

May 7, 1947

Expansion and Contraction:

Define belief as something herd generated. Define public opinion or the will to act wholesale as the sum total of beliefs divided by number of believers)

With these two definitions I think we can go ahead and say:

Today people are contracting and are expanding in the belief zone.

Expansion in the belief zone is shown either by brotherly love in a religious ecstasy of expansion or by a war and force in an expansion for dominance.

It is obvious that religious ecstasy (good will and brotherly love) comes out of surplus. We are kind only when we have something to give away which scratches our ego. War and force come out of the restlessness of peoples--generally belly-hunger. This is formalized out of smart leadership such as Mussolini, Hitler, Lenin.

Today and in America as of this day, May 7, 1947, we have a contraction in individual belief based on plenty and tiredness--and incidentally fear that the folks over there may make us as poor as they are if we keep on lending and giving.

It is a new form of America First. This time it is not old ladies' fear that their sons are going to be bumped off. It is young and middle aged people fearful that their right to function and live as families already delayed by war, will be again messed up.

For you, Mr. -----, these facts mean that the only significance of your recent trip to Europe and what you said there, is that it has a responsive note in the American will to contract. That is not enough. You will have to make it ABC clear that the slogan is peace, jobs, and security WITHIN THE FRAME WORK OF THE WHOLE WORLD BUT WITH SPECIAL ATTENTION TO AMERICA FIRST ON THE THEORY THAT THERE CAN BE NO LEADERSHIP IN THE LONG FIGHT FOR WORLD PEACE, FULL EMPLOYMENT AND SOCIAL SECURITY UNLESS THE HEART ISSELF IS SOUND AND STRONG AND ABLE TO GIVE. The blackest recession of all would be an America First which got that way through hunger or fear of hunger and not in the serene and confident belief that a world of plenty and peace and security may come through the expansion of the spiritual forces and the herd instinct for the peace, jobs, and security slogan as against the oft-tried war-murder formula.

May 8, 1947

LABOR AND POLITICAL NOTE: (for editors):

The present working operation of John L. Lewis and Moscow are identical in the American balance of '47 and possibly '48.

The radical line is that by throwing all support to Wallace and Pepper, and incidentally to Stassen, the Democratic and Republican Parties can be splintered with the splinters later nailed together to make a third Party--unsuccessful in '48 but cohesive and moving far to the left by '52.

John L. Lewis operating through hate and power lust, has entirely forgotten the miners' bellies. He seeks, through strike power, to bargain with more moderate labor leaders. In effect he says, "I will pull the house down unless you let me name next year, the new head of united labor." Reuther now seems his man. Murray is certain to go out.

In long range thought Lewis hopes that a conservative and alarmed America will join him in beating Communism out of union labor and thus make Lewis himself the most dominant American figure through a close working partnership between labor boss Lewis and big business. This is nothing less than Mussolini and Hitler in the early stages. Lewis knows he is too old for personal leadership, but he wants to be the John the Baptist and own Christ. He already is working very close with people we have named American Fascists. The calling list is changing but is enlarging.

EDITORIAL COMMENT:
May 16, 1947

There is no substitute for a hard-working news editor. After that you have got a cinch. Give him his budget and let him spend it.

You say you have four reporters. That means nothing to me. You can have two or you can have twelve depending entirely upon the brain of the head news man.

I have personally gotten out a good editorial product in a town of fifty thousand against very strong opposition, with myself and one stenographer, and nobody going out at all. And I have seen newspapers with seven reporters coming out in the afternoon with seven local stories. I shall send you a morning and evening paper gotten out in Wilmington, North Carolina, by four reporters. I shall send you another paper, evening only in a monopoly field, from Gadsden, Alabama, gotten out by four reporters. While I observe your Lawton paper for one month, I suggest you observe these. So your question, "How many reporters?" does not make sense. It does make sense for you to say how much you care to spend on them.

Granting that you wish to put an emphasis on a good editorial product as you begin to get under way selling a good product, I would suggest that there be a fifteen minute conversation once a day between the news editor and the circulation manager.

I imagine myself now sitting at Lawton. The circulation manager and the managing editor outline where the circulation drive is to be the next thirty days-- city or country or both. But I am presuming it is the country because that is where the hole is. I would have before me a map of the territory with the distribution lines and costs. I would pick out a fat country territory for a thirty day drive. The news editor would get out with me the next morning and we would survey the territory together. As circulation manager, I would attempt to locate the best boy possible or stimulate the boy I had. I would provide for news-stand sales. I would pick up from the post office the rural routes with number of subscribers. The editor would appoint the best news correspondent possible or stimulate the man he has there.

