, but if we do and fail to carry out the function of one we would quickly find the readers going elsewhere.

A newspaper editor who becomes overwhelmed with his sense of duty and decides that some news ought not to be printed because it would be bad for the public to know about it will quite likely find that he has no newspaper to be an editor of. The grave-

yards are littered with the wreckage of newspapers that tried to censor news instead of printing it.

A secondary function of a newspaper is to offer judgements and opinions on the passing events. And it is here that the critics of newspapers most often bring up such phrases as "duty" and "public responsibility."

The thought seems to be that an editor has a responsibility for what his readers think, that he has a duty to mold public opinion, and that if the editor and his readers get out of step then the newspaper has failed in its duty. As a corollary it is said, too, that the editor has a duty only to utter "responsible" thoughts—an irresponsible thought being generally one that runs counter to the great public policies of the day.

We do not think that an editor has any duty to mold public opinion. Indeed, when he conceives this to be his duty and to think that he can do it, he is in the greatest danger of ceasing to perform his editorial function. It is only in totalitarian countries, in the realms where there is dogma, that such a "duty" is accepted and attempted.

THE FUNCTION of an editor is to express an opinion which the reader in turn can judge. And that function is properly performed only if the opinion is an honest one. The minute an editor withholds an opinion for fear that someone may think it "irresponsible," or that he may be "out of step with the times," he ceases to perform his function.

If an editor believes, say, that a policy of government deficits is bad he should say so, and continue to say so, though for twenty years the government with the acquiescence of the people continues to depreciate the money with government deficits.

A newspaper editor who becomes overwhelmed with his sense of duty to uphold, say, the foreign policy of his government and suppresses his thought that it is bad out of fear of "irresponsibility," that editor has ceased to perform his function. So has he, too, if he yields up his opinion because somebody tells him editors are getting too "one-sided" and he thinks it his duty to redress the balance.

The reason he has ceased to perform his function is that he has ceased to give an honest opinion. And in due time his readers will find him out and his editorial page for all his sense of duty will join the graveyard of the discredited.

This editorial from the Sept. 10 issue of the Wall Street Journal is reprinted with that newspaper's special permission and at the suggestion of ASNE members. It was written by Vermont Royster, senior associate editor of the Journal, whose application for membership in the Society is presently in the hands of the committee.

Just Restless, I Suppose

By FELIX R. McKNIGHT
Executive Editor, Dallas Morning News

Rather expertly tucked away as the concluding line to Mr. A. H. Kirchhofer's contribution to the Wright Bryan "controversy" in the September Bulletin was this tart little poser:

"And, is it out of place here to inquire if the place of an editor during a political convention isn't at his desk?"

Now that needle struck a nerve. I am one of those restless editors who deserted his desk to attend both conventions. I foolishly do those things on occasion.

My office is air conditioned and my chair is comfortably padded. Quite appealing in this totally unusual Texas weather that has just produced 26 consecutive days of 100 degrees or higher.

I don't know why I occasionally follow an irresistible impulse, unbutton my collar, step into the furnace and sit in on a City Council, County Commission or Crime Commission session. The story will eventually reach my desk in dispatches from able reporters. Somewhat compressed, of course, in dabs of a few hundred words.

I could sit there with eager pencil, scan the lines and know all I should as an editor, I suppose. Maybe I am noseey but it seems to give me a slightly better idea as to how to play a story, evaluate its significance and do what I naively think is a better job by acquainting myself with firsthand facts.

It was this urge that drove me to Chicago. Not the promise of sizzling steak aroma purifying the Convention hall area nor the stimulating 103 degree air that poured into my inside room a few paces from those delightfully noiseless elevators.

I joined a staff of four Dallas News reporters from our Washington and Texas offices and tried to think like a Dallas News reader for those two weeks. We wrote, we edited, we interviewed and we planned our coverage for the reader back home from our temporary Chicago "bureau."

Texas just happened to be a pretty good news story at both conventions. It provided the morality issue that figured in the nomination of General Eisenhower. It fought through four contests at the Democratic convention and was the key that unlocked the southern tangle.

We operated a leased wire direct from the hall into our Dallas office and communicated constantly with the News Editor back home—stressing this angle or that angle. We chewed over every Texas development and its significance. We practically made up Page One from Chicago.

We had editorial slants that just possibly could not have been

gleaned from cold-type reading at an editor's desk in Dallas. It could have been a great waste of time for me and scores of other EDITORS I saw performing the same meaningless tasks at both conventions.

I don't know. Mr. Kirchhofer could have a point.

Planned coverage of the conventions by an editor, just as we plod through a normal day's work in Dallas, could be the wrong scheme.

But I like to think that all the lost sleep, the aching bones, the sweet scent of the stockyards was worth it. It is entirely beside the point that we picked up nearly 7,000 new starts in the normally depressing month of July.

No Personal Appearances

By BEN REESE

Norman Shaw, associate editor of the Cleveland Press, makes a good case for those editors who have the time, and the inclination, to "wander out to listen to speeches or meet people or sit on committees, or get mixed up with some civic issue."

In his article in the September Bulletin Mr. Shaw writes:

"I have heard such editors as Ben Reese and Donald Ferguson at ASNE meetings argue that the editor has to stay out of participation in community affairs to remain free. Are they afraid they might so easily get sold an idea that will prejudice the paper's honor? Fortunately their respective dallies have escaped the consequence of their isolation by having so many saving virtues."

Bulletin footnote: "Editors Reese and Ferguson will now please sit down at typewriters and pound out their answers for the next Bulletin."

The "so many saving virtues" of the St. Louis Post-Dispatch, mentioned by Mr. Shaw, are the result of its editors spending their entire time and efforts trying to get out a good newspaper, hell-bent, among a thousand other things, on making St. Louis and Missouri, and Illinois, and the nation a decent place in which to live.

The Post-Dispatch knows what is going on in St. Louis without Joseph Pulitzer, or Raymond Crowley or Irving Dilliard participating in committee meetings.

Competent reporters cover such meetings and inform the public objectively through the news columns. The top editors must have the time and the capacity to recognize and develop the hidden significance of the news, whether local, state, national or international.

The question posed by Mr. Shaw is one of personal preference, or one of newspaper preference.

On the Post-Dispatch Joseph Pulitzer, Ben Reese and Raymond Crowley had no stomach, or time, for making personal appearances. However, the newspaper's doors and ears always are open to the public. And the people, knowing this, bring their problems to the newspaper.

Whenever the Post-Dispatch has anything to say, it says it on the editorial page, rather than in committee meetings. Its voice is the voice of an institution, rather than of an individual. I submit that the record of the Post-Dispatch as a leader in civic matters speaks for itself.

Writes J. D. Ferguson of the Milwaukee Journal:

I have been so busy with a campaign on that I did not get time to write a few words on Brother Shaw's needling about country club terraces. In fact, I have shown up on the terraces only three Sunday afternoons this summer, so I cannot be too much contaminated. I envy the other boys who can spend the summer there.



Ten ASNE members who also are SDX members attended the meeting of the Northeastern Ohio Professional Chapter of Sigma Delta Chi in Cleveland, Sept. 15, at which Basil L. Walters, Knight Newspapers, was speaker.

Front row: J. D. Raridan, Canton Repository; Mr. Walters; W. G. Vorpe, Plain Dealer; Louis B. Seltzer, Press; and Hugh Kane, News.

Back row: Norman Shaw, Press, chapter vice president; Philip W. Porter, Plain Dealer, president; Nathaniel R. Howard, News; Richard L. Peters and Harding Christ, both of The Press.

Walters Asks 10-Cent Paper to Meet Rising Costs

Warns Ohio Editors That Many More Newspapers Will Starve Unless Rates Are Adjusted

By BASIL L. WALTERS, Exec. Editor
Knight Newspapers

(From an address before The Northeastern Ohio Professional Chapter of Sigma Delta Chi.)

Newspaper properties deserve a cost of living increase.

The Penny Paper belonged to the era of 75 cent to \$1 a day labor wages. Mark well, I'm talking about daily wages, not hourly wages.

The wages of even our poorest newspaper readers since the days of the Penny Paper have increased at least a thousand per cent, from \$5 to \$6 a week to \$50 or \$60 a week.

The prices of our daily papers have moved up only 500 per cent.

That's one reason so many papers have starved to death.

And unless newspapers get a fair cost of living increase from their readers, many more are going to starve. I propose 10 cents as a fair price for a daily paper.

I have been reading a most impressive book "Shirtsleeve Economics," by William A. Paton of the University of Michigan.

He believes that today's high taxes and reckless inflation are a direct result of the average Amer-

ican's ignorance of the "economic facts of life."

He hopes that inflation can be stopped where it is but he has little hope for a roll back.

Then he warns that business has been fooling itself on the matter of profits.

He believes most businesses have not been realistic on the matter of depreciation and thinks they may be living out of capital.

Many newspapers have outside sources of income from radio stations, television stations, buildings, truck lines, job printing plants, book and magazine publishing houses, and even entirely unrelated businesses and stocks and bonds.

We must not be deceived by the income from outside.

To be healthy, a newspaper itself must pay its own way with profit sufficient to pay a fair return to investors and leave sufficient funds in the cash box to replace and improve the physical plant.

Since the war, we have seen our raw material, white paper, mount in price from \$40 a ton in 1938 to \$126.

Wages have roughly increased 86 per cent since 1941.

It is difficult to get any national averages on advertising rates.

However, I believe it a safe bet

to guess that the national average increase in retail rates has not increased more than 12 per cent the last decade. National might be around 30 per cent.

During the same time at least one automobile model has increased from \$1650 in 1946 to \$3200 today.

The automobile industry and many others have passed along at frequent intervals all increased costs, plus a proportionate profit, to consumers.

At the same time, they have had the cooperation of their unions in getting the most economical production of technological developments.

Labor, industry and the public have profited from these technological developments.

I challenge you to name one major cost saving development in newspaper production.

Newspapers need to do more realistic thinking about advertising rates as well as circulation prices.

Newspapers may be having so much fun running races for lineage leadership that they neglect to figure out whether all the lineage actually pays its fair share of ever increasing costs.

Those of us whose paychecks

and futures depend on healthy properties, mechanical employes and non-mechanical employes alike, should be debating among ourselves whether we are as up-to-date and efficient in our production as are newer industries.

We have a right to a fair price for our product both from the reader and the advertiser.

We do not have the right to ask the public to support uneconomic and featherbedding practices.

All of us should be encouraging management to modernize. Better and more economical production methods, combined with some fair price adjustments for our newspapers and advertising, will mean more and better jobs and more newspapers.

Let's face up to it—newspaper management and labor have been derelict in promoting research and the use of more modern machinery.

Too Smug and Complacent?

Christopherson Cites Incidents to Show Why Editors Should Awaken to the Threat of Radio and Television

By FRED C. CHRISTOPHERSON
Editor, Sioux Falls Argus-Leader

Recent editions of the Bulletin have carried several articles in which members of the Society have airily brushed aside radio and television as a threat to the future well-being of the press.

The people, they have said, aren't satisfied merely by listening to something or looking at it. They want more solid fare, they argue, and insist upon a chronicle of events and comment in black and white on a page of newsprint. Newspaper circulation is increasing. So, why worry?



It seems that these non-warriors are becoming a bit too smug and complacent—too ready to assume that these media of communication will not jolt the newspapers. To liken them to Nero who fiddled while Rome burned might be unkind but the temptation to do so is strong.

"WE ARE QUITE AN ORGANIZATION" (Louis Seltzer Proves It)

Are you using your friends in the ASNE?

Members, generally, are eager to help each other in running down news tips, supplying professional information, checking job application references, etc. But an unusual kind of boost was given to a western editor recently by Louis Seltzer, editor of the Cleveland Press.

A prominent retired oil executive, father of one of the western editor's reporters, died suddenly of a heart attack. The distressed family tried to contact an older son, an army major stationed at Ft. Knox. Post authorities could only tell them that the major and his family had left that morning on a leisurely motor trip to Maine.

There was only one clue. The major had remarked casually that he hoped to have dinner with some friend in Cleveland the first night out.

Recourse to the Ohio state police was obvious, but the car was a common make and no one knew the license number or even the state of registry.

The western editor called Louis Seltzer. An hour later the major, driving into the outskirts of Cleveland, idly snapped on the car radio. The first word he heard was his name, with the request that he call home.

Members of the bereaved family now think that Louis Seltzer is quite an operator and the ASNE quite an organization. If you're ever up against a similar problem remember your friends in the Society. As a matter of fact, we ARE quite an organization. —Jenkin Lloyd Jones.

statement was made as that of a good friend instead of as a critic. "more and more I am depending on the radio for the news. I'm already familiar with most of these items on page one and there's no purpose in my reading them."

These incidents compelled me to do some serious thinking. Our circulation, to be sure, has been advancing and our total advertising this year is heading for an all-time high. Perhaps I shouldn't worry because on the surface everything seems all right. But I am worried.

It seems to me we must realize that the radio and television can deliver the news to the people hours ahead of us. They can also deliver to the people comments on the news faster than any newspaper editor. And with television they can deliver pictures faster.

I don't mean to suggest that the radio and television are tolling out the deathknell of the press but I am eager to point out that newspapers should appraise these media for what they are—definite and substantial competitors. Unless the newspapers recognize this, they will suffer.

But the newspapers can, I believe, adjust themselves to fill a role for which they are better equipped than either the radio or television. If they make this adjustment properly, they won't suffer. The nature of the adjustment is a subject, it seems, that should receive much study. All editors, I am sure, would welcome helpful suggestions on this subject.

Three unrelated incidents come to mind. A few years ago I was visiting with a retired railroad president who had reached that mellow age in life where he could afford to chuckle over his mistakes. I asked whether or not railroads realized some 30 to 35 years ago that the motor vehicle would become such a destructive competitor of theirs.

"Honestly," he said, "we just laughed at those who said we should worry about the automobile. We just regarded it as an expensive plaything, not much more than a toy."

Another incident was a conversation with a 16-year-old neighbor lad across the backyard fence a few nights ago. There was something that should have been of significant interest to him in the news that day. I asked him about it.

"No," he said, "I haven't heard about it. I haven't listened to the news today."

Note well that he said he hadn't listened to the news, not that he hadn't read the news.

The third incident was a coffee counter conversation with an extremely well-informed man who was thumbing through our first edition, as he does each day.

"You know," he said, and the

Election Year Danger

Masking Editorial Prejudice As News Column Prophecies

By WILLIAM W. VOSBURGH, JR.
Editorial Director
Waterbury Republican and American

In the September Bulletin Wright Bryan of the Atlanta Journal asserted that during the Democratic national convention "the Chicago newspapers—all of them—blazed out edition after edition with their biggest headline type assuring everyone that Stevenson was certain to be the nominee." His claim that these headlines influenced the Stevenson nomination rather than merely forecasting it is full of deep philosophical implications. When is a scoop-scorer really a kingmaker? And to the classic question of which came first—the chicken or the egg—are we to have the query of whether it is political sentiment that dictates predictions or vice versa?

It is hard to go all the way with Mr. Bryan's thesis for reasons given by those who have retorted to his article. And certainly at the Republican convention the wish for Eisenhower's nomination wasn't father to predictions that carried through edition after edition of all of the Chicago newspapers. Col. Robert R. McCormick, notably, had other nominations to nurture.

But on the score of certain newspapers' political predictions and the influence exerted upon them by editorial policy, Mr. Bryan has got hold of something that can profitably bear close attention by anyone interested in news objectivity.

I am thinking particularly of an episode in Washington when the Society met there last April. Other members will recall that at a breakfast meeting in that convention week a poll was taken of the editors present which revealed a strong sentiment for Eisenhower and a confident belief that the Republicans would nominate him. Isn't it, then, rather remarkable that when a Washington newspaper noted for its support of Senator Taft sent an inquiring reporter to buttonhole editors at one of the convention sessions he got practically nothing but Taft sentiment and was able to report in the news

columns of that newspaper that a cross section of editorial opinion across the land was strongly, indeed almost unanimously in favor of the Ohio Senator?

When that remarkable opinion sampling was published I was astonished to note the trend toward Taft in Connecticut as reported by one of my fellow editors from this state. It seemed almost completely at variance with common knowledge of the way in which our state was tending. Accordingly I talked with the quoted editor and found that what he had said regarding a slight Taft ground swell in a strong running Eisenhower tide had been the point of exclusive emphasis in this purportedly openminded and impartial canvass.

I wonder if the reporter who made this survey in the lobby outside the hall where the editors were meeting slipped in to listen to any of the deliberations. Even such a haphazard and brief attendance at one of the sessions must have brought to his ears a few burning words concerning how rigidly we of the American press exclude editorial opinion from the news columns.

Was this good for his soul or did it increase his cynicism? And what are the reactions of readers of his newspaper when balancing accounts of the highminded things said in our meetings against so obvious a use of the news columns to make alleged facts fit editorial



WILLIAM W. VOSBURGH, JR.

predisposition and boost a partisan cause?

If the issue that Mr. Bryan has raised will help papers to face the uncomfortable fact of what is a too common hypocrisy of our business it will be well worth while.

Another possible case in point is presented by a recent poll of newspaper publishers across the land published by the Western Newspaper Union. Of the publishers of 449 dailies and 3,063 weeklies responding, General Eisenhower was the personal choice of over 66 per cent. And over 64 per cent of those responding predicted that Eisenhower would be the choice in November of the people in their circulation territory.

This may portend a Republican sweep in November of truly landslide proportions. It may also portend another showing up of newspapers as altogether too prone to attribute their own sentiments to their readers.

That is bad enough as a reflection on our craft. But worse is the horselaugh that will greet such figures as these from wiseheimers who claim that the press of this country is in a general conspiracy to mask editorial page prejudice as news column prophecy and so to influence events under the guise of foretelling them.

And worse still is the color lent such charges by the comparatively few but altogether too conspicuous practitioners of news coloring.

CRAZY, BUT IT WORKS

How does a good reporter keep down his blood pressure in an exciting story when the partisan winds are blowing? An editor who praised Pat Morin of the Associated Press for his balanced articles on the conventions received this reply:

"I constantly have to keep reminding myself that the danger exists. I have a cockeyed method: to approach the story as though it happened a hundred years ago and write it from the standpoint of an historian. It's crazy, but it seems to work."

KEEPING NEWS SOURCES OPEN ACROSS THE NATION

Some State Officials Join Newspaper Editors in the Fight for Freedom of Information

In California

By WALTER P. JONES, Editor
McClatchy Newspapers of California

It still pays to advertise—and I'm including the sale of ideas as well as cloaks, suits and millinery.

Those of us who have been pressing the Freedom of Information



WALTER P. JONES

campaign in California found this out when Assemblyman Ralph M. Brown of Modesto, chairman of the assembly judiciary committee of the state legislature, took up the cudgel in behalf of legislation to reduce to a minimum secret meetings and censorship by public bodies.

Assemblyman Brown read newspaper accounts of a freedom of information discussion at the annual state editors' conference held at Stanford University last June and volunteered to conduct an inquiry into legal angles of censorship at the source.

It is Brown's intention to sponsor legislation at the 1953 session of the California Legislature to end news censorship, and with that aim in view his committee held a hearing in Sacramento on September 10-11. All interested in the subject were invited to appear and give their views.

As a result of the hearing, the assembly committee took steps toward the enactment of legislation to outlaw star chamber sessions of government agencies, at all levels, conducting public business. A citizens' advisory committee will be created to assist the legislators prepare a bill for submission to the January, 1953, legislature.

Editors and reporters appeared before the committee and told of the growing trend among public agencies in California to suppress news by holding secret meetings or refusing access by reporters to public records.

Dean Leshner, chairman of the legislative committee of the Cali-

fornia Newspaper Publishers Association, testified:

"Public officials are agents, servants and employees of the people. The people are entitled to know what their agents do and say and how they perform, for an enlightened public is the keystone of our system of government."

Brown has prepared a tentative draft of a bill intended to open to newspapers sources of public information heretofore closed through executive sessions, denying access to public records, etc.

A copy of this proposed measure was submitted to James S. Pope, executive editor of the Louisville Courier-Journal & Times, and chairman of the ASNE Freedom of Information Committee, and to Harold L. Cross, legal advisor of the committee. Both have expressed satisfaction with the Brown bill as drafted.

In a letter to me, Cross said:

"It seems to me that the important things (in such a measure) are to provide in clear language for public meetings with such qualifications or exceptions as seem just or are necessary as strategy to bring about passage and to do so in phraseology that fits the legislative 'style book,' so to speak, of the particular state. It seems to me the Brown bill does those things."