Limiting the territory I would know that the news content had to be in the paper EVERY DAY even if it required a make over. If possible I would get a

reporter in the territory for a week picking up feature and time stories from the country weeklies with some photographs or line drawings if the reporter had a cartoon or comic line ability.

This "time" copy might not be of general news interest, but a one page make over for the insert of secondary Lawton news would not increase the use of printpaper but would "hold" the circulation effort.

Of course, the next step of putting on carrier circulation is well known to you.

Intensive work along this general line of PUTTING THE NEWS FIRST AND KEEPING IT GOING has always won no matter in what part of the country.

Worcester, Massachusetts, built a newspaper right under the nose of Boston where Boston newspapers could not touch its territory and it was 90% solid, only thirty miles from Boston. Marshalltown, Iowa, fifteen thousand population, less than fifty miles from Des Moines with three competing newspapers, with a smart publisher, had more circulation than people in his town and thoroughly covered four counties with more circulation than all competing Des Moines papers.

I could give you twenty of these. My own experience on one should suffice. A newspaper had forty thousand circulation--stationary for eight years. It had three thousand country carrier and ten thousand country single mail. I hit this one under orders to shake up with no title at all. My first act was to shake hands with the circulation manager operating from the news editor front. No editor had ever shaken his hand before. Every day I told him what was in the paper and where the news emphasis was, such as an axe murder in a town twenty miles to the south. I rode this circulation manager's car with him getting up at daybreak, as much as 220 miles a day, stopping at ten towns, appointing correspondents and showing him how to get druggists to take paper agencies and of course appointed news boys. A little of this hard work cost me 15 pounds in 15 weeks, but in one year the representative of the paper's owner told me I had increased the value of the newspaper \$150,000. I did this with \$70 a week. The paper's country carrier reached ten thousand and the single mail reached eighteen thousand--a net gain of fifteen thousand in one year as against no gain at all for eight years. The paper took first place in Iowa in circulation and second place in advertising from third

place. I never saw an advertiser, but I rang a lot of doorbells around town as a first Gallup Pollster some thirty years ago, just asking the house-wives whether they liked the paper and what features they liked most and what paper of the four in town they liked best and why.

There are too many publishers of newspapers among the 2800 daily publishers in the United States, who have quit publishing long, long ago. There are some second generation publishers, one in Lawton, Oklahoma, making seventy thousand a year, who have forgotten that Papa ever worked—and of course, have forgotten that circulation is all there is to it and that it is made entirely from the news end with hard selling and service in the circulation end. So you see I am enlisting as a dollar a year man for ninety days.

Hope you have a good time and I will be seeing you, with a free telephone collect and a three cent stamp which you can pay for, whenever you feel like it.

I am not going to say that I don't believe in you. I am saying that I hope you show me that I should.

PROMPTNESS AND ECONOMY IN THE COMPOSING ROOM:

You have asked how many reporters one should have and the answer has been how much have you got to buy them with and what kind.

Actually any good publisher can buy all the reporters he wants out of the savings he can make in the composing room alone. A personal experience:

Four newspapers fighting in a field for copy had created a bad composing room cost situation because they were taking copy for afternoon editions at 11 o'clock with a 1 o'clock country edition deadline. This of course, clogged the news channels and it increased the number of linotype machines. The stereo was using six stereo machines, while the man had just come from a paper where he had operated the same circulation and editions with only two stereotypers. The business manager said that six were necessary because the pages came in so late and bunched, but he said he had to compete in getting advertising.

I was on a budget fixed at 34% of the monthly business with which I had to hire reporters, pay for wire services, and all composing room expenses. If I exceeded the budget I had to make it up the next month or be fired.

There was no money for good reporters. I put in a deadline on advertising

copy at six p.m. the night before publication. The night advertising side cleaned up all ads and corrected proofs went to the advertiser when his store opened. This left all machines for news on day of publication.

We shut down two machines and sold them. We saved floor men and the result was I had money enough to hire two roving country reporters and two extra city reporters and one special feature Sunday reporter. The business manager fired four stereotypers and put road men out into the circulation department. So the money spent in getting this city and country circulation came out of the composing room because the paper had only made \$13,000 the year before on a \$400,000 gross.

This in terms of Lawton: You compete with an afternoon paper. The best way to control costs in a composing room is to, one, have an absolute deadline in presenting the page schedules with advertising placed from the advertising desk to the composing desk. This is the foreman's work sheet and he should get it when the men come to work or thirty minutes before. He thus knows whether to lay off or keep the extra printer, and where to entice his men to get up because of a heavy paper, or whether he can set time ads or time copy. Two, take your foreman into your confidence and tell him that you need to hire a couple more reporters and there isn't any money. Tell him that you will go in partnership with him. Tell him that the page cost for the last month was x dollars a page. Tell him the amount of over-time. Tell him that you think he is a swell foreman and maybe there is a notch or two left that he can pull and that you yourself have notched yourself up in circulation because you have lost your circulation manager. SHOW LEADERSHIP BY TAKING THE LOWEST JOB IN THE SHOP.

This foreman will then be talking with the circulation manager and not a big tub, over weight, who thinks he is a capitalist and a publisher.

Since any laborer is worthy of his hire, tell this foreman that you will quietly bonus him for Christmas delivery, one-third of all the money saved between now and Christmas. For instance, if the page cost is \$8 a page for the first four months of the year and the number of pages averaged 50 per week, the man can take his own pencil and figure out the next eight months and will figure that with the fall business, he will have 200 pages per month for 8 months, or 1600 pages. Then

he will tell his wife that if he can save a dollar a page for eight months, he will have a \$500 bonus for Christmas, and she won't worry if he comes home late and does a little over-time himself.

ON ADVERTISING:

The most extravagant newspaper is the most uneven newspaper in advertising. The best newspaper from the reader and cost production standpoint, is the same number of pages every day.

Advertising men have a disease--beat the other fellow on some special day.

If two papers compete there is generally one week day to be victorious in and one Sunday. This is plain crap and very, very expensive.

Give your advertising men a bonus for getting ads outside of your peak day. If necessary, arbitrarily limit your peak day to twelve pages, and tell the merchants.

Get your advertising people together and tell them there will be a special bonus if a certain percentage of the advertising is run as you hope to measure your newspapers for the last four months. Find out what percentage of business in the week days has been on your peak day. Let's say it is 40%. Give a special bonus each month such as two cents a point, if the peak day drops to 35%, or conversely, if the week days together become 65%.

Put a penalty on any person in your office who talks about how much advertising was in the paper on the peak day and slap your wife if she speaks of it.

May 31, 1947

SOME WORK NOTES FOR TURNER:

1--An immediate letter-writing department combined with outside of Oklahoma speaking dates centering around 4-H.

2--A not too rapid meeting (visiting widely) with the newer southern Democratic leaders such as Folsom and even Thompson of Georgia and Jester of Texas.

3--An occasional visit to Washington on Oklahoma state affairs where Senators Taylor and Pepper and a half dozen liberal Senators may be met individually.

NOTE: The over-all line is to ask questions as to what the Party's future consists of. All these top Democrats are attempting to be President in '52. All will be flattered if Governor Turner seeks their advice. Their wishful thinking will help them to believe Turner is their supporter. If some of this top stuff within the next twelve months passed on questions about the 1948 Convention platform, is done then Turner will be in a position to give each one of them credit for some part of his platform. Most of these men will be out after '48 but Turner's national bow should be on the platform of '48. That being the first thing we should center on it.

SPECIAL NOTE: Locate somewhere the best liberal Catholic for city Democrats and incidentally labor Catholics like Phil Murray, and who could even be a Catholic around Hannegan. Roosevelt never missed this one using Farleys and Corcorans and Hannegans which of course resulted OK for Truman through Hannegan.

AN AFTER THOUGHT: As Governor, Turner should be for feeding Europe and not fighting in Europe. He should show wisdom immediately by seeing that Oklahoma coal is available for Oklahoma state institutions and possibly state industries, but should not announce against strikes, but stay in his functional job as Governor. Turner needs no particular labor record, but he should not take the leadership against labor. Since the coal strike is almost a certainty, he can be shown as the executive who "saw it coming and got ready." Since Oklahoma is a great oil state, he should advise all oil companies to get their material on Oklahoma ground before car shortages which will be acute by July first.

Because of the great bumper grain crops he should act first and immediately in demanding the grain growers to get their cars on Oklahoma sidings. If he can come out of this coal crisis as the one Governor who tried to take care of oil and grain before Texas or Kansas Governors acted, he gains politically through service to his state.

May 31, 1947

MOVING INTO ST LOUIS:

I hope to find Turner worth long range national development. I believe he is the real stuff. I do not feel that way about Kerr.