One paragraph of the measure got an enthusiastic response from Pope. It reads:

"The people of this state, do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they may retain control over the instruments they have created."

A panel on freedom of information was conducted at the Stanford editors' meeting by Jack Craemer, of the San Rafael Independent, who spends morning, noon and night preaching the gospel of "open news openly arrived at."

A meeting of the California-Nevada Associated Press News Executives Council preceded the editors' conferences and Craemer took advantage of this opportunity

to spread the Freedom of Information gospel.

The San Francisco Chronicle ran a series of stories under the general head, 'Your Secret Government,' which related news suppression techniques and conditions in San Francisco Bay area counties and towns. The articles were excellent and were written by Michael Harris, a staff reporter.

Whenever news suppression incidents have arisen in California the Freedom of Information committees of the California Newspaper Publishers Association and the APNEC have aided the local editors in battling these practices with considerable success.

In Alabama

Any Alabama publisher who feels that legitimate news is being suppressed in any department of the state government is invited to telephone the governor collect.

That message from Gov. Persons heartened the Alabama Press Association's Freedom of Information Committee at its first meeting. James E. Mills, Birmingham Post-Herald, chairman, asked newspapers in the state to cooperate with the governor and the APA committee in maintaining free access to public records and information.

The committee stressed the importance of newspapers' becoming informed on laws concerning privileged news, and recommended that editors make certain that all complaints they register are justified.

Mr. Mills suggested that members can, themselves, iron out most problems involving freedom of information in their own communities by the full publicity treatment. If the local level approach fails, he said, the committee is ready to help.

He also asked state editors to pursue the educational job. "Every newspaper reader," he said, "should be made to understand the fight to keep the channels of public information open is his fight. It is the public's right to know that we should stress and never lose sight of."

The Alabama Associated Press is cooperating with the APA in the program.

No Need For Confusion

The Internal Revenue Policy On News of Tax Compromises

After a month's observation and some questioning, the ASNE Freedom of Information committee continues satisfied that the new Internal Revenue policy on opening compromise tax settlements for inspection is an admirable step in the right direction. To make certain that the committee correctly interpreted the new rule, Chairman James S. Pope wrote Commissioner John B. Dunlap:

"Would you check me on this? 'Compromise settlements' is a definite classification used by your Bureau. When you say, therefore, that compromise settlements can be inspected for a reasonable purpose, you mean the cases you have so classified. I see no reason for the apparently confused idea that all 'compromises' of all kinds are now open. If you are in dispute with a taxpayer about what is due, and reach an agreement which might be called a compromise, this does not mean the agreement becomes public. The ones that become public are only those where the liability has been determined and the taxpayer cannot or will not pay the total."

In the absence of the Commis-

sioner, James C. Rivers, Information Officer of the Bureau, replied:

"As stated in your letter, 'compromise settlements' are cases in which the Government accepts a lesser amount than the tax originally assessed. These compromise cases, which are in a class all to themselves, have no relationship to the very great number of disputed liability cases, where both the Government and the taxpayer are seeking to arrive at a correct determination of taxes prior to assessment."

In his letter, Mr. Pope also said: "The Bureau (I am still stating my understanding for your correction) is not in the publication business. You simply make these compromise settlements available. It is properly the responsibility of every newspaper, as it is in every other sort of news decision, to use judgment in handling such potential news."

Again Mr. Rivers replied "Correct." Besides the hundreds of past cases which have been checked at the request of newsmen, with the official record made available to the interested correspondents if

the files show that a compromise has been accepted, Mr. Rivers said, "All compromise cases settled on and after August 20, 1952, are automatically forwarded to the Information Office, where they are placed in a binder which is open during working hours to members of the press."

While gratified by progress so far, the committee feels that the whole subject should be carefully re-examined by Congress and new statutes written to achieve equity for all concerned. A Presidential order, in the committee's opinion, is not the best way to bring this about.

Clarifying the Society's stand in its program for opening channels of information, the chairman told the Commissioner:

"All of us in the news business, striving for dramatic copy, are inclined to view serious news as a sporting contest. There has been reference to the 'victory' of the ASNE as against the Bureau. My committee and the Society disavow any such approach. There can be no victory except for democratic government. If we are wrong you should (and I am sure will) stand by your guns and do what you think is right. We have not won a contest with you, but rather you have moved in the direction we feel is the right one in correcting conditions within your Bureau. For this you have our gratitude and admiration."

Intellectual Honesty Essential for Interpretive Writing

By ROBERT GLASS, Editorial Director
Lynchburg News and Daily Advance

I have been puzzled for some time and torn between two opinions regarding background and interpretive writing.

Both are full of pitfalls for the honest and unwary writer and of opportunities for the not-so-honest and very wary writer, bent on slanting the news.

Background writing seems simple. Just tell the facts that are necessary to full understanding of the news that is being reported. But there's so much background that all can not always be given. What to put in? What to use?

For instance: A politician takes a stand contrary to the stand he has taken in the past. Giving that background may be necessary to make the reader aware of the significance of his present position.

But to make the bare statement may do the man an injustice. Changing conditions, changing circumstances, new light on the subject and many other factors might show that his inconsistency was that of a big mind. But, gosh, for the reporter to go fully into that would obscure the story so greatly and make it so long and tend so much to editorializing that an impatient copy reader would mutter a few cuss words and cut it all out but the bare facts.

Interpretive writing is more insidious. Whose interpretation? What interpretation? Can any two persons interpret the same story in the same way, or to the satisfaction of the other? Maybe we would have to get somebody to interpret the interpretation.

Finally, interpretive writing may irritate the reader. I have seen news stories with so many

parentheses that I have tried to skip all and concentrate on the facts. Many a reader, I am sure, has had the same experience and sometimes, if not often, has just given the whole thing up as a bad job.

Now for the on-the-other-hand stuff.

Some news stories simply aren't understandable to the average reader without some background, without some interpretive sentences. You've just got to give background and have just got to interpret or few persons will read it, and the space will be wasted along with the reader's patience.

Perhaps the answer is to do a little background work and a little interpretive work. But first get somebody who is qualified to do it—and who has more than average intellectual honesty. You try to find him.

More Features or Improved News Coverage?

By REBECCA F. GROSS, Editor, The Lock Haven Express

Does the spread of television mean that newspapers need more entertainment features, new features or better features?

Or does it mean that newspaper editors should concentrate harder than ever on their prime business of telling the news?

Are some newspaper people over-obsessed with the notion that they must compete, on an entertainment basis, with every entertainment medium with advertising to sell? And, in this somewhat blinded mood, are they neglecting the field in which they have a natural pre-eminence, the field of news service to a public which is in need, now more than ever before, of adequate information?

The newspaper was once the top and almost the only performer in the field of "mass communications." But the past 50 years have introduced entirely new forms of mass-production entertainment and communication. The national magazines, the movies, radio and television market entertainment on the big scale. Only the films have been able to do it without large revenues from advertising.

Competing with magazine, radio and television advertising, which offers entertainment of varying standards as the means of capturing the attention of the mass public, many newspaper publishers and editors feel they must compete also in offering entertainment. They see themselves competing for the advertiser's dollar with advertising media which depend primarily upon entertainment. In that state of mind, they lose some of their faith in the basic appeal of the news.

This idea in the minds of a fairly large segment of those who own and direct American newspapers has created a tremendous output of features for publication in the press.

This is not an argument that entertainment has no place with the news in the press; nor that other forms of mass communication do not do a useful job in helping to disseminate the news.

It is an argument, however, that TV is bringing a new type of entertainment, a new channel of information and a new medium of advertising into the American home, which challenges the owners and editors of newspapers to reevaluate the performances of their chief—and still undisputed—function of telling the news in the most useful and practical way.

The question is whether the newspaper should try to compete with all other media of informa-

tion and entertainment for the spare time of the American public. Or should the newspaper concentrate its effort on the news, leaving other types of entertainment to those who are in the entertainment business?

AS EACH new type of competition to newspaper advertising has arisen, over the past half century, newspaper people have stamped into an attempt to be just as entertaining as the new rival. Some of this endeavor has improved the technique of telling the news; some has resulted in newspapers which are both informative and entertaining. Except for their first comic strips, and for their early perception of the tremendous popular appeal of sports events, the newspapers, themselves, have not been conspicuous pioneers in the development of new appeals to the widening scope of the public's interests.

Newspaper editors would not bother with the news of women and the features that could be developed from home activities until the success of mass circulation magazines for women aroused them to the fact that a new advertising medium had been created out of material they had ignored.

Much newspaper writing remained stodgy, stilted and dull until the success of news magazines, retelling the news already published in the newspapers, but rephrasing it in lively and exciting language, started newspaper publishers and editors falling over each other to hire experts to teach their staffs how to write.

Newspaper photography was not much encouraged by "writing editors" until the picture magazines came along to demonstrate that another big new advertising me-

dium could be made out of the pictures the newspapers should have been printing as soon as the engraving process had been perfected.

It is interesting and, maybe, significant, that no competing advertising media developed to make hay with the two principal features the newspapers were smart enough to develop for themselves—comic strips and sports pages. The popularity of the comic-strip has burgeoned into a great mass of "comic book" publications, some of which aspire to carry advertising—but there is no big advertising competition for newspapers from this source. The interest in sports which was recognized and developed by sports-minded editors years ago has supported a number of sports magazines, but the public still looks to the newspaper for sports news, and these publications do not offer serious competition to the press in any department.

How different it has been with the opportunities the press has ignored!

The women's magazines have developed into one of the principal advertising media for business selling its products to the home. The weekly news magazines and the picture magazines have gathered up tremendous circulations with the advertising appeal such circulations can offer.

PERHAPS BECAUSE they dimly recognize that they missed a few boats in the years that are gone for good, some of today's newspaper executives are trying to meet radio and TV competition by throwing more and more features into their columns, apparently trying to make their papers so fascinating that they can keep children from TV and old men from the radio dial. These people forget that the women's magazines, the news magazines and the picture magazines capitalized on three major failures of the newspapers to keep pace with the public interest in the news.

They may be making the same mistake over again, if they try to compete in the field of entertainment, rather than in the field of news, with advertising media which

have natural advantages as entertainment and natural drawbacks as news channels.

Some forms of entertainment are better in the newspaper than anywhere else, including TV, radio, magazines, movies, or any other art or device for diverting the human mind. Such features can catch the eye of a reader, tickle his sense of humor, give a spark to his mind, or catch at his heart strings, in the few moments it takes to scan a newspaper page, without causing him inconvenience or delay. He does not have to go anywhere, or spend an hour or two of time, or dig into his pocketbook, to get a chuckle, or a lift, or a thrill of pleasure, from the best type of entertainment feature to be found in a newspaper.

But no newspaper can compete, in the entertainment department, with techniques that can exploit sustained dramatic illusion, elaborate realism, complicated action, and the elements of sound, motion, and visualization.

THE BASIC FUNCTION of newspapers is one which cannot be performed equally well by any other agency.

Newspapers have one thing they can exploit beyond any competitor's ability to out do them. That is the news.

Instead of trying to maintain an unequal competition as entertainer, the newspaper now has the opportunity to exploit its natural role as the leading newsgiver in a society where news is lifeblood.

Newspaper people may be too willing to assume that the public prefers entertainment to news and information. The correct assumption may be that the public prefers entertainment to news and information which is not as skillfully presented as the entertainment.

Ordinary entertainment features are easy to buy and often cheap; news features which serve as illuminating footnotes to the news, which tie up the events of today to those of yesterday and tomorrow, which unfold the drama and excitement of events and put them into perspective and give them continuity, are more difficult to develop and more expensive to procure.

Yet it is in this direction which newspapers must begin to move if they are to avoid making the same errors they made when they handed the initiative in woman's news

IN THE OPINION OF REBECCA GROSS, the editor of a small city newspaper has a greater opportunity than his big city counterpart to present facts and opinions so directly and effectively that the reader is stimulated to think for himself and make up his own mind about public issues.



REBECCA GROSS

"The Lock Haven Express" she believes, "owes its readers the best efforts it can make to help them understand why the city council is installing new street lights, why the United Nations is spending money in Europe, and why atomic energy is important."

To bring about this enlightened situation, the small city editor must be fully informed on what goes on, at home and the world around, which Miss Gross is; and must constantly study, travel and think, which Miss Gross does.

She recently returned from her second tour of Europe in two years. Object of these trips is to acquire better understanding of press association reports from abroad. Last month she attended the American Press Institute seminar on management and costs for newspapers under 50,000 population.

The Lock Haven editor is a graduate of the University of Pennsylvania; a former WAVE; a Nieman Fellow, 1947-48; past president of the Pennsylvania Women's Press Association; and a member of the ASNE Bulletin Advisory Committee.

to the women's magazines, and let the picture magazines take the play in news photography.

The variety of features already obtainable for newspaper use is dazzling, and new offerings crop up in the mail almost every day, often obviously offering a parallel to some successful entertainment fad or experiment on radio or TV.

MEANWHILE, there are unfortunate gaps in the daily news service rendered by the newspapers, gaps which should not be filled by making the newspaper more of a kaleidoscope. The most frequent complaint I have heard expressed by newspaper readers is that they get discouraged reading the newspapers because they can't sort out the news, and can't tell what it all means. Some seek refuge from their own confusion by accepting the simplified and entertaining rehash of the news offered by over-confident broadcasters. These readers need the help the editors could give them by working up new features, which have entertainment value but which also derive their interest and justification from the news.

Types of features which deserve more study from editors, more consideration from syndicates, more tests on readers, are these:

Historical, geographical, and biographical backgrounds of the news, presented entertainingly, of course, but with the valid news appeal that the material assists the reader to understand the news.

Human interest reports from abroad, designed to increase the understanding of other nations and their economic and political peculiarities. Such reports can be entertaining as well as illuminating, as will be attested by those editors and publishers who have traveled abroad themselves, or sent staff members, to write about people elsewhere as they would write about the folks at home.

Continuity reports, in which the contradictions, complications and omissions of a story which has developed disconnectedly, are eliminated by a smooth—and entertaining—wrap-up of the situation, at appropriate intervals.

These are but a few off-hand examples of the kind of features which, in my opinion, newspapers should develop. The examples are not as important as the principle—which is that newspaper features should help make a better NEWS-paper when the newspaper is in competition with agencies capable of doing a more spectacular job of entertainment.

No other agency, however, can do a better job of telling the news than newspapers can do, if they concentrate their best and more creative efforts on the task of collecting the news quickly, completely and accurately, and making it understandable with the help of features, and feature techniques, designed to supplement the news and make it more entertaining, illuminating and helpful to the busy newspaper reader.

Progress in Central America

Editor, ASNE Bulletin:

I have recently arrived from a trip to Puerto Rico, Panama and Nicaragua, and am happy to report that the efforts of the Inter-American Press Association have at least achieved an easing of pressures that used to keep freedom of the press in Central America in a precarious state.

The Freedom of the Press Committee was created at the yearly meeting of the IAPA held in Bogotá, Colombia in 1946, with our Tom Wallace as its chairman, and its work has contributed greatly to freeing that part of the hemisphere from the censorship that muzzled most of the Central American Republics. I cannot say that all is rosy there now with regard to free expression, but at least the encouraging report presented by that Committee, now headed by Jules Bubo of the "Chicago Tribune" still stands.

Those governments which would suppress freedom of the press hesitate being blacklisted in the yearly report of the IAPA, and are careful not to give the Committee reasons to modify its consensus of opinion. Too bad one could not say the same for several other Latin American governments which are still wary of the power of the unprinted word, for they well know that a free press would put an end to their rule in short time. The recent events in Bogotá, Colombia, when the two great liberal newspapers, "El Tiempo" and "El Espectador" were destroyed by a mob clearly illustrates this.

While in Puerto Rico I was glad to observe that the University of Rio Piedras, one of the most important centers for higher education in the western hemisphere, is interested in founding a Graduate School of Journalism. My very distinguished fellow ASNE member and friend, Dean Carl Ackerman, of the School of Journalism at Columbia University, was asked by the President of the University of Puerto Rico to offer suggestions for the creation of such a school. His report was received enthusiastically by all concerned, with the result that there is now a possibility that this new branch of the Puerto Rican University may start functioning next year. It would give Latin American students of journalism a splendid opportunity for acquiring the finer points of modern journalism in bilingual courses, along the

Letters to the Editor

lines of the plan of study at Columbia University.

In conclusion, may I express the fervent hope that many more of our great American dailies will attend the meetings of the IAPA to be held in Chicago (directors' meeting, Oct. 11-12, and general meeting Oct. 13-17), and join their fellow-publishers and editors of Latin America in bringing about closer cooperation among men of the press throughout all the Americas, in a crusade for a clearer understanding of their common problems.

JULIO GARZON
La Prensa

Polio News in Carolina

Editor, ASNE Bulletin:

I noted in the September issue of The Bulletin an article telling that the names of polio sufferers are kept secret in Delaware. I thought you might like to know what the practice is here.

The Central Carolina Convalescent Hospital, which treats only polio cases, is located here. It can accommodate approximately 125 persons. We have an arrangement with the hospital whereby the newspapers telephone them once in the morning and once in the afternoon for the names of patients admitted and patients discharged.

However, it was not always this way. At one period the doctors using the hospital refused to give out names on the ground that it was illegal to do so. When the absurdness of this was pointed out they fell back on the professional ethics argument. After considerable effort on the part of the newspapers, the hospital finally agreed to give the names to the county health department. Sometime later, without any urging on our part, the policy was changed to the current one, which of course has proved very satisfactory.

MILES H. WOLFF,
Greensboro Daily News

Editor, ASNE BULLETIN:

In general we do not publish the names of polio victims unless the survivors or the families of ill per-

sons particularly request that the names be carried. However, several years ago, during an epidemic in this area when the news was of general interest to everyone and was in fact common knowledge, we did carry the names of polio victims. The incidence of the disease has been so small in recent years that it has not seemed pertinent to use names.

Incidentally, the same policy applies to cancer cases.

DON SHOEMAKER
The Asheville Citizen

Comic Strip Sequences

Editor, ASNE Bulletin:

The account of The Hartford Times' recent experience with the L'il Abner comic strip, as related in the September Bulletin, makes me wonder when at least a few editors are going to rise up and demand to know what is happening to the judgment of certain artists, syndicate editors and newspaper editors these days.

The Times boggled at the out-house sequence and gave L'il Abner a brief vacation. Al Capp magnanimously conceded that this exercise of editorial judgment was not a violation of freedom of the press, and so on, and graciously accepted the verdict.

How silly can we get? L'il Abner to many persons has been offensive off and on for some years now. Let's grant that Al Capp is very clever—that at times the strip is very entertaining; that Sadie Hawkins' day has become a semi-important national institution, and so on. I still would not buy L'il Abner because, in the guise of humor, I can't see why we should be forced to apologize to certain readers, with queasy stomachs, for putting something before them that is, part of the time, just plain vulgar and in atrociously poor taste.

Capp is dependent, so far as his strip is concerned, upon wide newspaper acceptance of his offerings. I strongly suspect that various editors have heartily wished they were rid of the comic. Getting rid of it, of course, may not be so easy. As the Tobacco Road of the comic strips it is bound to appeal to some readers, while more will tolerate it. But this isn't just whimsical, back woods or mountaineer stuff. Capp deliberately goes out of his way to be vulgar and offensive.

Thus one might hope the artist would gradually ease away from

his more blatant episodes of "fundamentalism," and in the long-run improve his product—except for the evident fact that Capp is a brash, opinionated young man who evidently feels he has the winning combination and must pursue it to the ultimate that papers will tolerate.

Not one to waste much sympathy on editors who are doubtful of Capp's stuff, but stuck with it, I find the modern "doubt" of the right of an editor to meddle with the sacrosanct product of a cartoonist, or a columnist, enough to raise my hackles. It seems little short of ridiculous even to discuss the question of "thought control," "freedom of the press," and so on, with respect to a comic. If the editor doesn't exercise judgment on such things, what's he kicking around the place for anyway?

The newspaper buys and pays for the comic to entertain the reader. When it ceases to entertain many readers, and becomes actually offensive to them—for instance, when they feel that they don't want their young fry reading the leering references to back-houses—it certainly is not only the prerogative but also the duty of the editor to suspend it, drop it, or if he is still sure it is very hot stuff, to run it on his front page.