I knew Bryan. He got there because he was self-seeking. He had a special formula for delegate collecting which was lousy but as effective as Franklin Roosevelt's. If Turner has the character I believe we can use "the man from the midwest." We can't use Pepper or Arnall because of geography. But the Democrats have had Bryan of Nebraska, Truman of Missouri, and McAdoo after transplanting to California.

Granting that Truman will be nominated in '48 there is no geographical possibility of Turner for Vice President in '48 but he can go to the Senate--and in four years be in shape, particularly if Dewey beats Truman and pulls a Hoover failure.

His first job is to assure his state leadership against Kerr, the self-seeker. This means the Senate. He must also become a member of the Resolutions Committee at the '48 Democratic Convention.

Remember the Resolutions Committee is all there is before the Convention opens. We can easily make Turner the liberal leader by having him propose a complete, simple, and progressive platform which probably will be cut to pieces by the Truman steamroller.

The resulting publicity should make Turner a nationally active liberal Democrat available in '52 if he has the Senate for four years.

We desperately need new liberal leaders. To have Taylor of Idaho but his background and geography are bad. The forces now behind Wallace and Pepper can be brought behind a liberal midwest Democrat Protestant as they rallied behind Roosevelt in '32.

This is particularly true if we have a Republican four year failure.

This is only an outline. The actual work should start very soon. I believe I understand the detailed set-up as well as anyone who thinks as we do. I sincerely hope that you will be able to locate in Oklahoma to carry on the daily work, leaving Oklahoma alone and merely working with Turner on a national basis.

All this preliminary to my meeting Turner Sunday as I do not remember him at Chicago because my mind was too full at that time with the rapid Wallace changes.

June 1, 1947

POLITICAL TRAVEL NOTES:

The real Achilles Heel on Truman is Kansas City--Prendergast.

He has put Truman Doctrine on to something that is going to become less popular looking to '48.

With the pneumatic mercury of ballot boxes in Kansas City the people have something shocking to look at in connection with "sweet and low" Truman. Attached is an example of what a Republican paper in a Truman state can do. This "Burglary of ballots" is a ready-made issue more potent IN POSSIBLY STOPPING A NOMINATION FOR TRUMAN than anything which has occurred.

So Henry Wallace, for instance, should quit threatening Third Party until he sees the ripening of this anti-Truman public sentiment. No American likes to have people say "I won't play marbles if the rules are not mine." Stassen is showing big political sense in not talking Third Party. People around Wallace are showing extreme stupidity in leaving the issue "You have got to listen to Henry or have a Third Party."

It makes it "Henry the Wrecker" with every Party Regular, especially those in politics for jobs for profit and that constitutes 87% of those who will vote in the next Democratic Convention.

Stephen F. Austin Hotel
Austin, Texas,
October 5, 1947

Dear George:

WAR AND PEACE:

THE POLITICAL SITUATION:

Although fighting Russia on four fronts through dollar-supported mercenaries using American military equipment, it does not appear formal warfare with Russia will occur before 1949.

This breathing space may give us Eisenhower and Stassen which should be a more peaceful making picture. Eisenhower is a more normal American with a better sense of humor and proportion than the zealot militarist Marshall and the uniform-conscious Truman.

White House callers now report Truman as openly profane and immediately angry when the name of Russia is up. One said, "He almost acts like a farmer who has had a spite fence argument with a neighbor and is considering 'oiling up!'" Another close in observer said, "We are in the hands of one fanatic and one fool." Apparently he was referring to the professional soldier Marshall and his civilian Commander-in-Chief. He was talking about what could produce a war. Later he said, "I consider Marshall a most sincere man. He merely believes that the way to world peace is through a Russian war with a quick end of the argument. Certainly in the lower levels of highball and cocktail Army and Navy life, one constantly hears such expressions as 'What are we waiting for?' and 'A bomb on Moscow now will save us a lot of trouble later.'" It does not seem possible that this loose stuff would be possible among the smaller brass hats if they had not heard the same upstairs.