GEORGE E. CLAPP
New London Day

Directors Meeting

Freshmen members who will attend the fall meeting of the Board of Directors are George W. Healy, Jr., New Orleans Times-Picayune; Felix R. McKnight, Dallas Morning News; J. R. Wiggins, Washington Post; President Bryan has announced the date as Saturday, October 18; the place, Hotel Statler in Washington, D. C. Applications for membership will be considered at this time. Blanks may be obtained from the committee chairman, Gideon Seymour, Minneapolis Star and Tribune, or from The Bulletin office.

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

Editorial Committee: Carl Lindstrom, Hartford Times, chairman; Fred C. Christopher, Sioux Falls Argus-Leader; Rebecca Gross, Lock Haven Express; Jenkin Lloyd Jones, Tulsa Tribune; Edward M. Pooley, El Paso Herald-Post; Oxie Reichler, Yonkers Herald Statesman; Norman Shaw, Cleveland Press; Donald J. Sterling, Portland, Oregon.

Confused Lay Thinking on

Freedom of the Press

By ED STONE, Managing Editor
Seattle Post-Intelligencer

Carl Lindstrom's recent hassle with L'il Abner is another example of a dangerous misunderstanding of the real meaning of freedom of the press.

The absurdity of confusing the editor's rightful prerogative of using or omitting a comic strip as he thinks best for his newspaper with one of our basic Constitutional guarantees of liberty seems to have escaped all hands including Mr. Al Capp, despite his handsome letter of absolution.

I fear that even editors are beginning to be taken in by the confused lay thinking—or lack of thinking—about the Constitutional guarantee of a free press.

Thus we read grave comments in our professional publications about various "surveys" among readers who say our press isn't "free" because it doesn't print "both sides" of every question or it publishes only news that pleases advertisers or it prints this or doesn't print that.

The height—or depth—of this confusion was an article which appeared not long ago in The Quill of Sigma Delta Chi by Philip Wylie, the author. It appears Mr. Wylie tried his hand at writing a newspaper column for awhile. But he finally gave it up, he says, because he came to the conclusion there is no such thing as a free press. And why?

Because editors occasionally edited or even omitted his column! This was the sinister result, he said darkly, of editors' fears that some of his pearls would offend advertisers or—save the mark!—readers of the newspapers that were clients of the column.

Carrying this absurd notion of a free press to its logical extreme, any cub reporter whose masterpiece of the day is cut on the city desk or heaved into the waste basket could rightly accuse his editors of violating the tenets of a free press.

What is freedom of the press? The Constitution merely says that "Congress shall make no law . . . abridging the freedom of speech or of the press . . ."

The founding fathers didn't have to spell out what they meant by a free press. They had seen printers and pamphleteers sent to prison for criticizing the king and the king's men and they resolved that free America would have none of it.

Thus freedom of the press meant then—and means today—the right to print, within well-defined and universally recognized limits (libel, obscenity and giving aid to the enemy in time of war) anything you damn please. And conversely, the right to REFRAIN from printing anything you damn please.

The mantle of a free press covers with equal majesty the New York Times, the Chicago Tribune and the Daily Worker.

What so many are doing, including editors, is confusing freedom of the press with *responsibility* of the press which are two entirely different matters. I will concede that if there were continued and widespread irresponsibility on the part of newspapers to their readers and to the public, there would be a real danger to their Constitutional freedom in these days of almost prohibitive costs in starting new publications.

But let's keep our thinking straight. Otherwise we cannot effectively combat the crackpots and the totalitarians and their fellow travelers who would make our press "free" in the same sense that the press of Soviet Russia is "free." Already here and there is beginning to appear proposed legislation to make our press "free" by compelling it to print "the truth" or "both sides" or to prohibit it from refusing to print certain material.

The day that any such concept is fastened on the press of America; the day the editor surrenders the right and duty to decide what shall go into his newspaper, that day marks the end of freedom of the press in the true or American sense.

And that will be only a small part of the tragedy.

It will be the beginning of the totalitarian state and the end of liberty in these United States.

How Worcester Papers Get Their Medical News

By M. H. WILLIAMS, Executive Editor
Worcester Telegram and Gazette

Worcester newspapers and the medical profession enjoy excellent press relations. This happy relationship started a few years back. How it came about may interest managing and city editors. At the time a number of incidents had piled up which pointed to the need for a better understanding between newspapers and doctors on matters of mutual interest.

Up to that time doctors were reluctant to discuss the background and details of unusual operations or release medical information pertinent to a case with a police angle. This, of course, was on ethical grounds.

It was particularly true of spot news stories which broke late at night on morning paper time. Editors of the Telegram decided something had to be done and from a series of talks with prominent doctors the present effective setup developed. It is simply this:

When a story breaks with an unusual medical angle newspapers contact a member of the publicity committee of the Worcester District Medical Society. There are three doctors on this committee and they are available at all times. Stories are checked with a member of this committee; in most cases this is done by telephone.

The committee makes no attempt to influence newspaper policy or to censor its stories. Its function is primarily to help the newspapers and to see that reporters don't go off the deep end on technical terms and details. Thus individual doctors not on this committee are relieved of the personal responsibility of dealing with the press.

If a reporter has difficulty in getting facts on a police medical case a member of the Medical Society's publicity committee usually comes up with the required information.

The Worcester press also enjoys similar relations



M. H. Williams, executive editor of the Worcester Telegram and Evening Gazette, whose article on medical news appears on this page, with his daughter, Elinor. Mr. Williams is a veteran of 42 years in the business, all of it in the news departments of papers in Boston, Albany and Worcester. Miss Williams, who has been fashion and beauty editor of the Boston Herald-Traveler and currently holds the same job with the Houston Chronicle, also writes a syndicated column on 'Tips for Teens.' Her marriage to Atty. Charles R. Vickery, Jr., of Fort Worth, has just been announced.

with the widely known Worcester Foundation for Experimental Biology. Here again no attempt is made to influence policy or tell the newspapers how material should be handled.

Recent technical developments in the dental profession demonstrated the need of a similar working arrangement with the Worcester District Dental Society. Telegram editors are currently discussing with Worcester dentists details of setting up a publicity committee to work with newspapers.

Do Newspapers Underplay News Of Korean War?

By PAUL SMITH, Managing Editor
The Woonsocket Call

The topic assigned to me is this: "A number of Korean veterans have expressed themselves bitterly at what they consider the underplaying of the war. Do you think U. S. newspapers have underplayed the Korean campaign?"

How do you go about underplaying the news? Any consistent pattern of failure to give the people "information about something before unknown" (Webster) would most certainly interrupt the continuity of any publication calling itself a newspaper.

Editors don't make the news—they just print it. As a matter of fact, they don't even decide what is news. The reading public does

that—and the editors try to read the public.

For those enmeshed in the Korean circumstance, and their loved ones, nothing else matters. But consider the percentage. As Truman said—to his regret—the traffic toll draws more blood.

Even so, Korea is a pretty standard item for the copy desk. Is it the fault of editors that it gets tossed about on the surging torrent of current events?

No, I do not believe our newspapers have "underplayed" the Korean situation, either intentionally (which doesn't make sense) or through failure to recognize news.

Let something big happen and you get screaming headlines, on Korea as on anything else. The edi-

tor must have news. The reader can take it or leave it.

If an indictment is justified, it isn't against the press. It is against those little minds in high places, both military and civilian, who don't include any good red meat with the pabulum they feed the public.

Is anybody naive enough to believe that all the news about Korea—the true background, our mistakes, the "peace" talks, possible future strategy, if any—has been made available to the press?

Don't be silly.

Critics of the Korean mess could develop some swell headlines if they had access to the truth of how we got that way.

No, we editors don't make the news.

But, oh boy, can we interpret it!

Personal News of ASNE Members

Walter M. Harrison has taken over County Progress, a weekly newspaper covering the northside of Oklahoma City. In his first editorial since he left the Oklahoman and Times, in 1946, he said that when, as ASNE President, he spoke before journalism student groups he habitually promoted the idea that smalltown journalism is the payoff in durable satisfactions. "So—very late," he wrote, "I am beginning to practise what I preached."

Wendell Horn, son of Clayton G. Horn, editor of the Canton Repository, is a sophomore at Northwestern University, majoring in radio journalism.

Mrs. C. B. Squire, daughter of Jonathan Daniels of the Raleigh News and Observer, is living in Lebanon. With her two-year-old son, Jonathan, she recently moved from Connecticut to Beirut, where her husband is editor of The Daily Star, an English language daily which began publication in June.

Shortly after James A. Wechsler, editor of the New York Post, was banned from the television

program, "Starring the Editors," the sponsor's contract ended. The show goes on, as a sustaining program, with Mr. Wechsler appearing on it. Details of the incident, and its implications, were reported on by Miss Alicia Patterson of Newsday in the last Bulletin.

Raymond Brewster, editor of the Huntington (W. Va.) Herald-Dispatch, has been laid low with a virus infection—the hit-'em-twice kind. He returned to the office on September 15, only to return to his bed two hours later.

Walker Long, general manager of The Herald-Dispatch and The Advertiser, acquired three more grandchildren this summer, a single by one daughter and twins by another.

Three ASNE members helped make a success of a "workshop" at Colgate University for teachers in courses on government from 20 New York state colleges. Editors who addressed the group were Richard Amberg, Syracuse Post-Herald; Fritz Updike, Rome Sentinel; and Oxie Reichler, Yonkers Herald Statesman.

A MEETING IN NEW YORK of top officials of the Associated Press Managing Editors brought together many ASNE members.

At right: John Colburn, Richmond Times-Dispatch; David Patten, Providence Journal & Bulletin; W. P. Steven, Minneapolis Star & Tribune.

Below: V. M. Newton, Jr., Tampa Tribune, general chairman of continuing studies; Herbert F. Corn, Washington Star, president; Frank Eyerly, Des Moines Register & Tribune, secretary; Walter Lister, Philadelphia Bulletin, treasurer; Lee Hills, Detroit Free Press, chairman of special projects committee. Photos courtesy of AP



Portsmouth, Ohio, is the largest city, and The Times the largest daily, within a 75-mile radius of an atomic energy plant soon to rise 20 miles north of the city. "It's normal to expect," says John G. Green, Times editor, "that our circulation will go up and that we'll have to expand our local news coverage." He foresees quite a time, with many new problems. Tips on how to expand fast may be forthcoming from Joseph LaGore, Paducah (Ky.) Sun-Democrat, and Robert L. M. Parks, Augusta (Ga.) Chronicle, both of whom are already in the same spot.

Mrs. Carl M. Saunders, wife of the editor of the Jackson (Mich.) Citizen Patriot, died on Sept. 2 as she was driving her car in Jackson. Apparently feeling ill, she applied the brakes and the car came to a stop against a pole. Her death was attributed to a heart attack.

President Wright Bryan, Atlanta Journal, and Mrs. Bryan will entertain friends on October 11 to celebrate their 25th wedding anniversary.

In Wilmington, Del., Mr. and Mrs. Fredric G. Pitts observed their 35th wedding anniversary on Sept. 18. Bulletin deadline; no celebration.

Photographing The Candidates



Such an intimate shot of Stevenson just isn't available. Reporters and photographers don't ride in Stevenson's plane.

By W. EARL HALL, Managing Editor
Mason City Globe-Gazette

Correspondents traveling with the two presidential candidates complain of Gov. Stevenson's "isolationist" policy toward the press.

Adlai may or may not be interested, but his "isolationism" is showing up on the front page of the Mason City Globe-Gazette. We're running exactly two pictures of Ike for each one of Adlai on Page 1.

Competition is entirely on the basis of picture interest—Telegraph Editor Hobert Duncan being the judge. He denies categorically that he has considered even once the question of which candidate was involved.

Starting with two one-column pictures of the candidates side by side Aug. 21, the Globe-Gazette has used six of Gen. Eisenhower and three of Gov. Stevenson to illustrate the news stories of both which have appeared practically every day on the front page.

Admittedly the photographers covering the two have an unenviable job. They are expected to produce an interesting picture of each every day. The result inevitably has been an over-supply of arm-waving - before - microphones. We don't use them.

Considered worthy of front page play are Eisenhower snoozing aboard his plane and Stevenson chopping wood. Intimate stuff, obviously, which is exactly where we came in.

Eisenhower, being more intimate with the press photographers, promotes more pictures

which a telegraph editor considers worthy. Stevenson, traveling in a separate plane, constantly surrounded by his retinue, seldom available for press conferences, as a consequence produces less pictures.

From Our Hawaii Bureau

Question addressed to Riley H. Allen, editor of the Honolulu Star-Bulletin: "When you're living in the choice vacation spot of the world (according to the travel advertisements) where do you go for a vacation?"

Mr. Riley's reply: "I don't take vacations in the usual sense of the word. I get mine—really—by a change of scene. This year I went to the Republican and Democratic national conventions and was away from Honolulu nearly six weeks. On previous trips I have been in the Philippines, American Samoa, and elsewhere—always writing about the country and the people I have visited."

What Limits to News of Crime and Sex?

By EDWARD F. CRANE
Editorial Page Editor
Burlington (Vt.) Free Press

"How much detail of crime and sex has the public the right to know?"

Before I answer that question, I feel it necessary to point out that it apparently jumps at a conclusion which, if I correctly interpret it, I am not prepared to accept.

That conclusion is that whatever the public has a right to know, the newspaper should be the medium of telling.

I do not consider myself a judge, either as an individual or as an editor, of what any other person has a right to know. But I do consider that I have a responsibility to apply my standards of common sense and judgment and decency to what information I shall give, either in private conversation or in public print.

I believe that children, upon reaching the age of understanding, have a right to know the facts about sex, and the accompanying pitfalls into which they may stumble. I do not think the public press is a good place for them to get this information. The newspaper inevitably stresses the abnormal more than it stresses the normal.

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No. 347 October 1, 1952

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THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

November 7, 1952

No. 348

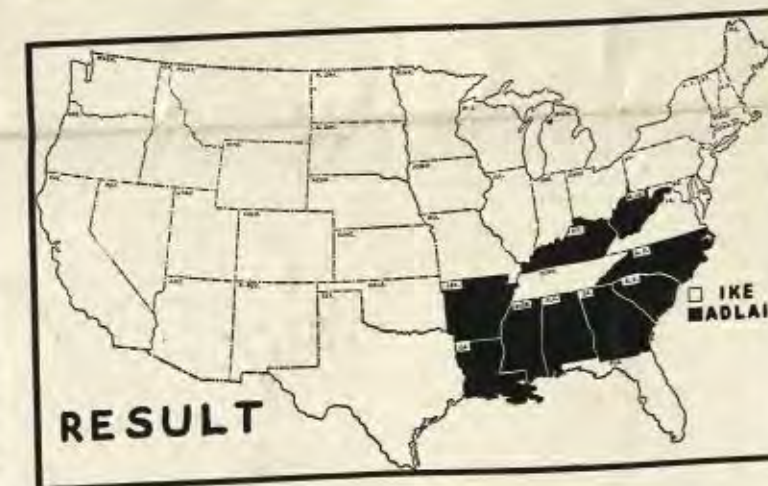
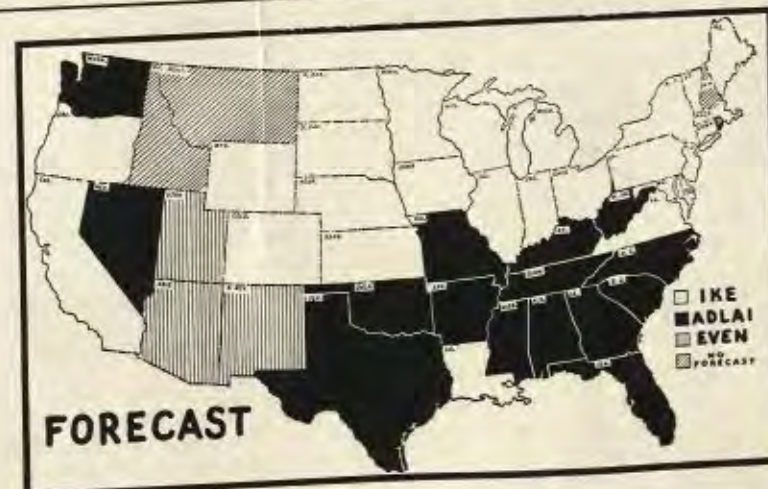
How We Did In Each State

(Wrong Guesses in Bold Face)

E—Eisenhower
S—Stevenson

State	Won by	Forecast
Ala.	S	S (8-0)
Ariz.	E	(1-1)
Ark.	S	S (2-0)
Cal.	E	E (11-2)
Col.	E	E (4-0)
Conn.	E	E (4-0)
Del.	E	E (3-0)
Fla.	E	S (5-3)
Ga.	S	S (6-0)
Ill.	E	E (4-3)
Ind.	E	E (14-0)
Iowa	E	E (10-0)
Kan.	E	E (11-0)
*Ky.	S	S (6-1)
La.	S	E (3-1)
Me.	E	E (1-0)
Md.	E	E (1-0)
Mass.	E	E (5-3)
Mich.	E	E (18-0)
Minn.	E	E (9-2)
Miss.	S	S (1-0)
Mo.	E	S (4-2)
Neb.	E	E (4-0)
Nev.	E	S (1-0)
N. J.	E	E (12-0)
N. Mex.	E	(1-1)
N. Y.	E	E (30-9)
N. C.	S	S (14-0)
N. D.	E	E (3-0)
N. D.	E	E (29-0)
Okla.	E	S (1-0)
Ore.	E	E (7-0)
Pa.	E	E (22-2)
R. I.	E	S (3-0)
S. C.	S	S (5-1)
S. C.	E	E (3-0)
S. D.	E	S (4-3)
*Tenn.	E	S (13-2)
Tex.	E	(1-1)
Utah	E	E (1-0)
Vt.	E	E (8-3)
Va.	E	S (2-1)
Wash.	S	S (3-0)
W. Va.	E	E (2-0)
Wis.	E	E (1-0)
Wyo.	E	

*Results in Kentucky and Tennessee uncertain when The Bulletin went to press. (No forecast in N. H., Mont., Ida.)



Editors Right In 33 States

Pollsters refused to predict a winner this year.

Editors did better. They forecast the election and forecast it correctly.

Members of the American Society of Newspaper Editors, each predicting for his own state, foresaw a sweep for General Eisenhower. They were right in 33 states of 45 reporting, wrong in 9. Three states were even.

The editors gave Eisenhower 26 states. The General won 25 of them, all but Louisiana.

They gave Stevenson 16 states. He won 8 of them.

Prediction of the electoral vote

was 346 for Eisenhower to 161 for Stevenson.

Unanimous forecasts were made in 27 states and in 24 of them the editors were right. Wrong guesses:

(Continued on page four)

Criticisms of the Press

Conceding that finding fault with newspapers is a traditional American pastime, to some editors the criticisms seem to be increasing in number and intensity, even aside from those engendered by the heat of the political campaign. This gives new pertinence to oft-recurring questions:

Are attacks on the press undermining public confidence?

Do editors pay sufficient attention to criticisms, some of them presumably warranted? Or, quoting Carl E. Lindstrom, Hartford Times, in the July, 1951, Bulletin, "do we listen to our critics only peevishly or not at all?"

Are we remiss in not aggressively answering critics whose aim is to lessen newspaper influence? In his address as ASNE president in 1938, A. H. Kirchhofer, Buffalo Evening News, said we are and still believes so.

As a springboard for discussion by members, in the next Bulletin, some recent charges against newspapers are presented here, with comments on the subject made by directors at the Board meeting.

STANLEY P. BARNETT, Cleveland Plain Dealer: A great many criticisms arise from people's lack of understanding of newspaper operation. For instance, a month or so ago a Congressman from Pennsylvania blasted newspapers for not playing fair with Stevenson. In a statement issued one morning during the campaign, he said The New York Times, which prides itself on giving complete news, did not carry the text of a major speech made by the Democratic candidate the night before. As soon as that came in on the AP, I—and every other newspaperman—realized that The Times hadn't received the text in time for its first edition, which the Congressman saw. It would be carried in later editions, and next day in the earlier ones it had missed. The Times so explained; but the explanation didn't reach all the people who read the Congressman's charges. That is typical of many cases where people criticize simply because they don't understand.

J. DONALD FERGUSON, Milwaukee Journal: Some radio commentators are undermining public confidence in newspapers. I mean the ones who make a statement and by the tone of voice give the impression that 'this is real news'—when it isn't. It only sounds important the way they say it. The reader picks up his newspaper, finds no story, and concludes that the radio gives him news that the newspaper missed.

Certain irresponsible columnists go further. They make statements that, by no definition, are news;

then when these statements don't appear in the news columns, they charge the papers with suppressing news.

GIDEON SEYMOUR, Minneapolis Star and Tribune, was asked about a letter in The New York Times in which Herbert Bayard Swope protested release by AEC, and publication by newspapers, of information about a Uranium 235 plant in Ohio. Breach of security, Mr. Swope charged. He also said: "In this connection, let me add that I thought the report made by a committee of the American Society of Newspaper Editors was cockeyed. It supported the things of which I am complaining here."

Should that letter, with its false implication that ASNE has little regard for the security of the nation, have been answered?

Mr. Seymour thought so. In fact it was, in an editorial written by Nat S. Finney in the Minneapolis Star.

"A lot of people who should know better," Mr. Seymour said, "think maybe it's a good idea not to let everyone know all that's going on. That idea has to be dispelled by banging away at it. We take up the subject editorially whenever the occasion arises, probably three or four times a year."

FELIX R. MCKNIGHT, Dallas Morning News: In these days of political decision, the voter (and reader) is suddenly finding fault with his newspaper. The reader, more than the newspaper, is losing his objectivity. Some newspapers are not without blame but most

American newspapers are trying desperately to maintain balance and judgment in news columns.

Demagogic politicians are contributing greatly to public distrust, not only crying out against newspapers but urging others to do so in an organized manner. Few, if any, newspapers have descended to the level of irresponsibility reached by the President of the United States when he openly accused General Eisenhower of anti-Semitism and anti-Catholicism.

Newspapers which are true public servants are in the business of unifying, not dividing. Class against class, faith against faith and race against race is something American newspapers do not mention to dirty their columns.

Newspapers, to retain public confidence, must be thoroughly accurate—not just in facts of major political, civic and economic importance but to such details as accurate spelling of names. They must define the difference between functions of the editorial and news pages. They must not slant news stories, and editorials should be forthright in expression but fair in their arguments.

The question of public confidence in the newspapers arose during the heat of political battle. It should not be taken lightly, but it is being overly exaggerated at the moment.

JENKIN LLOYD JONES, Tulsa Tribune: Conversely, one thing that worries me is that some readers believe everything they read in the newspapers. They even misinterpret humor. One attempt at humor in our newspaper even made some readers believe we had changed our editorial stand.

I don't believe there is a weakening of public confidence. Fifty years ago some of this skepticism was justified. But it has been considerably lessened, is almost gone.

I believe we are afraid we are being discounted much more than we actually are.

JAMES S. POPE, Louisville Courier-Journal: Readers are learning to discriminate sharply between the news columns and the editorial pages. A recent survey showed that the reader does have confidence in our news columns.

And what better proof could we have about this business of public confidence than to cite that newspapers get licked in nearly every election?

If a newspaper deserves the confidence of the public it will get it. If it doesn't, it won't.

TWO STATE CANDIDATES PRESENT THEIR GRIEVANCES

Give Editorial Groups a Bill of Particulars on Shortcomings of Campaign Coverage

By PAUL F. CRAIG
Managing Editor, Springfield Union

Newspapers give too little space and attention to primary election candidates for minor offices to arouse public interest in those candidates or to make them known to the people, Robert T. Capeless, mayor of Pittsfield, Mass., said in a talk to the annual conference of the New England Associated Press News Executives Association.

Such neglect of minor candidates, Capeless said, negates the newspapers' professed devotion to the direct primary system of choosing election candidates and their repeated pleas for new and better blood in the public service. Without adequate attention from the newspapers, Capeless declared, a newcomer to politics can hardly hope to win a nomination in a state-wide primary contest, no matter how able and honest he is.

The speaker's remarks were based on his experience in his valiant but unsuccessful attempt to win the Democratic nomination for attorney general in the Massachusetts primary Sept. 16. He was one of three trying to get the nomination away from incumbent Francis E. (Frankie) Kelly, an official who, if not favorably, is certainly well known in the state. Capeless campaigned all over the state and, he said, visited almost every newspaper with material explaining himself and the issues he stood for. He was courteously received, he said, but ignored in the news columns, or mentioned so slightly as to be of no value in informing or interesting the voters. One Boston paper, he said, did not print a line about the attorney-general contest from the day the candidates' list closed until the primary results came out. Another Boston paper gave him a three-column head on a speech—but the newspaper in the town in which he made it carried nary a line.

The reasons given were lack of space and lack of interest.

"I quarrel with the proposition that newspapers should print only what is interesting," Mayor Capeless said. "There is also the question of what is important. It takes leadership to print what needs to be printed. You tell people by the emphasis of the 8-column line, the 4-column, the 3, and 2, what is inter-

esting. There is the obligation to print what should be read—who holds what views on what issues.

"The natural result of your policies is a poor turn out."

By failing to give space and emphasis to the minor candidates the newspapers force candidates to buy space, Capeless said, at rates "10 to 50 per cent higher" than rates for other kinds of advertising. Charging of premium rates for political ads is bad in itself, he said, because campaigning is too expensive anyway, and the task of financing a campaign "without getting selfish backing" is so tough that most good men shy away.

The speaker also criticized newspapers for having created the myth of the independent voter, who, he said, "is really the irregular voter. He is not a whit more important than the party regular."

"Because of the newspaper attitude he has become the voter. You have put a halo on his head. Like the reformed drunk he is self-satisfied. By failing to exercise the right of going to the polls in the primaries he has become the dependent voter—dependent on the party regulars to provide the candidates."

In conclusion, the Mayor said: "The newspapers are doing an excellent job of presenting the case to the extent with which it is presented. I merely say that they could do a better job. I do not hold to the recently expressed belief that we have a one-party press. News columns are open to both sides."

IN THE Christian Science Monitor, on Sept. 12, Roscoe Drummond wrote that among a substantial cross-section of newspapers he read, not a few gave fuller news coverage of Eisenhower's campaign than of Stevenson's, and that a number printed more of Eisenhower's texts.

"It's no sign they are wrong for the newspapers to advocate the past minority political views, as they have done for 20 years," he said, "but it weakens the credibility and persuasiveness of the editorial page when the news columns fail to play fair with the reader by not giving him evenhandedly the raw material of fact."

By VERN CROOP
Managing Editor, Rochester Times-Union

How did a Republican state senator, who was reasonably confident of re-election in upstate New York, view the press?

Such a man is able Senator George T. Manning of Rochester, who spoke at the Fall group conference of The Gannett Newspapers at Rochester last month.

For one thing, Manning has found that anybody can change his mind and be looked upon as a very noble fellow—anybody, that is, except a politician.

"Let a politician change his mind," the senator told some 50 news executives from 22 papers in the Gannett Group, "and he automatically becomes an infidel, or at the very least, an ingrate, and in any event is 100 per cent suspect from that time on."

"Anybody in the world except a politician not only has the privilege of changing his mind, but in so doing will undoubtedly be credited with vision, perspective, humility, or some other equally sterling quality."

After paying sincere tribute to the Rochester newspapers for "constructively resolving" what he termed the "varying degrees of strife that formerly existed" between them and the area legislators, Manning pointed out that the term 'politician' as used by the press is one of opprobrium. Literally, he said, a politician is a technician of citizenry or politics, an honorable occupation, and in that sense editors are politicians too.

"Why?"

"You have the same objectives and the same responsibility to the American public that I do."

"Your chances of getting away with things are a little better than mine. You can talk back better than I can and your interval of accountability is somewhat longer. Your mistakes may take a decade or even a century to catch up with you. Mine lie in ambush every two years (at election)."

"We both stand or fall by public commendation. Yours in circulation, mine in votes."

Referring to the newspapers' responsibility to the people, the Senator said: "To you is entrusted what I believe to be the greatest single factor in the preservation of

democratic government, the power of the printed word."

Manning said he does not underestimate the power of the press simply because effects are not always immediately apparent. He reminded that it was true that President Truman did not have the backing of the press when he won the 1948 election. But he also reminded that the same press opposed a third term for the Presi-

Senator Manning's Litany of Chidings

Political reporters who confuse *negativism* with *intellect* and who consequently substitute *snide cynicism* for *realism*.

The occasional gobbledegook incoherency of your headlines.

Your agitated demands that we take an immediate stand on an issue and your incisive condemnation if we do not—completely disregarding our more ponderous desire to explore the subject and sound out and evaluate public sentiment.

The fact that once in a while your enthusiasm runs away with your basic knowledge that the mills of Legislature should grind slowly, for that is as our Constitution intended it.

The inconsistency of your editorials, wherein on the same day we learn from the Knickerbocker News that by and large we discharged our legislative duties with respectability, if not brilliance, only to read in the Rochester papers that we returned home dragging our records behind us.

The fact that news value, rather than civic importance, sometimes determines the amount of prominence given to current legislation, with the result that we may get 872 form letters urging prefabricated homes for alley cats and one letter or none at all on the comparative merits of a \$275 million bond issue.

The ego-shattering habit you have of nestling our speeches that we consider downright epochal, or what is left of them, in between the soap flake and dog food ads on Page 49 of the Friday editions.

Your insistence that a legislator serves in a three-month capacity when actually it is a year-round responsibility.

The errors . . . For instance, a year and a half ago I was startled to read that a legislative committee of which I am chairman proposed to eliminate the tax on gasoline. Careless enough to qualify as

dency at one time, all to no avail until a few years later when a third term was outlawed by the prescribed action of two-thirds of the states. Manning said this came about because of the continued fight waged by the press.

As a final filip, the speaker related some of the minor annoyances to which legislators are subjected by newspapers. They are appended.

politicians, reporters clutched at the words *gas tax* and *eliminate* and so notified the world. Actually what we wanted to eliminate were the commissions being paid the oil companies to collect the gas tax. Trivial, sure, but so are some of the things we (politicians) are never forgiven our trespasses for. (You see, I can back into a sentence with the best of you. But if I were to make a slight error, involving as this one did over \$100 millions, I'd be nailed with every invective at the command of your linotypes.)

Speaking of sponsoring, we read frequently last year that newspaper publishers *sponsored* legislation providing for a permanent record of legislative proceedings. With all due credit to the publishers and their objective—you may endorse, but only legislators *sponsor* legislation.

As Dallman Saw It

An editor who really had fun during the campaign was V. Y. Dallman, editor of the Illinois State Journal. Anyone wanting information about Adlai Stevenson went to Springfield (and to Dallman). In his column, "Assorted Smiles" he reported: "Authors, journalists, columnists, star reporters, amateurs, pros, magazine magicians loaded with fantastic phrases, and photographers are 'covering' Springfield like 17-year locusts." There's a humorous story of the shenanigans of campaign coverage, he thinks, that hasn't been written but ought to be.

Publication of this issue of The Bulletin was delayed until after the election so that a full story on the voting forecasts might be included. Subsequent issues will be mailed, as usual, on or about the first of each month.

Election Forecast

(Continued from page one)

Nevada, Oklahoma and Rhode Island, all given to Stevenson, but in two of these states only one editor expressed an opinion.

A breakdown of individual forecasts reveals that 272 members predicted correctly; only 70 were wrong. An additional 22 said their states were too close for prediction.

This experiment in election forecasting, suggested by Jenkin Lloyd Jones, Tulsa Tribune editor, called for each member of the Society to forecast the result **only in his own state** where, presumably, he was most familiar with election trends.

Predictions were made by 342 editors in 45 states; two states have no members and one did not respond. The great majority of forecasts were made three to four weeks before election; straggling ones coming in later were included but did not materially change the picture.

Members were told they need not sign their names, but many did. Some added comment. A sampling:

GROVER C. HALL, Montgomery Advertiser—If I'm wrong, by all means expose me. Ike'll get 30 to 35% (in Alabama).

W. R. MATHEWS, Arizona Daily Star—There are chances the vote will be close—Ike might squeak through (in Arizona).

HARRY ASHMORE, Arkansas Gazette (predicting his state would go for Adlai)—And if it doesn't, please reserve a position wanted ad for me in The Bulletin.

ARTHUR KROCK, who lives in Washington—My "state" is D.C. and if it could vote, would try to be both for Ike and for Adlai.

RILEY H. ALLEN, Honolulu Star-Bulletin—Thanks for the compliment but "my state" is a territory and although we long ago attained the essential qualifications of statehood, the Congress has not yet voted us into the Union as a state. So we have no vote for President. (Similar sentiments, even more strongly expressed, were made by Lorrin P. Thurston, publisher of the Honolulu Advertiser.)

While Texans (13 to 2) expected Stevenson to win their state, some were doubtful. Unsigned comments included: "Really looks like Ike, but at last minute, Texans just won't bolt Democratic ticket."—"Anything can happen."—"It's a battle. Stevenson has edge but is no certainty."

Campaigner or President?

By E. C. HOYT, Managing Editor
The Cedar Rapids Gazette

Are Presidents of the United States playing newspapers for political suckers?

Are they banking on the tendency of wire editors to give top play to everything the President does or says even though he may not be acting in his role as Chief Executive but as politician and campaigner?



E. C. HOYT

Wasn't it Franklin Roosevelt who said, "Give me the front pages; you can have the editorial pages"?

The Cedar Rapids Gazette, in the recent election campaign, made a distinction in its news copy between Harry S. Truman as President and Harry S. Truman as the campaigner. If it was a political talk, we put it this way: "Harry S. Truman, in a political talk (or campaign speech) today said . . ."

If news services had done likewise, wire editors in newspaper plants might have done a more impartial job.

Why should pronouncements which really were propaganda have been treated with the same importance as pronouncements from a Chief of State? News services and most newspapers made no distinction.

Most newspapers try to do an impartial job on coverage of a presidential campaign, no matter how they stand. But are they being impartial when they give more space to the party whose man happens to be in the White House?

It is a comparatively new problem for newspapers to have a President go whistle-stopping. Retiring Presidents did not do it in the old days. It must have worried even Franklin Roosevelt a little because he labeled his campaign tours away from the White House inspection trips. The Gazette news department, among others, began to be conscious of the problem at that time.

When Harry Truman capitalized on the Roosevelt technique, we began distinguishing in our news reports between the Executive and

the political campaigner. We have had no complaint from our readers. The more discriminating have appreciated what we were trying to do.

Should newspapers have given the Republican Truth squad the same play and space it gave Truman's campaign talks?

I think they should have. But it was difficult, even though the wire services did a pretty good job of reporting what the Truth squad senators had to say.

It was difficult because a President has learned how to be a headline grabber. When a campaigner and erstwhile President accuses the opposition candidate of having contributed to the Berlin corridor problem, for instance, wire editors have something they can get their 36 point heads into. The reply a few hours later or next day may be lost in a shuffle of new and more sensational charges.

The Associated Press made a survey of 52 a.m. papers and 63 p.m.'s of Friday, October 10 to study balance of coverage between the two major parties.

Freedom of Information at State Levels

Support of the work done by James S. Pope's committee on Freedom of Information was voted at the annual convention of the New England Associated Press News Executives Association held October 6 and 7 at Stockbridge, Mass.

Upon recommendation of the Continuing Study Committee a resolution praising the work of Mr. Pope's committee was unanimously passed and it was voted that the New England editors should attempt at the sectional level to further this work of The American Society of Newspaper Editors. To implement this resolution Carl Lindstrom of The Hartford Times, incoming chairman of the New England group, appointed M. H. Williams, executive editor of the Worcester Gazette-Telegram, as chairman of a committee which will look into complaints of interference with the free flow of public information and marshal influence of the New England group against any such impediments to knowledge which the people ought to have.

"In effect," the AP Log reported, "the Democrats had a pronounced edge, principally because the Truman whistle-stop tour challenged both Stevenson and Eisenhower for top headline attention. The reverse of that situation is that editors gave little front page play to Taft speeches (we have been reporting them in detail, with staff coverage)."

Thirty papers studied by the AP had three-way balanced displays, which means that the Democrats got twice the play of the Republicans. Thirty others had two-way balanced displays, co-featuring only the candidates. Twenty-five gave top play to only one speaker, with the others subordinated, Eisenhower dominating in 15 papers, Stevenson in six and Truman in four.

The Bulletin's editor asked me to write this piece about Gazette policy on campaign news and to say whether I thought newspapers were being played for suckers.

The answer is yes in both instances. Let's not allow the same problem to befuddle us four years hence, no matter which party's President is campaigning for reelection.

Only 30 per cent of editors replying to a questionnaire sent out by the Ohio Newspaper Association report current difficulties in getting access to news, but in those cases the trouble is fairly serious. Many of them, according to George Smallsreed, editor of the Columbus Dispatch and ONA freedom of information chairman, do not involve written records or hearings, but concern controversies over photography, police and fire officials not permitting subordinates to talk to reporters, non-cooperation by hospitals and semi-public institutions.

About 22 per cent replied that they had had trouble in the past, but straightened out the situation by personal contact or by waging a campaign in their newspapers. These tactics are recommended by the committee as the most effective, although the state group steps in if needed, and the ASNE committee, on which Mr. Smallsreed served last year, stands ready to advise in stubborn cases.

FOR THE FIRST TIME in several years, the fall meeting of the ASNE Board of Directors was confined to a single day, at Hotel Statler in Washington, Saturday, October 18. All 15 members were present.

Beginning at 10 o'clock, President Bryan worked the directors right through luncheon and dinner and thoroughly covered an extended agenda before adjournment at 8 p.m. An informal report, omitting routine business and inconclusive discussions, appears on this and the following page.

Greater Representation of Smaller Papers On Board of Directors Urged by McKelway

B. M. McKelway is a staunch supporter of rotation on the Board of Directors; but, he said in a farewell talk to his confreres, a complete change comes about more frequently than most members realize. In evidence he read the names of directors when he was first elected in 1943, for comparison with the present Board from which he retires in April. In 1943:

Roy A. Roberts, Kansas City Star, president

John S. Knight, Knight Newspapers, 1st vice president

Wilbur Forrest, New York Herald Tribune, 2d vice president

Basil L. Walters, Minneapolis Star Journal and Tribune (now Knight Newspapers), secretary

David Lawrence, United States News, treasurer

Erwin D. Canham, Christian Science Monitor

W. S. Gilmore, Detroit News

B. M. McKelway, Washington Star

Dwight Marvin, Troy Record

Julian S. Miller, Charlotte Observer (deceased)

Paul Scott Mowrer, Chicago Daily News (since retired)

James M. North, Jr., Fort Worth Star-Telegram

Dwight Young, Dayton Herald Journal

Tom Wallace, Louisville Times

William Allen White, Emporia Gazette (deceased)

Only two of that number have remained on the Board continuously: Mr. McKelway, whose term expires in 1953, and Mr. Young, 1954. Mr. Walters refused renomination in 1947, was elected again in 1951.

Not faster rotation but more equable representation from smaller newspapers is needed, in Mr. McKelway's opinion. He suggested appointment of a committee to make a study of Board representation—what it is, and what it should be—similar to the comprehensive survey of membership made by Virginius Dabney, Jenkin Lloyd

Jones and Hamilton Owens. Their work led to constitutional amendments, last year, basing membership on circulation.

If the figures reveal that smaller newspapers have insufficient representation, Mr. McKelway would favor a constitutional change allocating a certain number of directorships to such papers, possibly with a slight increase in the total.

Former Members Honored

Five 'Retired Members' were elected under the new category created by amendment to the by-laws at the last convention. They, with the newspapers on which they were serving at time of retirement, are:

Dwight Perrin, Syracuse Herald-Journal. (Mr. Perrin died in Tucson, Arizona, two days after his election. Obituary on another page.)

Ben Reese, St. Louis Post-Dispatch, who is co-chairman of the Advisory Committee of the American Press Institute.

William Kirkpatrick, Atlanta Journal, now living in Decatur, Ga.

Dean M. Hoffman, Harrisburg (Pa.) Patriot, retired to St. Petersburg, Fla.

Mat Gray, New Orleans Times-Picayune, still makes his home in New Orleans.

Five Resignations

Secretary Kenneth MacDonald reported the loss of five members because of ineligibility.

Manchester Boddy has sold the Los Angeles News.

Elrick B. Davis is no longer with the Deseret News.

Frank Dennis last month left the Washington Post for MSA, Paris bureau.

John C. Henry, formerly Sunday editor, Washington Star, has been transferred to the editorial staff.

Maclean Patterson has left the Baltimore Sun.