INSIDE AMERICA:

DOLLARS AND BUSINESS AND GOVERNMENT:

There is little chance that the dollar can escape open or concealed devaluation. You can not carry a 300 billion national debt on a 12 billion gold base. The rest of the world, of course, has proven that you can not carry the

governmental debts of the fifty capitalistic countries on less than an 8 billion gold base. Since January the first the British Pound has disappeared as an international medium of exchange. An inquiry made last week into Jamaica, a British owned island, brought the advice that American dollars are the present medium of exchange there and that there was no sense even in bringing depreciated British Pounds which may be purchased now in the gray market of New York. Mexico, Central America, and the Caribbean have eliminated the Pound even on Dutch and American airline passages. So they probably will come to some international ratio of the capitalistic countries basing the whole deal on the American dollar. The entire international monetary picture is so wobbly that it is frightfully hindering international trade. The adjustment will find American dollar giving ground to gold just as it did in the '32 panic. Then \$20 made an ounce. After the crash \$35 made an ounce. The probabilities are that \$50 will make an ounce when the international monetary fabric is remade. This may come after a serious world-wide depression or it may occur ahead of a depression and may reasonably delay the same. If we are lucky and act promptly such firmness and certainty may,

- (a) Stabilize inside American prices
- (b) Put an economic (not governmental) ceiling on present wage-hours
- (c) Make more definite the future for risk capital engaged in housing and industrial plant modernization, and
- (d) Add to the workability and strength of the western powers in their economic rivalry with the Russian system.

I personally believe this inevitable and necessary move will be delayed as both Parties will be conservative in the 1948 show-down—probably pledged to "sound money"—i.e. McKinley-Bryan. Only an unworkable money condition in a depression some time between 1949-52 will cause Wall Street, controlling both Parties, to "make the best of it." Always the creditor banks and insurance companies prefer "dear money" to "cheap money" because under "dear money" earning rates become higher and therefore profits of big depository banks and insurance companies grow rapidly.

A western and southern political line-up of the producing areas similar

to the thing that made Roosevelt the nominee in '32, should occur by '52 and should include the far west. The economic battle will be translated as always into a political battle with "big (creditor) money" in the saddle '48 to '52. Any man representing officially as a Governor or a Senator a group south of the Ohio River and west of the Mississippi, can hardly fail to fight the preliminary at the 1948 Party Conventions. For instance, Turner and Stassen, Pepper and a Pacific Coast liberal will be in the same bipartisan grouping as is now operating politically in Wall Street, but of course in the opposite corner. This indicates a minimum liberal voice until times get worse. But with bad times Wall Street property rights always must, in a democracy, give way to human rights, which means that the creditors must give some ground to the non-profit making consumer.

A very rough analogy is 1928-32. This is 1948-52. Concretely it looks Republican in '48 as it did with Hoover in 1928. Then came a Roosevelt in '32 after the economic collapse of '30-32. An economic down disturbance is indicated '50-'52. This is in spite of the timetable, which gave us prosperity with dips from 1920 to 1930. This time the over-all debt is relatively greater as against annual income. In 1920 it was less than 30 billion against an annual national income of 90 billion. This time it is 300 billion against an annual income of about 180 billion. In terms of country boy, we were three months behind the eight ball in 1920 and now we are twenty months behind the eight ball. Hence while the economic factors of back-log of orders and rehabilitation programs find our big industrial companies such as International Paper, the big chemicals, etc. financing 25 to 50 million programs for 1949 out of earnings without borrowing, we also see that the gigantic utilities such as telephone and Chicago transportation, are putting out tremendous bond issues and modernizing at terrifically inflated costs. As Wall Street writers now say, the bond market is now sloppy, but the equity market is also selling at an all time low considering present earnings and future back-logs.

We shall not have a Coolidge prosperity as the money gamblers and investors are a bit wiser. We probably shall witness a Wall Street moderate boom which possibly is now just beginning, but it should not last, again with

dips, even half as long as the '20-'30 picture. Best informed financial writers say on this point, "The bond market and the Wall Street board are awaiting the inevitable pressure of the accumulation of capital funds forcing timid reserves into activity."

POLITICAL GROUPINGS:

One of the formulas of classical political procedure is to add minority factions to make a majority and thereby a political victory, in a democratic state. This is now exemplified by Dewey and Taft. Dewey alienates nobody, but loses color and whispers to the Catholics and the Poles while Dulles operates as Wall Street-Dewey liason putting Mrs. Roosevelt's mouth before the Mike shooting a Stalin at the UN.

This is exemplified by a recent photograph of Dulles and Mrs. Roosevelt listening to Vishinsky. Dulles scowls as Mrs. Roosevelt slightly underneath, looks up at Dulles with mouth agape. The caption: "Dulles and friend."

Perhaps unfairly we might remember Wallace going to Palestine. Wallace says, "I am going to see for myself." But behind is the minority Jewish political urge where any statesman seeing money and the Jewish vote, might believe that a failure to activate for this minority might accuse him of anti-semitism.

An anecdote: A hebrew on an unprepared business trip, goes to the wash-room on the train upon awaking. He uses his fellow-traveller's shaving cream, razor, lotion, and powder. He reaches for the toothbrush and has his hand slapped. He hisses, "Anti-semitic."

A true statesman looking toward '52 and the over-all and operating on drafting a Democratic platform in '48 may have a sense of proportion if he recognizes that there are still eighty million people in this country not conscious of a minority position, but prayerfully hoping that some statesman will represent a majority view—the consumer view—the non-professional voter view—the ~~new~~ view that in a democracy majorities have rights as well as minorities. Such a statesman will not truckle to the money crowd, the professional labor ^{crowd}, nor to the national groupings such as Lithuanians, Jews, Irish, or what not, not even will he truckle to the religious professionals. And at this point I differentiate

between a Prince of the Catholic church looking at American politics as an international matter, and the Jewish group largely concerned with an inferiority complex, economic hope, and only incidentally with a Palestine to which not one out of 1000 would go from America if he could. For the Jew is less interested about a march into Palestine than Catholic world policy is interested in a march to the Baltic. Anyone so believing need not express himself. He remembers only the producer, the consumer, and the unselfish voter as constituting the American over-all. Thus will his platform suggestions be both safe and practical. He would sit in this Platform Committee against all particular paragraphs put in as catch-alls for minority vote purposes. He will fight for the briefest and simplest platform, written in American colloquial phrases designed for the reading of the average intellect. The important thing is that he do not pull a Dewey or a Taft, and possibly may find himself mildly different from a Stassen or a Wallace, for these men also are ambitious for self-victories.

Here I am speaking in terms of 1952 believing that the service to the people which made Roosevelt began in 1928 at Albany, and that the people will determine who best fits their own pattern for '52 by what is pictured from '48 on.

Sincerely,

P.S. Pepper was advised a week ago to omit from his political vocabulary under present conditions, two words—Russia and Truman—with the statement "There are many other things more important and interesting to the American voter now whether in Florida or Oklahoma or California." The writer, texting, started conversations many times among butchers and drivers. He first opened with the international situation and Russia and the American foreign policy, including particular names such as Marshall. There was no excitement. Then he stated there was a rumor that the price of beef would fall ten cents next week. There was great excitement.

November 16, 1947

AN OPERATING OUTLINE FOR GROUP NEWSPAPERS:

If there is any justification for group newspapers as compared with single home ownership newspapers, it must be coldly looked at from the standpoint of the greatest good to the greatest number.

We have an association of newspapers, capitalistically loosely bound together with the knowledge that two-thirds of the operating profit must go into the growing years for interest, plant improvement, and a moderate extension in numbers and circulation.

Provisions are now being made for the reader population and their communities to get their dividends in human values.

Certainly this is a more enlightened private ownership viewpoint than one generally sees in a dynastic single ownership set-up such as Birmingham or Montgomery.

And now we must approach the future picture from the standpoint of the people at work in these group newspapers, for certainly management and the quality and contentment of the people at work will determine the success of this quality concept if it is sincerely based upon the greatest good to the greatest number.

At the present time it is not practical to undertake any direction of activities more or less dominated by unions. If there are any inequalities that may be corrected by management and capital control, the first needs certainly are toward the unorganized. So we will confine, for the near future years as of this date, our efforts toward individuals in editorial and business office groups.

First as to money matters when translated today in the development of better conditions for the individuals and providing hope for their children. In no sense must this be paternalism nor charity. It must be given as a right and based upon the broader objective of public welfare through making better men and women. Here are some thoughts:

1--An annual midsummer week climatically suited and away from city distractions where a general get-together may give men an opportunity to get to know each