Twenty Are Elected Under New By-Laws

Last April the Society amended the by-laws to make circulation, instead of population, the basis for membership. The new rules worked out smoothly, with no complications. Gideon Seymour, chairman, presented the names of 13 eligible editors from newspapers over 20,000 circulation, all of whom were elected by the Board. Seven from smaller cities, the maximum permitted annually, were elected from 17 applicants.

Over 100,000 circulation group

Robert B. Choate, editor and publisher, Boston Herald-Traveler.

Carl McArn Corbin, editor, New Orleans States.

Vermont Royster, senior associate editor, Wall Street Journal.

E. B. Thompson, managing editor (features), Philadelphia Inquirer.

Robert E. Williams, editorial page editor, Raleigh News and Observer.

50,000 to 100,000 group

(No applications)

20,000 to 50,000 group

R. L. Bangsberg, editor, La Crosse (Wis.) Tribune.

Stanley Fink, editor, Atlantic City Press and Evening Union.

Edmund Goodrich, editor and publisher, The Trentonian, Trenton.

John A. Hall, managing editor, Jamestown (N.Y.) Post-Journal.

C. Raymond Long, editor, Elgin Courier-News.

Harry Provence, editor, Waco News-Tribune and Times-Herald.

A. M. Richards, Jr., editor, Richmond (Cal.) Independent.

Robert C. Vance, editor, New Britain Herald.

Under 20,000 circulation

Herbert M. Davidson, editor, Daytona Beach (Fla.) Journal & News.

Elmer M. Jackson, Jr., managing editor, Annapolis (Md.) Capital.

Robert D. Lusk, editor, Huron (S. Dak.) Daily Plainsman.

John Q. Mahaffey, editor, Texarkana (Tex.) Gazette and News.

Sylvan Meyer, editor, Gainesville (Ga.) Times.

George A. Osborn, editor, Sault Ste. Marie (Mich.) News.

George B. Williams, editor, Geneva (N.Y.) Times.

Members of Mr. Seymour's committee are: Jack R. Howard,

The Board of Directors in Semi-annual Session at Washington



Photo by Chevalier, courtesy Washington Post.

YOUNG J. L. JONES A. F. JONES McKELWAY POPE WIGGINS SEYMOUR FERGUSON
HEALY McKNIGHT WALTERS BRYAN DABNEY MacDonald BARNETT

Scripps-Howard Newspapers; S. L. Latimer, Jr., The State, Columbia, S.C.; Raymond A. McConnell, Jr., Nebraska State Journal, Lincoln; Harry Montgomery, Phoenix Republic and Gazette; William M. Tugman, Eugene Register-Guard; and Philip M. Wagner, Baltimore Sun.

Next election will be by mail ballot preceding the April convention. Only applications from editors of newspapers over 20,000 circulation can be considered at that time.

\$500 Voted to ACEJ

The Board voted \$500., same amount as last year, to the American Council for Education in Journalism for its journalism school accrediting program. At its April meeting, Edward Lindsay, Decatur Herald & Review, will be asked to report on the status of that program as a guide to ASNE's future participation. Mr. Lindsay, ASNE representative on ACEJ, is also its president.

Forty-six States

A study of distribution of membership made by Gideon Seymour reveals:

Two states have no members, Idaho and Montana.

New York has the best representation in relation to the number of daily newspapers in the state; Arkansas is at the bottom of the list.

Copy Desks, Syndicates and Junkets That's What Directors Talk About

When editors get together, they talk fishing, football and editorial problems. The following conversational fragments were overheard at the dinner meeting of the Directors.

"What's happened to copy readers? When I was young it was an honor to go on the desk. Nowadays they all hope to write columns, reviews, or special features. It's very seldom we find really good men wanting to be copy readers."

"I'd like the Society to raise hell with the syndicates about haggling over prices. Every other business in the country is on a fixed price basis. I wrangle with a salesman for two days, get him down to a figure that seems reasonable, and later find out that an editor in another city, same circulation, got the feature for a lot less than I did. It burns me up." Voice from across the board: "What's the matter with haggling? I think it's fun. You're just not a good enough haggler."

"We've talked a lot about opinion polls, but we've never really gotten into the subject. Are they sense or nonsense? Are they a side show or a valid vein of information? The proper time for discussion is not 1956, but after this election, at the April convention."

"We also might have a talk on the United Nations. Sure, we all think we know all about it, but there's a definite lack of concrete information about UN that ought to be filled."

"The only excuse for the taxpayer paying for a trip for an editor is in a combat theater where he can't go except at government invitation and expense. I know for a fact that some of these editors get off the plane, and spend most of their time with their relatives." (Voice: "I didn't. I stuck to business every minute.") "So do some others, but it's still wrong in principle. Half of our editors are crying constantly in their editorials against government extravagance, yet we accept it. We're not going to set things right until we are as scrupulous about spending taxpayers' money as we urge the government to be."

"We invite, on a rotation basis, everyone in the editorial department to come to our upper echelon conferences. Each reporter and copy reader gets around to one about every five weeks. Sometimes, they come up with some profitable ideas, but whether they do or not, each of them feels he's getting in on the play, and walks out feeling he's part of the operation. That's important."

The True Tale Of That Cat

South Bend's 'Cement Cat' picture swept the country last month and in some cities shoved candidates' faces right off the front page. Here are hard facts about that solidified kitty which didn't make the wire services.

By PAUL E. NEVILLE
Managing Editor, South Bend Tribune

Once in a great while a picture comes along that's a stopper. You take a long second look and your emotions are violently shaken. Such was the widely printed picture of the South Bend cat that had the good fortune to be packed in cement by a couple of thoughtless youngsters who trapped the animal while playing in a house under construction.

Perhaps you remember the pathetic picture of the hunched-over cat with lumps of cement clinging to every inch of its fur.

Unlike most stopper pictures, this one wasn't purely an accident. We picked up a tip about the cat logically enough from the police beat. A photographer was intercepted on another assignment and since it was late morning he rushed to the dog pound which we were informed was the destination of a police officer and the cat.

Instead, the officer brought the cat to police headquarters and when the photographer caught up with the animal he shot it huddling on the desk of a sergeant whose primary interest was packing the thing off to a veterinary.

When I saw the first print of the cat I assumed it was dead. The photo editor assured me the cat was alive, however, so we played it four columns on Page 1 with a story in the home edition.

Reaction was immediate and violent. We didn't use the names of the boys responsible for the cementing and it was just as well. The home edition wasn't out a half hour when feline fanciers began calling for the names and addresses of the boys who were threatened with all sorts of prehistoric, medieval, and modern torture.

By evening, subscribers who get our Indiana and Michigan editions were calling to ask why the picture of "that cat" wasn't in their

paper. Those calls continued the next morning when we played the cat in the state editions five columns along with a condition story.

The vet was an enterprising individual who with little prodding delivered a daily bulletin on the cat's medication and progress and the third day after the animal had been found encased in concrete we ran a picture of the animal with most of the concrete removed. With the third day photo we ran the original picture of the concreted cat. A week after the incident we ran another picture of the cat showing that the animal was as frisky as ever.

In the meantime mail and telephone calls about the cat poured in to us, to the vet, to the mayor and to the chamber of commerce. Practically every author and caller lamented the fact that distance prevented him or her from throttling the youngsters responsible for the cat's condition after first dismembering the boys with a blunt hatchet. We printed perhaps 20 of the more sensible letters that bewailed cruelty to animals.

Juvenile authorities took charge of the boys who had never before fallen into the talons of the law. We reported the fact along with their parents' willingness to pay the veterinary's bill.

After the cat was fully recovered we suggested to the vet that he award the animal to one of the thousand or more persons who had offered to give the cat a home. The vet demurred, explaining that he didn't have the heart to turn out the cat (now named 'Plaster') that had brought him fame.

The National Feline society mailed us a citation to present to the vet and our city editor, John Carroll, received an offer of two tickets to South Pacific from Dick Rodgers, cat fancier and composer, who called from New York to inquire about Plaster's condition.

The cat became Life magazine's picture of the week just three weeks after Life's spread on Notre Dame football players. Columnist Jim Carroll commented: "Local Life readers were happy to see the cat correctly identified. Seemed to have all its teeth too!"

Plaster, meanwhile, languishes in complete comfort blissfully unaware of the new respect for cats he has engendered in the hearts of newspapermen previously resigned to animal shots of litters of 15 dogs, cows mothering deserted fawns, and ducks leading their young to water.

Program Chairman



Photo by Milton J. Pike
WALKER STONE

"Program plans? Only one so far—keep it shorter."

That's Walker Stone's statement made on his appointment, by President Wright Bryan, as program chairman for the 1953 convention, April 16, 17 and 18, in Hotel Statler, Washington, D. C.

Mr. Stone, editor of Scripps-Howard Newspaper Alliance, on January 1 becomes editor-in-chief of Scripps-Howard Newspapers, a post that has been unfilled since the death of George B. Parker in 1949. A member of the Society since 1942, Mr. Stone has been active in its affairs and last year headed the Washington committee.

At the Board meeting, Mr. Stone listened to many suggestions for convention topics, reiterated his conviction that the program has to be cut down. "No one," he said, "can absorb everything that goes on. By the last session members have deserted not because of lack of interest but in self-preservation."

Doleful rejoinder from J. R. Wiggins, 1952 chairman: "It'll still be too long, and it'll all be the program chairman's fault."

Treasury Balance

Treasurer Virginius Dabney's report showed a balance of \$29,919.51 at the beginning of the Board meeting. However, commitments authorized by the Board and increased expenses will nip into that considerably. They will be reflected in the quarterly report.

Independent Welfare Drives or United Appeal?

Reports from Editors in Four Major Cities Show Diversity of Opinion

Mostly because nobody has the courage to say no, the fine principle of a single community health and welfare appeal has been losing ground in Cleveland.

This city's pioneering in a united appeal, which gave everybody a fair shake for more than 30 years, is being weakened by a bunch of press agents and professional fund raisers, who quite naturally don't like just one campaign.

Playing on emotions, and skillfully maneuvering some top citizens (and often top advertisers) as fronts, these folks who make a living out of campaigns apply plenty of pressure.

A number of community leaders, worried about what a flock of smaller, emotion-packed, "favorite-charity" campaigns could do to the city's efficiently organized private health and welfare programs, have formed an Appeals Study Committee.

They're trying to get back on a rational basis, a genuine united appeal. It has been an uphill fight, and so far not too successful.

The only way Cleveland will ever straighten out the mess again is for its thoughtful citizens—and that should include editors—to use a little judgment and stop giving in to every special pleader.

RICHARD D. PETERS
Chief Editorial Writer
The Cleveland Press

Seldom is anything ever permanently solved in a democratic society, nor should it be. It would not be good for oncoming generations to be without problems and troubles. But there is such a thing as a needless surplusage of preventable or reducible problems.

That is what Columbus, Ohio, in common with all communities everywhere, was confronted with a few years back in the matter of welfare fund drives. There was a steady stream of solicitors through all offices and homes, and new demands for space in the newspapers with each of the never-ending individual drives.

We now have what is known as the United Appeals-Red Cross drive. It has taken the place of the original Community Chest drive, organized nearly 30 years ago, and half a dozen other local drives in behalf of national organizations.

All except three of the major drive-staging agencies are now in United Appeals-Red Cross. Individuals and corporations are finding it easier now to say "no" to these three non-cooperating agencies. I predict they will in due course seek to be embraced under the United Appeals banner.

New ones will arise, naturally, but they will be facing increasing difficulty to get established.

To return to the old catch-as-catch-can system is unthinkable.

J. A. MECKSTROTH, Editor
The Ohio State Journal

I think in analyzing whether or not to support or oppose a single charity drive we first ought to find out what we mean by charity. Charity is personal. Charity is giving from the warmth of the heart to help others in trouble. You give to charity because you want to give, not because you have to. A donation to charity is not like a withholding tax for social security, it is a personal act of individual generosity.

The single drive, which would include all charities in one donation, which would concentrate giving to a single season or period, which would force the giver to donate to charities of which he knows nothing and toward which he feels no personal warmth, is, in my opinion, not charity in its true sense at all.

In many cities there are 30 or 40 organizations which receive Community Chest funds. By far the large majority of those giving to this drive would not, if approached personally by the individual organizations themselves, give at all.

I believe the single drive to be contrary to the spirit of charity. It dehumanizes and impersonalizes charity. It denies the giver the satisfaction of making a personal contribution to a personal choice. It is likely to turn the whole business of charity into another government-like project in which the people can find no personal satisfaction, no feeling of generosity, no identification of themselves with the object of their giving.

If charity drives ever become concentrated into a single one shot affair, the whole meaning of charity in this country will have been transformed into a privately organized tax gathering program.

The people might as well let the Federal government and state governments take over and let them do the job through a withholding tax.

JAMESON G. CAMPAIGNE
Editor, Editorial Page
The Indianapolis Star

Chicago is a city that stands in need of greater unification in its fund raising activities. This is unquestionably difficult to achieve in a city so large and diversified.

The Chicago Community Fund is not a Community chest; that is to say, it does not attempt to provide the full operating budget for any of its agencies. All of them conduct campaigns among their own constituents for support. The Fund only supplies deficits. It does not cover the whole metropolitan area; not even the whole of Cook county. All its beneficiaries are located within the corporate limits of Chicago. There are local drives for local institutions in almost every suburban community.

A problem is created in the fact that big factories and offices in Chicago have many employees living outside the city. These people are doubly solicited, once in Chicago and once for the suburban charities in the towns where they reside. If they have made a gift at home they may think they have contributed to the Chicago Community Fund; if they contribute at the office to the Chicago fund, they may think they have done their duty by the suburban charity. But this is not a fact.

Those who oppose greater consolidation say that when you add up everything—the special campaigns, the Community Fund covering the deficits, what the suburban institutions scrape up somehow or other—the result is a very high degree of support, a very high yield per capita from the total population. To achieve the same result, they contend, would multiply the Community Fund goal by so many times that they fear for the result.

At the Daily News we are not persuaded that these fears are well founded. We could do our part, at least, more effectively if the package were more tightly wrapped.

A. T. BURCH, Associate Editor
Chicago Daily News

Editors at Conventions

This is not an article; it is merely a letter to the editor, in response to his invitation to do a "full length job" on a quip at the conclusion of my comments on Chicago convention coverage. This, with the accompanying discussion of Wright Bryan's theory that the big newspaper headlines aided the draft of Gov. Stevenson, appeared in the Sept. 1 issue of the Bulletin.

My inquiry was whether it was pertinent to inquire if the place of an editor during a political convention isn't at his desk.

First, it is well understood, of course, that there are two kinds of editors: those who write (blessed people) and those who manage.

The managing editor who generally does not write or cover news or politics by personally writing about them certainly is not the ideal person to take a crack at covering a political convention. If you want a thorough job of news coverage and interpretation, it best can be left to those who have their hand in writing and know the ropes, the personalities involved and the news sources.

A writing editor, by which I mean an editorial writer or one whose main task is to write rather than direct the management of an editorial department or news desk, may well be able to cover the highlights of a convention. No doubt he can gather more first hand flavor and impressions than if he remained at home. Whether he will be as well informed as he would be if he watched television (pardon us) and read all available news dispatches is a question. His presence on the scene would tend to give an air of authenticity to his writing that might not be possible if he remained at home. Would it be better writing if he remained at home and took time to reflect before commenting?

In covering the development of a platform, for instance, an editorial writer definitely would be in a better position to discuss the matter after hearing the pros and cons discussed before a resolutions committee and possibly having the additional benefit of talks with some of the responsible members of the committee.

But isn't it just as possible that by sitting through the ballyhoo of a convention he might be thrown off his objective stride? If so, he would not be as judicial as if he

Letters to the Editor

evaluated developments from his cloistered (presumably) quarters at home.

As a matter of fact, of course, you really can't make a hard and fast rule on this point. Lots of editors should make wonderful reporters, if they had time to get back into the writing swing or habit. They know right off the bat what some of those questions are which they and their readers would like to have answered. I refer to those elusive facts that reporters and correspondents and press associations sometimes touch lightly in a story. These points often spell the difference between thorough reporting and routine coverage. But I doubt if an editor who becomes a reporter only once every four years can do as good a job covering a convention as his state and national political reporters can do for him, his paper and his readers.

The first hand contacts are useful to the editor. A convention is a great show at which to be a front row observer. It can help to educate the editor, but if he isn't a writing man at home he's sharpening his pen for a job that others should be able to do better than he.

Don't get me wrong: I think editors are smart fellows. They know enough to decide that they are entitled to have a good time with the folks at a convention. But at a football game, or championship fight, who does the reporting? The sports reporter or editor, who generally is a writing man, or his boss?

If a managing editor is tied to his desk except when a political convention is in session and then can traipse off to "cover" it, how can he explain that his job is essential the remainder of the time? Shouldn't he be able to contribute to and add to the coverage of the news by remaining at his desk? I think so. But maybe he thinks it's good training for his editors. Of course, it could be. If so, I'd like to ask, who edits the editor's copy?

A. H. KIRCHHOFFER
Managing Editor
Buffalo Evening News

Medical Cooperation

Editor, ASNE Bulletin:

The article by M. H. Williams of the Worcester Telegram and Gazette explaining how his newspapers have improved relations with the medical profession in handling of the sometimes difficult stories related to that profession is both enlightening and encouraging.

In the October 4 issue of Editor and Publisher a story sets forth how the Hospital Superintendents Council at Cincinnati has worked out a "code of relationship" designed to help intelligently handle news related to hospitals and the medical profession.

Both of these articles are worthy of serious thought and action by editors who will find, I think, as I found, a willingness of the medical profession to co-operate with newspapers once the doctors understand something of the problems of the editor in news handling.

Several years ago in discussion with a doctor who was a personal friend I was able to get across to him some of the difficulties we editors face and clarified many things in his mind. As a result of that conversation I was invited to address the local medical society along the same lines.

That personal approach to the newspaper problems was the opening wedge that has slowly brought a much better understanding between our papers and the medical profession in our city and area.

The cumulative results over many months now have been gratifying; most of the bogey men in the minds of many doctors have been demolished and members of the profession have taken an active part in breaking down the reticence among their fellows.

I am convinced that an intelligent and sympathetic effort by editors to arrive at an understanding with doctors and hospital officials will pay dividends in co-operation, good will and improved news coverage.

FLOYD F. HENDLEY
The Greensboro Record

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

Editorial Committee: Carl Lindstrom, Hartford Times, chairman; Fred C. Christopher, Sioux Falls Argus-Leader; Rebecca Gross, Lock Haven Express; Jenkin Lloyd Jones, Tulsa Tribune; Edward M. Pooley, El Paso Herald-Post; Oxie Reichler, Yonkers Herald Statesman; Norman Shaw, Cleveland Press; Donald J. Sterling, Portland, Oregon.

Carroll Binder editorial editor of the Minneapolis Tribune, was named a "Pennsylvania Ambassador" by the State Chamber of Commerce, and honored at ceremonies



CARROLL BINDER

in his home town, Mechanicsburg. The awards are given annually to persons who have lived in Pennsylvania, but now live elsewhere, and have distinguished themselves by noteworthy achievements. Mr. Binder, among other things, has served as an expert in freedom of information in the United Nations.

At the New York Herald Tribune forum, last month, the Minneapolis editor conducted a panel discussion on "American Opinion and the United Nations."

Four old friends, all past presidents of ASNE, got together in Portland recently for a reunion they hold every year or as nearly as they can arrange it. Host was Donald J. Sterling, formerly managing editor of The Journal and now retired, who was president in 1939. The others: Paul Bellamy, Cleveland Plain Dealer (1933); Grove Patterson, Toledo Blade (1934-35); and Marvin H. Creager, Milwaukee Journal (1936).

N. R. Howard, Cleveland News, and his wife spent a month in Ireland, where Mrs. Howard has relatives. They had a wonderful trip on which Mr. Howard reported fully in his daily column in The News.

J. R. Wiggins, Washington Post, has become another enthusiastic Maniac, summer-times anyway. He has bought a vacation retreat near Bar Harbor.

Among the new members elected by the Board are several old friends:

Robert B. Choate joined ASNE as managing editor of the Boston Herald-Traveler; resigned when he became publisher; rejoined now that he is eligible again as editor and publisher.

Robert E. Williams, editorial page editor, Raleigh Observer, has attended several conventions as the guest of Jonathan Daniels. He was ineligible under the old by-

Personals about members

laws (only one member to a newspaper in a city under 75,000 population); became eligible under the amended constitution (three members allowed newspapers over 100,000 circulation.)

Another Williams, George B., editor of the Geneva (N.Y.) Times, has attended many conventions while on the waiting list of applicants from smaller newspapers. You've seen him—the tall gentleman with the goatee.

Robert C. Vance, editor of the New Britain Herald, is the brother of Johnstone Vance, a charter member of the Society who died on the eve of the 1951 convention.

H. D. Paulson, editor of the Fargo Forum, and Hal S. Davies, publisher of the Minot Daily News, and their wives, were honored by representatives of the ten North Dakota Associated Press daily newspapers at a testimonial dinner in Grand Forks. Both editors have been in newspaper work half a century.

Sounding a little surprised at all the fuss, Mr. Paulson admits it was fun and says: "It makes one feel that there is something about this newspaper business after all that is a little bit different, and to my mind a little bit better than any other field in which a fellow can find his way and be perfectly satisfied that he has chosen a way of life that has many rewards."

Carl W. Ackerman, dean of the Graduate School of Journalism at Columbia University, will receive an award from the Alumni Asso-

ciation of the school at a dinner in the Waldorf-Astoria on Nov. 13.

Jenkin Lloyd Jones, chairman of the Bulletin Advisory Committee and a member of it this year, visited the present chairman, Carl Lindstrom in Hartford when the Tulsa editor went to Connecticut to see his son in prep school at Wallingford. . . . Mr. Lindstrom, managing editor of The Times, has been elected chairman of the New England Associated Press News Executives Association. Last month he observed his 35th anniversary with the Hartford newspaper.

James F. Carroll, associate editor of the Dayton Journal Herald, who was taken ill at the Republican National Convention and later had an operation in a Dayton hospital, went to his native city, Troy, N. Y., to recuperate, and late last month returned to his desk in Dayton.

A serious infection, the result of a run-down condition and a broken blister incurred on the golf links, put E. R. McCollough, Stamford Advocate, to bed for some time. He's now back at his office again for a short time each day.

Mrs. James R. Record, wife of the managing editor of the Fort Worth Star-Telegram, will probably turn up in the National Safety Council's annual list of most surprising accidents. Practising reducing exercises in the backyard of their home, she fell on the concrete driveway and fractured both arms. This didn't stop her from enjoying a birthday party in St. Joseph's hospital on Sept. 14 (see picture). The casts were due to be taken off last week and Mrs. Record already is planning on accompanying her husband to the ASNE meeting in April.

Mrs. Record
of Ft. Worth
enjoyed
her birthday
despite two
broken arms.
(Story above)



Obituaries

Dwight S. Perrin

On October 19, in Tucson, Ariz., Dwight S. Perrin picked up the Sunday newspaper and read in a Washington dispatch that on Saturday the Board of Directors had re-elected him to membership in ASNE, in a new category reserved for editors who retire from newspaper work for reasons of age or health. He was delighted by the news; but turning to his wife, Julie, he remarked with characteristic drollery, "I don't like the way that amendment was worded; anyone reading the story would think I was old."



DWIGHT PERRIN

The following day, Mr. Perrin, who had been in ill health for more than two years, died of a heart attack shortly after finishing a round of golf with Mrs. Perrin.

Mr. Perrin, who was 64, was a director and treasurer of ASNE when, on his retirement as executive editor of the Syracuse Herald-Journal in 1950, he became ineligible. For nine years previous he had been managing editor of the Philadelphia Bulletin; and from 1926 to 1939, assistant managing editor of the St. Louis Post-Dispatch.

Recollecting his long and distinguished years in the profession, Mr. Perrin liked best to hark back to his early days in New York where he was the only man to have been city editor of The Herald, The Tribune and The Herald Tribune. One of his favorite stories concerned that merger.

Resigning from The Tribune to go to The Herald, he listened to many tributes and was presented with handsome gifts. As he told the story:

"Six weeks later, the telephone rang in my home and a brisk secretarial voice told me, 'Mr. Reid has just bought The Herald.'"

"I laughed and told her she must have the thing tail end to. 'I guess

you mean,' said I, 'that Mr. Munsey has bought The Tribune.'"

"I eventually got my old job back, amidst screams from the people who had contributed presents. Several years later when I took off for the St. Louis Post-Dispatch, all I got was a certificate of merit. Some people are awfully vindictive."

Mr. Perrin, who has two daughters by a previous marriage, in 1946 married Mrs. Julie Kerby, well known among ASNE members as a newspaperwoman and, during the war, a major in the WAC. About Nov. 15, Mrs. Perrin plans to fly east, then to visit her brother on the island of Aruba, off South America, for several months.

William D. Mansfield

William D. Mansfield, editor-president of the McKeesport (Pa.) Daily News, died on Oct. 6, at the age of 74. He had been ill most of this year, hospitalized for two months before his death.

Born on a farm near McKeesport, Mr. Mansfield was widely known in political and banking circles throughout the area. A Republican, he was elected to the state senate in 1922; and for ten years was president of a McKeesport bank.

One of a group of owners of The News in 1925, Mr. Mansfield was made president and, four years later, became editor. He joined ASNE seven years ago.

Leonard K. Nicholson

Leonard K. Nicholson, 71, chairman of the board of the New Orleans Times-Picayune, died on Oct. 19.

After graduating from Virginia Military Institute, where his roommate was Gen. George C. Marshall, Mr. Nicholson studied law at Tulane, then went to work as a counter clerk on The Picayune, published by his parents before a merger with the Times-Democrat. He became president of the Times-Picayune company in 1918, and editor in 1922.

Although he had not attended ASNE conventions recently, Mr. Nicholson was active in the affairs of the Society in its early years. He was a member of the board of directors of the Associated Press from 1933 to 1951, the maximum period allowed under its by-laws.

THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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The Board of Directors consists of the officers and the following:

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J. R. WIGGINS	Washington Post
DWIGHT YOUNG	Dayton Journal Herald

ALICE FOX PITTS, Assistant Secretary and Editor of The Proceedings. Address: Box 1053, Wilmington 99, Del. Telephone and telephone address: Wilmington 3-7990.

No. 348

November 7, 1952

Joseph Agor

Joseph Agor, 57, managing editor of the Shamokin News-Dispatch, and president of the Pennsylvania Society of Newspaper Editors, died in his sleep, on October 15, of an acute heart attack.

Leaving high school in Shamokin, where he was born, to work in the nearby mines, Mr. Agor later learned the sheet metal trade to support himself until he could study for newspaper work at Columbia University. By 1930 he was a reporter on the Shamokin Dispatch and three years later he became associate editor of the combined newspapers.

In 1925-26 he founded and directed a relief agency to provide aid for destitute miners' families and later, as newspaper editor, he wrote prolifically on mines and miners. In 1937 he was appointed to the State Anthracite Commission which studied conditions in that field, and joined in writing legislation to stabilize the industry.

During World War II Mr. Agor taught a class in war industry in Shamokin High School and served as adviser to a federal project established to aid unemployed writers.

Among his survivors are, his widow, who has attended ASNE conventions with him since he joined the Society in 1947, and two married daughters.

THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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December 1, 1952

Newspaper Conduct in the Campaign

By BASIL L. WALTERS, Executive Editor, Knight Newspapers

IT IS A HEALTHY SIGN FOR AMERICA that 67 per cent of the American press editorially urged a change in national administration after 20 years.

What really would have been alarming would have been a similar percentage in favor of no change.

The power of the press was not involved. It is not the function of the American press to dictate. Only in dictator countries does the press pass on to the people the dictates of their officials and masters.

Our function is to keep the eternal spotlight of publicity on all public officials and to stimulate debate through our editorial columns. Only the American public has power, a power that must be preserved.

It is healthy for a majority of the press editorially to be critical of those in power, as a constant reminder that officials are servants of the people and that in a democracy people are not slaves of the state.

One of my proud memories is that of Harry M. Daugherty, attorney general under the Harding administration, standing in front of the White House denouncing the American press as the tool of the Democrats.

This was at the time the American press almost universally was denouncing the "mess in Washington."

Daugherty went so far as to threaten to drive from Washington the reporters who were writing the investigative stories on Teapot Dome. Mudslingers, he said.

The reporters stood their ground and it was Daugherty, not the reporters, who was driven from Washington—not by the newspapers but by American public opinion.

One of the reporters under attack by Daugherty was Charles Michelson of the New York World.

While it is well for us to study the criticism of the press and profit from it, we must continue to back our conscience with courage and not be thrown off the track of our duty to the American people.

The grand thing about ASNE is that it provides the forum for discussion about ways in which we can improve our service to the American people. But most important is that it leaves individual editors to write their own resolutions.

We now face an American public which has a greater interest in politics. To this we have contributed mightily. This interest will continue.

Post mortems are useful only for what we can learn from them that will help us in the future.

Instead of looking backward we must examine ways in which we can really be the Fourth Estate, "the greatest of them all."

The Fourth Estate, at its best, is the safeguard the people themselves have set up with their few pennies a day to serve as their collective eyes and ears, eternally vigilant lest greedy men steal their liberties and their personal dignity from them.

HERE ARE SOME of the possible improvements we should be debating:

1. Are some of our concepts of objective reporting and editing outmoded?
2. Have we fallen into the trap of accepting statements of officials and others and their press agents as objective news? To publish these statements without comment, or questioning or historical background may be just as bad as deadpan publishing of censored dispatches from Moscow.
3. This country is becoming more mature and better educated. Are we keeping up with the trend?
4. Can we find ways to make significant news more interesting?
5. Have we erred in applying the sports page techniques to all reporting? We must not permit ourselves to become so excited over political teams that we neglect the real reasons for elections.
6. Should we not re-examine the political columnists to see if we have lazily permitted them to usurp the space that belongs to the great reporter and the great editorial writer?
7. Are we paying sufficient attention to our copy desks? The men on these desks are the real assistant editors of our newspapers. If our papers are to be other than assembly line products we must find ways to bring greater dignity to these fine craftsmen.

These are but a few topics I hope we will discuss from the "soap box" provided us by the Bulletin and our annual meetings.

We must think boldly and plan big if we are to live up to the traditions and the obligations of the Fourth Estate.

THE CAMPAIGN AND THE PRESS

Candidate Adlai Stevenson asserted he was concerned over the extent "to which we are developing a one-party press in a two-party country." President Truman spoke sharper words against American newspapers. And "94 authors" accused the press of gross partisanship in its news columns.

These charges have been refuted; but that does not mean American editors view newspaper performance as perfect.

For a discussion of wherein the press failed—and wherein it succeeded—The Bulletin has set aside the first five pages of this issue.

Newspaper Gyration

By DAVID W. EYRE

Managing Editor, Oregon Journal

Would anyone like to talk a little more about the Nixon affair?

I work for the Oregon Journal, a paper that supported Adlai Stevenson. When you serve a paper that's supporting a particular candidate you eventually can get the old team spirit. And it occurred to me, watching from the Adlai team, that quite a few pro-Ike editors and commentators got the team spirit in their handling of Mr. Nixon and "The Fund."



DAVID W. EYRE

Pat and Dick Nixon were whistle-stopping through Oregon in September as the headlines suddenly mounted about Nixon's California contributors. Nixon wore a grim countenance when he arrived in Portland. Republicans were stewing. Democrats were elated, and many of the nation's newspapers were demanding that Dick get off the ticket. Things were black.

Then Ike telephoned Dick and it was agreed that Nixon would fly back to Los Angeles and two days later make a full explanation on TV and radio.

He did, and very effectively. But I am one who contends that the basic questions about the Nixon Fund and all other funds were never adequately answered. These basic points, these ethical questions became lost in emotions and schmalziness.

Republican editorial pages and commentators which had wanted to throw the rascal out 24 hours earlier now turned Nixon into Boy Hero. There was the cloth coat and the dog and the mortgages and suddenly the pro-Eisenhower press made a positive out of a negative and decided that Ike's cause had been helped, rather than hindered, by Richard Nixon.

I know of no better example of newspaper gyration than occurred in The Journal's morning opposi-

tion, the Republican Portland Oregonian.

In its first edition of September 25 its lead editorial was captioned "Republican Fighting Spirit Aroused by Nixon Affair."

But there'd been a lot of changes in the editorial by the final edition of the same date. To begin with, the caption had been changed to "Republican Fighting Spirit Aroused by Senator Nixon."

The first edition said "The California senator's (TV) presentation was a blend of indignation, frankness in revealing his income and debts and *unadulterated corn*." In the final edition the editorial spoke of "The emotional impact of Nixon's defense—a blend of indignation, frankness in revealing his income and debts and *showmanship*."

The first edition's editorial continued: "This newspaper has expressed the opinion that the best solution of the Nixon case would be his withdrawal from the ticket. We have not changed that view . . . Nixon's retention, offering the opposition an issue which detracts from the force of the Eisenhower crusade for integrity in government,

Answering 94 'Authors'

By ED STONE, Managing Editor
Seattle Post-Intelligencer

A couple of weeks before the election, one of our reporters picked up a tip that Don Eastvold, Republican candidate for state attorney general, had obtained his state veterans' bonus under questionable circumstances and that state examiners were looking into the matter.



ED STONE

Eastvold was more than just a state figure. He was one of the leaders in the dramatic convention fight that nominated General Eisenhower. We knew that the inquiry into his bonus was inspired by his incumbent opponent. We were well aware that a bad break for Eastvold might well destroy whatever slender chance appeared at the time for Ike to carry this state. We were supporting Ike.

Yet we did not hesitate. We rounded up the story and played it prominently the next morning. On a small scale it was much the same

The Campaign and the Press

may further handicap Eisenhower's battle against entrenched political monopoly."

This paragraph was changed to read: "This newspaper took the position that the best solution of the Nixon case would be his withdrawal. But Nixon, single-handedly, has aroused a counter-force against the issue he gave the Democrats. As of this moment, he has completely turned the tables."

Had Dick Nixon really turned the tables? Or did the predominantly Republican newspapers of the land suddenly decide he had? Was Liability Nixon suddenly Asset Nixon because the writers said he was?

If John Sparkman had been involved in the Nixon manner would he have received this clean bill of health so rapidly from the Eisenhower press?

Didn't the press settle for dramatics rather than a to-the-finish discussion of FUNDS—be they Nixon's, Stevenson's or any other?

situation that confronted editors throughout the nation, most of them Ike supporters, when the Nixon fund story broke. Probably many of them were tempted to sweep the whole thing under the editorial carpet. But so far as I know, no newspaper shirked its news task in playing the story even when it looked darkest for the Ike-Nixon team.

There were three major campaign speeches in Seattle. The first was by Governor Stevenson early in the campaign. He arrived without fanfare, made his speech in a comparatively small hall and departed immediately afterward. The second was by President Truman. More fanfare, bigger hall, no organized parade. The third and last was General Eisenhower with the full treatment—ticker tape parade, huge rally, the works.

Some one around our place after Ike's departure, raised the question as to whether we had played the Ike story unduly. So far as I know, none of our readers raised the question. But I was curious enough to measure the actual space devoted to each event.

The Stevenson visit of a few hours—early in the campaign, remember—got 11 columns, 3 inches

The Campaign and the Press

in our paper, including news stories, pictures and text of speech. The Truman visit got 17 columns, 2 inches. Ike got 19 columns, 12 inches. Thus the two Democratic events were given a total of 28 columns, 5 inches or nearly nine columns more than the single Republican shot.

I have not attempted the monumental task of measuring the total space we devoted to each party during the campaign but I am confident that the Democrats fared no worse than the Republicans in our news columns and probably a little better.

So what's the point, you are asking about now.

I am thinking about those 94 "authors" who convicted the newspapers of biased reporting on premises so vague and flimsy that any newspaper reporter, submitting a news story to his city desk with such shaky "facts" would be fired for incompetence.

Right here I'm going to tee off on these self-appointed committees of authors, movie actresses and professors who periodically hand down their fiats on the state of the nation and the press.

Personally, I'm sick and tired of double domes from Harvard and Canarsie College and bird-brained movie actresses from Hollywood telling me how to vote and how to edit my paper. What kind of stuff do these Caesars feed on that makes them so good? They have been proved pathetically wrong time and time and time again in their interpretation of social and economic trends. Why should we pay any more attention to them than to committees of bankers or truck drivers?

Yet every so often one of these "committees" solemnly issues an Olympian statement on what louses the newspapers are; the wire services solemnly carry the thing as first class news; the newspapers, most of them, anyway, solemnly print it and the yaking goes on for days.

I don't try to tell them how to write a book or torture a Latin verb or heave a buzzam in front of a TV mike. Why should they tell me how to run my job?

I think it is high time we paid less attention to these pompous idiots and more to what our readers want.

For my part, if I can succeed in pleasing our readers I feel I have accomplished my job. I have no transcendent urge to try to reform them.

Times-Dispatch Calmed Complainers By Printing Their Letters—750 of Them

By VIRGINIUS DABNEY, Editor
Richmond Times-Dispatch

Somebody called the presidential campaign of 1928 "the most cata-mountainish political campaign in American history", and while I am not sure that I know exactly what the expression means, I'll go so far



VIRGINIUS DABNEY

as to venture that the Eisenhower - Stevenson contest was just as cata-mountainish—maybe more so. Since a cata-mountain is a member of the cat family, and the air seems to have been more redolent with dead cats during the late campaign than it had ever been before, the expression appears to be appropriate.

As we all know, many of these dead cats were directed at the newspapers. They came from both contesting camps.

The Times-Dispatch did its level best to give both candidates a completely fair shake in its news columns. There were complaints, nonetheless.

We felt that one of the best answers to these complaints was to give everybody a maximum opportunity to let off steam in our letter column. We got more letters than we ever got before in a similar period, and we published more. We published them, even when it meant leaving out two syndicated columns over a considerable period. No complaints from readers reached us as a result of these omissions.

Some newspapers carried a good many letters in the campaign, but cut them to 50 or 100 words. We allowed them to run to several hundred, on the theory that it was sounder policy to let the reader, whether irate or no, have enough space to develop his thought with a fair degree of adequacy. We published 750 of these letters between August 1 and November 4, and probably 725 of them came from readers who wrote us only once during the three months. The 750 letters occupied a grand total of 261 columns. We gave 97 columns to letters in the final three weeks.

It was worth all the time and energy it took. One of the editorial writers had to devote nearly all of his working hours to letters during the last weeks, when the avalanche was especially heavy. He got pretty groggy, but he agreed that the plan was good and the results excellent.

The Times-Dispatch has always allotted a rather generous quota of space to its Voice of the People, as we call it, since we regard this as one of our most valuable features. However, the recent campaign carried the VOP into new territory, for we got hundreds of letters from readers who normally never write us, but who felt the urge to discuss some aspect of the contest. A number said they had never written to a newspaper before.

We felt that by affording this opportunity to our readers to say whatever they wished provided it was not libelous, obscene or in bad taste, and provided they signed all letters on the campaign for publication—we were giving tangible evidence that we wanted both sides to be heard. A good many of the communications were pretty violent—either against us or against Eisenhower (whom we were supporting)—but we took particular pains to give these irate brethren ample opportunity to sound off. On one day, for example, we went out of our way to present a number of attacks on ourselves under a 5-column banner saying "Readers Toss a Few Verbal Brickbats in Our Direction." On another we presented two similar letters under the banner, "Two Readers Find We've Hit New Lows."

The letter column was read closely. By giving it extraordinary display and illustrating some letters each day with small drawings or photographs, we brought it strongly to public attention.

The Voice of the People had nearly double its normal two columns of space on the editorial page for weeks, and toward the end of the campaign it spilled over heavily onto the "opp-ed" page. Several times it took all the space on the latter page.

The election is over, but letters are still reaching us in unusual numbers. We believe that the generous allotment of space to the opinions of our readers has given them a greater interest in the paper and a closer feeling of kinship with it.

Partisan Writers

By LLOYD M. FELMLY
Editor, Newark News

As the editor of a paper which had a man on each of the candidates' trains and also on President Truman's train from start to finish, I was both annoyed and disgusted with the Democrats' attempt to



LLOYD M. FELMY

make the "partisan" press an issue. Our men called the shots as they saw them and I am sure the reporters from many other papers did likewise. In my opinion, if any bias crept into the news columns, it was a bias in favor of Mr. Stevenson. As the campaign progressed it became quite obvious that many of the correspondents on his train had become idolators. Mr. Stevenson's attractive personality, his unusual command of the English language, his adroit wit, all appealed to them in contrast to Mr. Eisenhower's matter-of-factness. Again and again I saw things in other papers that made me certain that the writers had become partisans rather than objective observers.