other--where business managers may swap ideas and anecdotes, and where editors may exchange comments on their successes and failures in community work. E.W. Scripps held such a week at his home in LaJolla, California. There was generally a brief after breakfast get-together and then walks and talks by individuals, and sometimes an evening meal--an "around the hearth." This week is not a penalty against the family vacation. It is merely two per cent of the time spent in "stop, look, and listen" for the year ahead. An old man's contribution, such as the writer's, may be in the look-ahead, dollar and economic, with the business managers, and a news forecast to the editorial people. I believe this thought also is economically sound. It cuts down the amount of travel of the so-called "tops." It reduces the travelling business at the moment of both Walls and Marsh. Walls must necessarily be, of course, at the individual plants for all decisions peculiar to the individual properties. I certainly do not believe in setting up any operating headquarters where the top executive moves his publishers to headquarters and quits visiting properties. I have seen that go haywire in Texas and in Scripps-Howard. Further I do not want editorial decisions to be uniform but highly individualistic and local and I certainly do not want to make the serious error made by Scripps-Howard by having annual meetings at French Lick among the gamblers in which a morning session decides all papers should fight the Ku Klux Klan whether north or south, and where decisions are made to throw 100% of all editorial policies on a national basis behind any candidate for President. These decisions should be retained by the individual editors according to the needs and beliefs of his readers. So the function of an annual get-together must not destroy home rule. Certainly there can be no so-called "one big one-man" in a live, effective, and changing association. Broad business principles, yes. Broad editorial concepts, yes. But certainly we must say no to any "musts" from on high.

2--BUSINESS COHESION:

Financed through a percentage of the gross of each paper, there should be a set-up beginning January first, of funds designed to cut down individual property expenses. A few examples will suffice. Provision should be made for

retirement funds not based on service to an individual paper but service for all, regardless of job transfers. Such a fund was suggested and arranged for in regard to Newspapers, Inc. of Texas, about fifteen years ago. Funds were arranged for joint libel actions. Funds were projected for mutual fire insurance. These things as a matter of experience, all saved money for each plant. One of E.W. Scripps' formulas arranged for three per cent of the gross of each newspaper to be paid monthly into a central office fund located at Cincinnati, which was maintained as the individual property of the subscribing newspaper, but also was always available for plant expansion, new buildings, etc. and was labeled "plant fund reserve" on the books of the individual properties. The object here, of course, was to simplify financing and to protect against fire losses. In effect the newspapers carried their own insurance and minimized borrowing activity by being ahead rather than behind in arranging material matters. Scripps' idea was based on the absolute necessity of editorial independence from local or national bankers. In the present day there must also be independence from labor catastrophe. From the Scripps formulas and our own experience in Texas, I have enough financial history to say positively that this minimum financial cooperation has saved hundreds of thousands of dollars in interest, insurance charges, and libel expense. It has also provided simplification of individual management problems thus releasing individual managers from worry and unproductive activity which should better be spent in production. It thus provides time and concentration on production. It also stimulates editorial courage and freedom. All this analyzes back to the greatest good to the greatest number by providing better newspapers at less expense.

NOTE: In the mind of any executive reading the above would rightly come the questions when and how. I am not writing of 1947 and not particularly of 1948. Let's call it a five year plan. But every plan must start somewhere and that somewhere should be January first at Gadsden, but with a depository probably at Birmingham or Atlanta so that operating and reserve funds be not temptingly close. A secondary point is that both these southern cities are capital reserve centers for their districts and thus provide for group newspaper credit which may be valuable later as we become depositing customers of banks in these cities. Harte and Hanks use Fort Worth, where they have no paper, as their depository banks for all profit,

for the purpose of not having large profits at operating points which tempt local management unduly to spend funds or weaken production because of visible surplus. That is going too far I believe, but illustrates that a central fund for protection and reserve is helpful and desirable.

3--The intangible improvements in management on the editorial side can not be written so easily into profit or economy. But certainly every newspaper is merely a light manufacturing business in which raw products in the shape of printpaper, wire services, local reportorial news, and national features are assembled through printing machines and presses, for sale to subscribers. So the editorial department when looked at on the individual paper's balance sheet, is listed simply as a necessary expense. Actually the editorial department is the point of assembly of quantity and quality products for transmission to the composing room as the first point of physical manufacture. So editorial brains and energy must be free to see the reader first. Every good business manager or publisher knows this. But I find that every human being takes his nearest problems more seriously than problems once removed--such problems as profits, printpaper, and equipment. Hence editorial salaries are generally below advertising salesmen's salaries. Production people are bonused but rarely is there any special reward for good work to reporters. People working at total expense on non-material production generally get the rear end of the stick. Business managers seeking the immediate objective such as more local display, constantly bicker or seek to control or limit editorial quality and quantity. Few publishers or business managers will admit this, but in practice we know the facts as we look over the 2500 daily newspapers of this country. Daily dollar newspaper is the basic course of the American press. It is far worse and more insidious than national dollar diplomacy. Both destroy or limit humanity and justice.