Aside from this, the great volume of material published in the news columns testifies to the efforts of the press to give the public the facts; also it was a pretty costly proceeding.

I quote from an editorial called "The Working Press," published in the Newark News, Friday, November 9th:

"The three-way coverage involved reportorial travels over most of the states of the Union—in all more than 100,000 miles by airplane, automobile, bus and railroad train. It involved paying for millions of words about the candidates from President to coroner which Western Union says added up to an all-time telegraphic record. More than 2,000,000 words alone were filed on Mr. Truman, who wasn't running for anything.

"As many as 1,600 miles and five states were spanned by one of the candidates in a single day of cam-

paigning, and as many as 20 speeches in a single day were made—with the hard-pressed working press in close attendance."

I have no apology to make for the fact that most of the papers were editorially on the side of Mr. Eisenhower. The editorial page is the place to make our position clear.

No Guffaws This Time

By EARL H. RICHERT, Editor
The Evansville Press

The American press, I feel, came through one of the hottest election campaigns in U. S. history with colors flying and with little reason for apology or handwringing.

Sixty-seven per cent of the nation's dailies supported Ike, and Ike won. So there can be no guffawing this time about lack of influence by the press, though perhaps the pro-Ike papers were on a man who couldn't have been stopped. I feel, however, that the press, including the pro-Stevenson newspapers, was most instrumental in the Ike landslide by presenting over recent years the evidence which justified a change in Washington.

We were not perfect, of course. And we can stand some soul-searching—as always; such as whether we passed too lightly over Mr. Nixon's explanation of his finances.

But reporting of the campaign was excellent and most papers were meticulous in seeing to it that the other side was given full coverage

Objectivity Lost By Many Reporters

By MICHAEL A. GORMAN
Editor, The Flint Journal

The requests for reactions as to the objectivity of some of our reporting found me disturbed on this score as a result of campaign observations. I found that, besides the



M. A. GORMAN

recordings of the pollsters, the Eisenhower landslide was a surprise to nearly all because of much of the campaign reporting. I was on the Eisenhower train 3 times, on my own and merely as an observer. I was deeply impressed with what I saw in the size of the crowd, the enthusiasm of the greetings and the serious

The Campaign and the Press

in the news columns. We, for example, supported Ike but had only one complaint from a Democratic reader. We had a number of complaints, however, from Republicans who said we were carrying too much news of the Democratic campaign on P-1. We preferred it this way.

One good thing about the future: Now the Republicans will be in power in Washington and we'll have a new team to criticize for a while.

The Mud Backfired

By ROBERT W. JOHNSON
Editor, Wilkes-Barre Record

Most of the newspapers I saw during the election campaign handled the news of it objectively in my opinion. I don't see how the press could have done a much better job of informing the people and stimulating intelligent debate. An attempt to keep the debate on a higher level by less emphasis on the personal attacks and more on the real substance of the issues would have been a form of slanting. The mud backfired. At least one of the chief targets was unharmed as attested by the sweeping character of the election. In that instance the very fact of mud slinging seems to have had a great impact on the electorate. To have subordinated this phase of the campaign would have been a distortion.

interest of the listeners. To me it was highly significant.

I was shocked, however, to find many of the writers searching for reasons for lack of significance of what they saw and heard. They seemed to be trying to read between the cheers, between the gleams of admiration, between evidences of rapt attention, between the countless tears of emotion. They seemed determined to remain unimpressed.

This may seem beside the point but I believe it is pertinent. Probably most of the writers including some of those described, were utterly sincere. Undoubtedly they were affected, in some cases, by what happened four years ago. We know, however, that a majority favored Stevenson.

To me, this was evidence of a lack of objectivity in this field. Maybe it means that this era of interpretation and personal opinion has caused a departure from straight reporting.

It's Fatal for a Candidate to Start 'Running for Editor' in State of Ohio

By PHILIP W. PORTER, Editorial Editor
Cleveland Plain Dealer

On the whole, the fairness of American newspapers in covering the presidential election was something for us to be proud of. Certainly those which I saw daily, the papers in Cleveland and Akron, leaned over backward in their display of news and photos and their choice of headline words, making the news columns completely objective and impartial.



PHILIP W. PORTER

They made sure that Stevenson got exactly the same news position as his rival, though all of them editorially supported Eisenhower. Actually, because so much news came from Truman's whistle-stopping, the Democrats probably made out somewhat the better in gross lineage, for they had two top performers.

I doubt if the public was completely conscious of our studious effort to be fair. The two candidates' campaigns were reported in parallel Page One columns, under a two-column head; one day Ike was on the top line, the next day Adlai got the play. The only time this formula varied was when one of them came into Ohio; naturally he got the banner that day, plus additional feature coverage.

The Plain Dealer doggedly printed two texts each day for 60 days—sometimes Truman's was substituted for Stevenson's, or vice-versa. They crowded out practically all other news, but there it was for the historical record. The Press and News largely skipped the texts, except those delivered in Ohio, but their impartiality in news play was equally rigid. It is a truism around our part of the country that when any candidate, no matter for what office, starts "running for editor" he is a gone goose. Senator Taft began to run for editor in May and June, when he complained about Associated Press coverage and the Gallup polls. Gov. Stevenson ran for editor on his first trip to the Pacific coast in September. In both

cases, it was a forecast of their ultimate end.

My principal objection to the newspaper coverage of the campaign is the natural tendency of political reporters, especially young ones, to use sports page technique in souping up their leads. Too much use of vigorous verbs—slam, slug, hit. Too much horserace metaphor about forging ahead or gaining. Those who listened on radio or TV

The Rapier Displaced the Club

By CHARLES A. GUY, Editor
Lubbock Avalanche-Journal

The flowering of the editorial efforts of more than 76 per cent of the nation's daily press in behalf of General Eisenhower's candidacy was not, in my judgment, the result of the last three or four months drive. Instead, I see it as the culmination of labors covering the past 12 years.

Just as the constant drip, drip, drip of water eventually will wear away the hardest granite, continued efforts on the part of most of the American press to present the so-called New and Fair Deals in their true light finally wore away sufficient of their support to bring about a sorely needed new leadership and program. The soil, it seems to me, first was broken out 'way back when Mr. Roosevelt successfully sought a third term; the actual planting came when he made his fourth term race; the crop was carefully tended during the Truman campaign of 1948—and the harvest was gathered this year.

Of especial interest to me in the pro-Eisenhower editorial campaign was the fact that, with rare exceptions, the papers I saw based their arguments largely on the issues involved and on the cold-fact record of the Truman administration, instead of relying upon that old favorite, the emotional appeal.

It is with reluctance that I suggest the demise, generally speaking, of the "cuss 'em out" and "give 'em hell every day" formula. I admit reluctance here, because I was brought up in the "no holds barred" school and, in addition, have a natural bent in that direction, whether the fight be over the Presidency, or the firing of a superintendent of schools. However, and again reluctantly, I depose that this change

The Campaign and the Press

knew it was overdone. Understatement is a lot better.

I for one rejoiced in the continuous effort of newspapers to sample opinion, both through special correspondents, staff writers and in straw votes. This year we did a better job of it than the professional pollsters. It was easy for the discerning eye to read in these findings the ultimate landslide, even if the writers didn't care to breathe it out loud.

in editorial strategy is good for the newspapers and much less wearing on the readers. It takes a smarter editor to deftly use the rapier in place of a Stone Age club and, anyway, most of his readers must prefer to be led, than driven.

It seems to me that the editors who turned in greater numbers than ever before from the emotional appeal to the reasonable approach to the problem are especially to be commended this year. Mr. Truman, as the personification of his party, and his administration's record both were perfect and inviting targets for the meanest, bitterest kind of opposition. In fact, the President's several snide references to the newspapers as politically dishonest, and to their support as a kiss of death, very well might have been calculated in an effort to engender opposition so brutal as to kick back. That most editors declined to be needled into sticking their necks into a trap—if such it was—is a tribute to their intelligence.

There are those who will claim, of course, that the heavy newspaper support of General Eisenhower didn't mean anything; that it was the General's tremendous personal popularity and appeal which turned the trick. When this tack is taken, however, it will be proper to note that many of the administration bigwigs, including President Truman, Wilson Wyatt and Steve Mitchell, said after the result was known that "any Republican could have been elected this year."

This admission, it seems to me, proves the point that over the past dozen years, as well as over the past three or four months, the newspapers opposing the political era soon to end won for themselves, as well as for the people, a long, hard—and, sometimes, an apparently hopeless—battle.

New Press Agents of Industry Actually Give With The News

By ANDREW BERNHARD, Editor
The Pittsburgh Post-Gazette

In my early newspaper days the only press agent welcome at the city desk was the one ahead of a road show or a circus—he was good for free tickets.

Other press agents were looked on with dark suspicion. For the most part I recall them as on utility payrolls and considered natural enemies of reporters. City editors held that press agents existed to chisel free space from the paper and to suppress any item of news that some corporation president felt was none of the public's business. Such items would include news of accidents on company property, no matter how spectacular and fatal, the disappearance of a cashier with \$50,000 and a toothsome stenographer, or one of the rarely unfavorable rulings of the public utility commission at the state capital.

Things are different now. The press agent has become a public relations expert. He occupies an office and has a secretary just like a vice president. Indeed, he probably is a vice president, with all the rights and privileges of any vice president, including the right to call the president "Chief."

As vice president in charge of public relations he becomes a person to be interviewed. His opinion is sought. So august a personage of course rarely calls on the city desk in person. His secretary phones his wish to have a reporter call on him. This aloof attitude impresses one and all—including me—and it never occurs to us to attribute to him the base motives we imputed to his seedy predecessor.

As a matter of fact, I suspect our attitude toward him merely reflects the attitude of his corporation. The president who used to think it was nobody's damn business what went on in his company knows better today. He knows that legislatures, congresses, tax officials, a thousand local, state and national boards, bureaus and commissions have the right to poke noses into his books. He knows that an unfavorable public attitude toward his company can bring government locusts down on him to run him into disaster. So he desperately turns to someone to "run public relations for us."

The old time company president thought of his press agent, if he thought of him at all, or if he had one, as a sort of buffer hired to keep the public from bothering.

If business was good, the press agent was told off to carry the



earnings report to the newspapers, which were expected to print it gratefully. On the other hand, if the report showed fat earnings for a utility outfit, the press agent was expected to keep it out of the news columns where it might arouse the curiosity of the rate paying customers.

In those days, almost any attempt to get information out of a big corporation was doomed to failure, or at least to endless delay. The press agent had no authority. He could refer questions to officers, who were afraid of the board, and to whom the question finally was bucked. If the question had to do with labor relations, say, the answer had to be watered down to meet the objections of all board members.

Most of the change we have noted in our time comes, I suspect, directly out of the rough time the corporations had under the New Deal, when labor leaders learned the delights of being able to tweak the nose of a purple-faced corporation president and get away with it.

While company presidents were harrumphing over statements to be issued to the press in reply to the charges of the labor organizers, labor press agents were pounding

out hot copy that went right to the city desks and Page One. The corporation answer was two days late and by that time was lucky to make Page 14. It was answering arguments now forgotten in a welter of newer and hotter ones.

I doubt that the tycoons are actually any more eager to take newspapers and the public into their confidence than they were years ago. But they know through hard experience that today's conditions require the services of public relations experts just as they require lawyers and tax experts.

As a result, when a gas main blows up today, or a strike breaks out, or a locomotive hits a farmer's cow, a news release to that effect reaches us in good time. No doubt we should be thankful. No doubt, too, it is mere perversity that makes me mourn a little the days when the city desk had to invent cunning stratagems to learn how the man came to drown in the brewery vat.

It's simpler to have the public relations man send in the story but it's less fun.

Auto Makers, Too

By W. S. GILMORE, Editor
The Detroit News

Detroit corporations long ago grew away from the "papers-be-damned" program of an early Vanderbilt.

The larger automobile manufacturers were first to realize the importance of getting their stories into the papers, and now all of them have elaborate public relations departments which supply standard news stories and which can answer questions put by reporters.

Moreover, any time a reporter wants to talk to the president of an automobile company he can do so. Wilson, of GM; Henry Ford II, and Colbert of Chrysler are readily available if the reporter or automotive editor has a question that goes beyond the public relations department's authority to answer. And the smaller companies' presidents are equally approachable—Mason, of Nash; Nance, of Packard; Barit, of Hudson.

What the automotive people have done, other Detroit factories have done, so reporters are welcome in all such establishments.

Our big businesses are as far as they can get from that early Vanderbilt's position.

Swapping Ideas and Know-how

Gannett Editors Pool Their Experience and Knowledge in Frequent Conferences of the 22 Group Newspapers

By GEORGE S. CRANDALL
Executive Editor, Elmira Star-Gazette

Editorial conferences have been a valuable, constructive feature of Gannett Group operation from the start. After consolidation of papers in Elmira, Rochester and Utica, circa 1922, the Group editors have been called together periodically to confer on their problems. As other papers were added, the semi-annual Spring and Fall conferences, held usually in Rochester, evolved their own technique.

In the weekly bulletin the Group news and editorial director, in giving the time and place of the next conference, will ask for program suggestions. He gets them. The result is a session at which the uppermost and most timely questions are discussed. Often these take the form of panel discussions, followed by a question period when all may speak their mind. This many do, with mutual edification and profit.

The custom now is to have at least one outsider address the conference. A state senator may tell what he does not like about newspapers and newspapermen; the Group attorney may discuss libel from the viewpoint of experience; a reporter and city editor of a Group paper may explain what happens when arrested for refusing to disclose the source of news, etc.

Editors, who have found new ways of bettering and brightening their papers, or of improving old ways, are asked to tell about them. When a reporter, sports editor, society editor or any other staff member in the Group has done something noteworthy, he or she is invited to the conference to tell about it in detail.

Much of this firsthand information is valuable and results in worthwhile ideas being adopted by other Group papers. Incidentally, this recognition of good work and originality inspires others to hatch ideas and further improvements to benefit the Group.

Attendance of Washington and Albany bureau chiefs and staff members makes for better understanding and closer cooperation. The editors tell the chiefs what they want and the bureau chiefs tell the editors why they can or cannot have what they desire. Differences can be ironed out better in a con-

ference than by mail or wire correspondence.

The business and advertising men meet simultaneously; and at least once during a two-day conference, a joint meeting of the groups is held to consider matters of common interest.

Noteworthy is the fact that Frank E. Gannett, founder of the Group, participates in the conferences in the same cooperative spirit as the editors themselves.

The lasting value of this conference material is shown by its compilation in a brochure entitled "Editorially Speaking." The last issue, No. 10, like its predecessors, is in demand for schools of journalism, libraries, etc., who want definitive knowledge of newspaper problems written by practical newspapermen, not theorists. By this means the information educed at Group conferences is made available to all who work at or are interested in editorial phases of news-

paper making. The conferences render an important service to the entire craft, as well as to the editors attending. Where else could such informative, authoritative material be obtained?

Another valuable feature of the Gannett Group conferences is esoteric. The editors learn much from the scheduled discussions, but in the social contact between sessions they become really acquainted. Between sessions a genuine freemasonry of the craft strengthens the ties that bind the Group editors together. In this intimate relation an editor is assayed at his true worth; he is gold, alloy or dross.

The young editor attending his first conference asks the veteran of many conferences, "What would you do in such a case?" and he gets an answer, perhaps not a direct one, but one that helps him on his way. In the give and take of social contact with Gannett Group editors, dating back to 1918, I have found a satisfaction, an enrichment of life, a sound and wholesome relationship, many fine friendships, that, to me, are priceless.

Yes, editorial conferences are much worth while.

Tugman Replies to Helmut Cron

Says It Is Necessary to Have a "Climate of Laws" In Which a Free and Responsible Press Can Develop

By WILLIAM M. TUGMAN, Editor
Eugene (Ore.) Register-Guard

It is interesting to note that it is a German newspaper man, not an American, who challenges the theory that laws can guarantee that "freedom of information" which is so essential to the functioning of a free press. Helmut Cron, of the Stuttgart Deutsche Zeitung, wrote in the August I.P.I. Report:

"If newspapermen think that laws will help them where they are unable to help themselves, then there is something wrong with the press."

To an extent, we are inclined to agree. Specific laws requiring officials to lay their records open to public inspections are never a substitute for energetic, resourceful and intelligent reporting. In this business we still have too many people who do not recognize the meaning of complicated facts even when they are spread before them.

But what happens when the energetic and entirely competent reporter is confronted with specific laws or administrative orders de-

signed to suppress information which the public ought to have?

It is not always possible to "work the back stairs" and piece together the essentials as was done in Oklahoma in exposing the shocking corruption in relief administration. The records were officially closed by law, but diligent digging supplied the case histories to prove the case.

It is seldom possible to make conspirators talk; it is often physically impossible to get access to records which have been hidden or destroyed. The newspaperman wears no badge of authority. He is not a cop or a prosecutor. At this point there are many devices which a determined and courageous newspaper can use:

It can raise so much Hell about secrecy that public opinion may supply the force to open the matter up.

It can enter the courts with mandamus actions to compel the opening of public records to the public, but this is a costly, time-consuming and often unsure process—especial-

ly if the courts are politically involved.

In the last analysis we always go back to our rights under the First Amendment to the Constitution of the United States—which is a LAW, a fundamental law, and one which no major politician has ever yet dared to challenge except by indirection.

Even in this country there never has been a period when the press has not had to meet what Walt Whitman called "the unending audacity of elected persons." It is our belief that freedom of the press would have long since ceased to exist but for the First Amendment and those tedious rites which we call "due process of law" through which we maintain and exert all our rights.

Safety lies not in a multiplicity of specific laws offering freedom of information, but in our basic laws which have encouraged the press to use its skills and resourcefulness. We would say to our German friend that it is necessary to have "a climate of laws" in which a free—and RESPONSIBLE press can develop. The word RESPONSIBLE should not be left out.

Sunpapers Give Training

A plan, begun last year, under which journalism majors at the University of Maryland receive practical training on the Baltimore Sunpapers now is required for advanced students. In their weekly laboratory time they go out with Sun reporters on their beats, and sit in on copy and rewrite desks. Once a year they "take over" The Evening Sun and are responsible for the production of certain news and feature pages.

The idea grew from a series of nine lectures on newspaper making given annually for journalism students by Neil H. Swanson, executive editor of The Sunpapers. Publication of the series, by the University, is planned.

THE BULLETIN
of the American Society of
Newspaper Editors
P. O. Box 1053, Wilmington 99, Del.
EDITOR, Fredric G. Pitts

Editorial Committee: Carl Lindstrom, Hartford Times, chairman; Fred C. Christopher, Sioux Falls Argus-Leader; Rebecca Gross, Lock Haven Express; Jenkin Lloyd Jones, Tulsa Tribune; Edward M. Pooley, El Paso Herald-Post; Oxie Reichler, Yonkers Herald Statesman; Norman Shaw, Cleveland Press; Donald J. Sterling, Portland, Oregon.

Letters to the Editor

Editor, ASNE Bulletin:

The national polls reported a big "undecided" vote right up to election eve. Isn't "unwilling" a better term?

If our experience in polling on a small scale together with pre-election observation is typical, most of the "undecided" vote reflected an unwillingness to divulge presidential preference instead of indecision.

We have conducted polls in our county (Labette—32,000 population) prior to several national and state elections. Staff members who covered the county with ballots and sealed boxes encountered greater reluctance among voters to mark choices this year than ever before.

"I'll do my voting on Nov. 4," or "it's none of your business how I'm going to vote" were typical remarks they received. We have had that reaction before, but never on the scale experienced this year.

The voter apparently has developed a dislike for pollsters. County candidates found no such resistance among the population when it came to discussion of national choices. The Republican candidate for state senator in Labette County told us a few days before election that many voters he had contacted on an intensive handshaking campaign volunteered the information they were shifting parties on President this year. He found few who might be regarded as "undecided."

A couple of Democratic county candidates relayed the same findings—although in the form of "fears"—before election day. Nor did the reliable listening posts—barber shops, the corner news stand and other places—uncover many voters who hadn't made up their minds. Offhand remarks generally pointed to a firm decision.

What bearing this will have on future national polls remains for others to say, but it seems to me the pollsters must find a technique that will overcome the pronounced voter reluctance if they are to avoid the oblivion which came to the Literary Digest poll.

Our own poll? It was heavy on the Republican side, which at least makes it unique among this year's polls. In a county which went to Dewey by 50.7 per cent in 1948 and to Ike by 61.9 per cent this year, our final poll result published on Nov. 1 showed 66.4 per cent for Ike. A 1950 poll on three races—U. S. Senate, Congress and governor—

missed two results by .7 of 1 per cent and the other by 1.2 per cent.

CLYDE M. REED, JR.,
Editor, Parsons (Kan.) Sun

Editor, ASNE Bulletin:

In the November Bulletin you say Rhode Island was wrong on the election. That must be three other fellows, because I won a bet that Ike would be elected in a landslide—over five million—and that he might squeeze by in R. I. I so told David Lawrence, and he based his R. I. prediction partly on that. So it was tough to have you say all R. I. was wrong—tsk, tsk.

PAUL L. SMITH
Woonsocket Call

Here's what I said in my column on Nov. 2:

"I think Ike will carry all the big states except New York . . . I think Ike will carry Tennessee and at least two other Southern states. The Ike that swept New Hampshire and Minnesota will sweep this country. It will be a landslide."

EDWARD J. MEEMAN
Memphis Press-Scimitar

Thought you might be interested in my page one story the morning of Nov. 2:

"The Star poll shows that Ike will definitely carry Arizona . . . It looks to me as if Ike is going to carry those close states like California, Pennsylvania, Illinois, Ohio, Michigan and Indiana . . . Add the safely Republican states, and all the possibilities, and I come to the conclusion that he is going to be the victor."

WILLIAM R. MATHEWS
Arizona Daily Star

Know Your Society

QUESTION: I have been appointed editor of our newspaper, succeeding Mr. Y—, an ASNE member, who has retired. I would like his membership transferred to me.

The request is frequent, but cannot be granted.

ASNE membership is not transferable, since it is held by the individual, not the newspaper. The new editor must submit an application and, assuming he is eligible, then will be elected in his own right.

They Will Always Be With Us

Crackpots, Publicity Hounds and Irate Subscribers

By DAN BURROWS, Editor
The Albuquerque Tribune

The Editors asked me to write a few words on how I handle crackpots, letter writers and publicity hounds.

My off-hand answer is that mostly they seem to handle me. About all I have been able to do over quite a period of years is to fight a delaying action. Sometimes I almost decide to surrender. Then an indefinable something within me—perhaps sheer, indomitable courage—forces me to continue the struggle.

I make it a point to talk to everybody who wants to talk to the editor. This policy subjects you to a lot of time-wasting eardrum-pounding and to contact with a lot of crackpots and publicity hounds, either face to face or on the telephone. But it also gives you a lot of information that you wouldn't have otherwise and develops good will for your newspaper in the long run, I believe.

I listen courteously to what the crackpots and publicity hounds have to say, then try to explain just why we don't feel like promoting the removal of automobile horns as the solution to all traffic problems or why we can't print a full column on Page 1 about the invention of a cheeseless mousetrap.

Then I try to terminate the conversation as quickly as possible without hurting anyone's feelings. Sometimes they go away all riled up, regardless, but I do my best to prevent hard feelings.

Once in a while someone insists on wasting my time and his even after I have explained the situation to him courteously. Sometimes I have to tell him that, unfortunately, there are other things that demand my attention.

We run a department of readers' letters which we call The Public Forum. Regarding our problems there:

I try to cope with the space hog, who often harps on the same theme, by throwing away most of his contributions.

Sometimes a letter which oversteps the bounds of good taste can be edited so that it is acceptable. If not, I throw it away.



MELVILLE F. FERGUSON

The too long letter usually can be trimmed down. If we can't do it, I ask the writer to condense it.

I solved the political propaganda letter problem by not printing any letters supporting or opposing any local or state candidate during a campaign. If you start printing them you will be swamped. You can't print them all. Then you are accused of bias, regardless of how earnestly you strive to be fair.

We require letters to be signed for our own information. Sometimes I break this rule to publish a good unsigned letter that can have no repercussions. Sometimes I run a little note in the column asking the writer of a certain letter to get in touch with the editor.

We try to run down any promising tip contained in anonymous letters, regardless of its source. Many such tips are inspired by malice, jealousy or other unworthy motives, but sometimes they can lead to a good story regardless of the motive.

I hope to read some better solutions to these problems than my bumbling methods. I'm sure there are better solutions.

Convention Dates

The ASNE meeting in Washington next spring will be held on Thursday, Friday and Saturday, April 16, 17, 18, in Hotel Statler.

By MELVILLE F. FERGUSON
Editor, The Philadelphia Bulletin

The Irate Subscriber is a familiar figure in every newspaper office in the land. His name has been misspelled in an announcement of his golden wedding anniversary. Or he violently disagrees with an editorial in yesterday's paper. Or he was not, as stated in the news columns, the driver of the car involved in the accident. Or, though his name is John Smith, he is not the John Smith who was arrested for shoplifting. Or he was misquoted in the report of the P. T. A. meeting.

Equally well known in a newspaper office is the Screwball. He has a plan, carefully spelled out in 18 pages of single-space typewriting, which will bring about world peace and restore the gold standard. Or he has been the victim of a malign conspiracy among the police to prevent him from having a personal interview with the Mayor. Or he has invented a device which will permit jet planes to remain immobile in the air (you can see the military advantage of that), and the Big Shots at Washington have been giving him the run-around.

Now, it is a peculiarity of both the Irate Subscriber and the Screwball that neither of them has the remotest conception of the technique of newspaper publication. Both of them think that the Editor is directly responsible for every word and every cut that goes into the paper. They attribute to him the placing and content of advertising, the peppery language of the sports writers, the writing and display of news stories, the wording of obituaries and the products of columnists and other syndicate hacks.

So when these persons gravitate to the newspaper office, as most of them do, it is for the purpose of seeing the Editor and telling him off. Therefore the Editor needs to develop a defensive technique.

To me it does not seem meet for Editors to dwell in ivory towers. True, they are busy persons who cannot afford to fiddle away their time; but to my thinking they should be reasonably accessible, especially to the reader in whose eyes the Editor is the personification of the paper.

The Editor's first line of defense against Irate Subscribers and

Screwballs is a competent, tactful secretary or receptionist who will find out what is troubling the visitor and acquaint him with the facts of life about the birth of printed items. This will lead, in most cases, to contact between complainants and publicity seekers on the one hand and, on the other, representatives of the newspaper who will correct injustices and sit gently on self-advertisers.

But some of these visitors really have business which is the Editor's concern, such as remonstrances against editorial policy; and others, particularly the Screwballs, are extremely resourceful about getting by the barrier.

In the first class, not too long ago, in my own experience was a candidate for election to the Supreme Court of Pennsylvania of whose qualifications an editorial had expressed doubt. He came to see the Editor with blood in his eye. He had a clipping of the editorial in his hand, and he went over it point by point, violently challenging the views set forth, thumping on the desk and apparently working himself up into an uncontrollable rage.

I listened in absolute silence for fifteen minutes. When he showed signs of running down, I said: "May I ask you one question?" He conceded this privilege. I said:

"Judge, do you consider yourself to be a man of judicial temperament?"

After the exhibition he had just given, he was not slow to grasp the point. He calmed down. We parted on a friendly note; he was elected, and he has been my friend ever since. Perhaps it might be argued from this that he has acquired the judicial temperament.

There are complainants about editorial policy with whom it is impossible to come to an understanding. The technique in such cases, as I see it, is to state frankly the impossibility of adopting the visitor's viewpoint, and to offer him an opportunity to expound his views in a letter to the Editor, with the promise that if it comes within reasonable space limits it will be printed. It is my practice to tell those who accept this offer—as most do—that in no case must the letter exceed in length the editorial it challenges.

In my experience the Screwball is much more difficult to deal with. Sometimes he is a walking mental hospital case and has to be eased out on pretexts manufactured on the spur of the moment. But more often he is merely an eccentric who

thinks he has solved problems of statesmanship or mechanics that will revolutionize the world if exploited in the paper's news and editorial columns.

The worst feature of interviews with Screwballs who by misrepresentation of their purposes or by sheer importunity get by the secretary or receptionist is that the bearers of plans and explanatory drawings expect you to drop all other work and examine the subject matter at once. The obvious technique in such case is to refuse, politely but firmly, to devote instant attention to the subject, on the ground that a mind harassed by other matters cannot do it justice, and that a period of freedom from distraction is necessary to fair appraisal.

Personally, I do not believe in the run-around method of dealing with Irrate Subscribers or Screwballs. If the former have what seem to be just grievances against other than editorial policy framers, I try to

arrange by telephone for their reception by the employee who can make an adjustment. It would be an imposition upon others of the staff to wish on them Screwballs with visionary designs. You can't reason with these; but you can tell them that if they will get the indorsement of a recognized authority in the field of endeavor in which their propositions rightfully belong you will reconsider if you feel obliged, in present circumstances, flatly to turn them down.

There is no percentage in asking the Screwball to leave his manuscript for consideration unless he furnishes a name and address for its return; for failing to place such data in your hands, he will surely return to hear the verdict and to argue about it.

The Irrate Subscriber and the Screwball are necessary evils of the newspaper profession, but the Editor, if he is to have time for the performance of his real duties, should take both of them in moderation.

Personal News of ASNE Members

Lester Markel, New York Times is home from the office for a month. Doctor's orders—one of those horrid viruses that lead to complications if you don't watch out.

Also on the sick list, Wallace Lomoe, Milwaukee Journal, recuperating from a hernia operation.

Fred C. Christopherson, Sioux Falls Daily Argus-Leader, and Warren Morrell, Rapid City Journal, and their wives left New York, Nov. 7, for Europe. They are touring Ireland, England, Germany, France and Spain for about a month.

Talbot Patrick, Rock Hill (S.C.) Evening Herald, with Mrs. Patrick and their two young children, aged 17 and 13, will sail on Jan. 16 for a seven-months trip through Europe and the Middle East. They expect to spend about a week each in Egypt, Lebanon and Syria, Trans-Jordan, Israel, Greece, Yugoslavia, and Turkey, before going to Western Europe. There they expect to concentrate on finding out the ideas and attitudes on international politics and economics held by the average man and woman. Mr. Patrick will write for The Herald, also the Goldsboro (N.C.) Record-Argus and probably other newspapers in the Carolinas. Mrs. Patrick also expects to do some writing and between them they'll take photographs to illustrate their articles.

First fellowship awarded by Colby College to honor Elijah Lovejoy, killed by a mob angered by his editorial crusade against slavery, went to James S. Pope, Louisville Courier-Journal and Times, whose grandpappy was a slave-owner.

A native-to-North Carolina arboretum at State College in memory of the late Josephus Daniels, Raleigh News & Observer, has been proposed by the Advisory Budget Commission.

Some one around the Louisville Times office ought to take time out to tot up the honors accorded Tom Wallace, editor emeritus. We've lost track, but the latest one was a plaque awarded him by the Woodmen of the World for his work as a conservationist and in promoting friendship between the Americas.

Newsweek, Oct. 27, ran excerpts from an article in the ASNE Bulletin in which Ed Stone, Seattle Post-Intelligencer, decried confused thinking on the meaning of freedom of the press. It includes, he said, not only the right to print but the right to refrain from printing. Comment by Newsweek: "As long as readers too could follow the same course, to buy or refrain from buying papers that either please or pique them, Ed Stone seemed to have a good point."

Pardons Secrecy Is Re-examined

Permission to examine the names of petitioners for pardon by the President, and the list of those granted and refused, recently was denied to a representative of several midwestern newspapers. The ASNE Freedom of Information Committee promptly inquired what regulations control information policies on pardons. "Precedent" seemed to be the answer, and the committee is now attempting to convince the Attorney General that an open policy is always wiser.

When the present Pardon Attorney, Daniel M. Lyons, assumed office in 1936, he acceded to past policy (of secrecy) because he considered it "essential to the primary object of the granting of pardons, that is, the rehabilitation of the offender." That purpose would be defeated, he said, by broad publication of the pardon, inviting attention to the past conviction.

To this opinion, Attorney General James P. McGranery added: "It is most important that no possible opportunity for public suspicion (of the Department) be permitted to arise; at the same time, prudence must be exercised so that persons convicted of offenses who have succeeded in rehabilitating themselves shall not be subjected to needlessly cruel publicity serving no constructive purpose."

Despite this past policy, the Attorney General said he should be most happy to have the committee's views. He got them, from Chairman James S. Pope, as follows:

"To the extent that your policy of not permitting access to the names of pardoned offenders is based on humanitarian grounds it is understandable; but though we can understand the aim of rehabilitation, we cannot understand how an enlightened administrator persuades himself that this aim is forwarded to any material extent by trying to keep the names of pardonees secret."

"Might we suggest that your fear of 'cruel publicity' is self-defeating? To be cruel, publication of the name of a man who is pardoned would have to be intentionally malicious. But if a newspaper wants to be cruel, actually there is nothing your Department can do to stop it. For example, if it suspected that a man has been released, or even if the mere passage of time has made his release possible, a newspaper in-

tent on publicizing the prisoner could ask the question every day: 'What has become of . . . ?' There is no way to keep his name out of the paper. You cannot by regulation simply make him vanish, and the dropping of a curtain over him and his record is much more apt, it seems to me, to bring about doubts and questions than the

Freedom of Information

simple routine publication of the fact of pardon.

"But I think this fear of punitive coverage of pardons is vastly exaggerated. The Courier-Journal has a reputation of being fair and factual in its news columns. There are no prisoners in federal custody at the moment, or at any time in my memory, being watched in order that we could humiliate them. I use my own paper simply as an example, but I think it is typical rather than otherwise. You would not contend that imprisonment should be secret; we contend that the reverse of the coin, the closing of the case, the fulfillment of the debt, is equally a matter of legitimate public concern."

"On this point alone it seems to me we are justified in telling the public when a man is turned loose. Unless he leaves the country his freedom is going to become known anyway, and probably the belated publication of the fact will make his condition much worse than would the prompt and natural handling of this news."

"But there are abuses to be guarded against also. Suppose a man is persecuted by the Government, is denied his pardon long after others in similar plight have been freed? Is he not entitled to have this known? And in the nature of things, since many tax fraud prisoners are men of substance, political influence, and powerful friendships, pressure can be used, and has been used, to obtain pardons not justified by the record as compared with the records of others."

"It is our hope that you will re-examine this question and give perhaps more consideration to the reasons for open dealing than has heretofore been given. It seems that each administration tends to accept precedent without bothering to weigh all the increasing evidence that important Government actions should be public knowledge."

Attorneys General Aiding Committee

Several months ago, Ralph A. Dunham, Attorney General of South Dakota, read a story in the Minneapolis Tribune about ASNE efforts to make public the files of Federal Internal Revenue office transactions in which civil administration settlements were made. Might the Society he asked in a letter to the Freedom of Information committee, dated Nov. 12, be interested in parallel efforts he will make at the annual conference of the National Association of Attorneys General, Dec. 9, at Sea Island, Georgia?

He enclosed copy of a resolution adopted by the Central Areas Group of Attorneys General, at Milwaukee in August, (the news services seem to have slipped up on reporting that one adequately) which is to be presented to the national organization.

The resolution recognizes: the legal power of the Secretary of the Treasury and his agents to compromise crimes and civil proceedings, without making terms of such settlements public; evidence that such power has been seriously abused; and also that "public knowledge and disapprobation of illegal acts is one of the strongest sanctions possessed by society for the prevention of illegal acts . . ." Therefore

BE IT RESOLVED: That the Central Regional Group of the National Association of Attorneys General does herewith recommend that the powers of secret administrative settlement, now possessed by the Secretary of the Treasury and his agents and the Attorney General and his agents be terminated, and in lieu thereof that procedures be adopted whereby each and every civil or criminal settlement involving the internal revenues and the Federal Alcohol Administration Act be submitted to the federal district courts for approval by the federal judiciary, and thereafter the record of such settlement be maintained as a public record in the file of the clerks of the various federal district courts.

BE IT FURTHER RESOLVED: That the Central Regional Group of the National Association of Attorneys General does recommend to the National Association of Attorneys General that the National Association of Attorneys General adopt and support this resolution, addressing it to the U. S. Congress.

We Need Pioneers

Frank Luther Mott, who among other things wrote a history of American magazines that won a Pulitzer Prize and a history of American newspapers that should have won another, has written this book.* It is a comparatively modest introduction to contemporary press, magazines, and radio for the layman. While most of it is familiar, any one of us can learn something from this book's surprising array of history, facts, quotes, explanations, and descriptions.

What makes it particularly interesting, however, is an argument that appears now and again in the midst of the exposition. Thus in the course of his sane defense of the press against its critics Dr. Mott asks: 1. How objective, in this second half of the twentieth century, is the familiar formula of objective reporting? 2. Is our presentation of news, in terms of today's need, all it ought to be and can be?

On objectivity, Dr. Mott starts from the premise most of us end up with, namely that the tradition of a fair and factual report is one of the great triumphs of journalism. He goes on from there to dig into a new field recently explored by Elmer Davis, Alan Barth of the Washington Post, the ASNE Bulletin, and others. This is the complex one of how to amplify or qualify the bare facts, when needed, so that the reader may see those facts in honest perspective. Dr. Mott quotes one character in Great Britain who said, back in 1633, that "the affections of the common people" could be "tuned and wrought upon by convenient hints and touches." Should we use such hints and touches in the interest of truth, and if so what do we know that Pilate didn't know?

As all are increasingly aware, the standard formula of printing the undoubtedly objective fact that Senator McCarthy said so-and-so does not necessarily present a comprehensive and accurate view. Dr. Mott makes the issue clear by telling, courtesy of Irving Dilliard, what the Post-Dispatch's O. K.

Bovard once printed with a story of this type:

"Here is a lie. I know it is a lie, but I must print it because it is spoken by a prominent public official. The public official's name and position make the lie news. Were the source some unknown person, I could and would gladly throw it in the wastebasket. I have done what I can to show that I know that the statement is untrue by putting it under a small headline and printing only enough of it to make an entry in the record of the day's news. Printing these lies, even in this way, is one of the hardest things I have to do."

Not printing warnings like this on stories that call for them is what Elmer Davis has called deadpan reporting. The risk that trying to set the record straight will take us right back to the poisoned news of a century ago is obvious. But is it enough to state that danger and let it go at that? Perhaps, as Dr. Mott says Stuffy Walters once told him, the answer lies in this: "The two things that make a great newspaper are, first, an owner's honest heart, and, second, a faithful news report." Even granted these two premises, where is the formula to replace the deadpan one?

So with Dr. Mott's other point of presenting the news in ways adequate to the modern world. One turns from television coverage of

IT WAS A PRE-MONITORY WARBLER!

(The following purloined letter was ordered into the Bulletin by the chairman of the advisory committee)

Mr. Herbert Brucker, Editor
The Hartford Courant
Hartford 1, Connecticut

Dear Herb,

My appreciation for your promptness.

My appreciation too, for a fine article.

I can't refrain from telling you that you nearly received a volume on 'Eastern Land Birds and Their Habits' instead of the Mott book. I had the thing all packaged and sealed when Alice spotted a hairy-tailed flicker or a Siberian thrush—or maybe it was just a Delaware sparrow—from her office window and set up a howl about someone misplacing her bird guide. Well, you know what happened; I had to unwrap the darn package and start all over again.

Sincerely,
Fredric G. Pitts

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No. 349

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a 1952 convention, or from an electronic-gadged jet whooshing by overhead, to the day's news as presented by even the New York Times. Then comes a feeling that perhaps we are telling our readers what is going on in a manner more suited to the days of Horace Greeley and the kerosene lamp than to our own. All we do, as newsprint goes higher and columns go to 11½ ems and mats are shrunk, is compress. But as Dr. Mott says, "In some papers brevity has become such a fetish that one wonders if they may not wind up with the logical result of the theory behind the rule of the five Ws—a paper containing only headlines and leads, accompanied by advertising, pictures, and features."

Don't newspapers need some latter-day Ben Day, Henry J. Raymond, Carr Van Anda, or maybe Briton Hadden and Henry Luce to find some new formula to replace the somewhat dried up inverted pyramid, and please hold your copy down tonight? Dr. Mott argues that merely to cut copy for "the busy man" is to miss the point. Primarily it is not brevity the man of affairs wants, but significance. Sure, but how to make the significant readable, and concise?

One could go on at length, but this is already too long. I do recommend that ASNE members read this book, and ponder it.

HERBERT BRUCKER, Editor
The Hartford Courant

*THE NEWS IN AMERICA, by Frank Luther Mott. Library of Congress Series in American Civilization. Harvard University Press. 236 pp. \$4.50.