Newspapers must of course, be operated from the rule of reason and moderation. I have known editors when given personal independence, to exaggerate independence into license and stupidity. There can be no objection at a city desk for receiving items of news interest from any newspaper worker whether in the advertising, circulation, or mechanical departments. In fact, it is the duty of all such workers to turn in news. An editor who resents an advertising man's

item that a big merchant has returned from New York, is simply refusing to print business news. And certainly the big merchant has the news that skirts are longer and gets the news first to the city desk that there is no bar on using his name. But every publisher should prevent the business office from using editorial space for mere blurbs seeking to increase the copy of an individual account by "tickling." This breaks down editorial employees in their efforts to make 100% us of their limited space for the greatest good to the greatest number. "Blurbing" has been a curse since any one of us entered the business. The general thought is always that one blurb does not hurt anything, but the examination of a year's files will show what a "blurbing" newspaper can do to the quality product. So if I were a business manager I would attempt to have business office "cooperation" with the editorial desk curbed by passing over the publisher's desk on the way upstairs. In that way the business office employees are not irritated and the city desk is not constantly under the necessity of "turning down" fellow employees. As an editorial worker, I found the individual business office blurb, as submitted by anyone and everyone, my most acute annoyance when working at high speed. Once a morning by a responsible business office top on "business news" is about all the time a desk man has for business news just as he has about the same amount of time to check his City Hall reporter.

Perhaps the above few paragraphs are wordy and have over-emphasized, but I am talking primarily to men who know this answer but who, in their own busy lives, have not probably gotten around to the simple efficiency of the above subject. The loose method also causes little tyrants on the city desk to have their "pets" and to exercise prejudice instead of news judgment on commercial items. So at the risk of wordiness I am stating a small editorial matter in over-emphasis so that we may clean up a small town abuse which I see has even become an evil in competitive New York. The big department stores get the breaks in "blurbing." When a competitive space contract is current, we find the Herald Tribune and the Times, the Sun, and the World Telegram printing "crap" for profit. But of course, the real profit is a clean quality daily printed product.

4 --MOVEMENT OF PERSONNEL:

There should be a recognized difference in method of working toward the

improvement of business office executives and editorial executives. The business executive sees his facts in figures monthly--both production and profit. We are making some effort to wake up the editorial people by keeping item production figures at Gadsden. But in the development of the persons themselves, it is obvious that an editorial person will get "rutted" by handling the same beat with its limited persons in the manner of a milkman covering a route. Familiarity not only breeds contempt, but it breeds blindness and dulness. The essence of a reportorial or editorial desk mind is his ability to remain very awake to the new or the novelty and significance of news. I have here two suggestions. No reporter should be entirely a "beat" man. At least forty per cent of his time should be on general assignments and ^{with} the freedom of time necessary to develop local news stories not apparent to the routine eye on a routine beat. Every editorial producer should be encouraged to receive at his home, three other papers in the group and possibly two other papers from outside the group. There is no point in having these papers at the office. This system, as I have used it, results in at least a twenty-five percent increase in the brightness and the quality of the daily editorial product. The lazy reporter or desk man will stack up the papers for winter fire starting and shelf paper. But the better than average editorial worker will reach the office the next morning with one or more clippings and hit the job developing early morning copy through phoning and rewriting with local significance something which he has seen in print from an outside source.

I believe that all reporters--and possibly desk men--should work at least one month each year on one of the other papers in the group. Even conservative colleges exchange professors with profit to themselves and their student customers. Even preachers value a guest preacher, or, in more popular sects, an evangelist. We should not close up our papers or our editorial people in the straightjacket of routine either in their daily work or in their year activity. You will pardon my saying that in my own experience of the first three years, in my early twenties, I found my greatest improvement asset in the fact that I held thirteen editorial jobs in thirteen cities in the Scripps chain. I presume I was high man on this because I was not only willing to go out of routine both in daily work and in city

chains, but I actually sought the educational opportunity whenever offered. This was in spite of family conditions and the necessity of home reestablishment with the added annoyance of home finding and buying and furniture moving. But at least, at the age of twenty-nine, I had been around. I knew all the country except the far west, serviced by the group papers. When named city editor of the Cleveland Press, at twenty-four, my first assignment was to take two weeks off on New York newspaper desks to learn the equivalent copy desk methods then coming into use. This had been initiated on the New York World and had resulted in a remarkably fine city product.

I hear myself saying and perhaps anyone reading this, that all this sort of thing is expensive and often stops continuity. But I admit the limitations. I still insist that the individual and the newspaper both gained.

I have even extended these methods acquired personally by myself in my twenties, into action when I became a publisher. I have even moved managing editors so the next in line could gain by a temporary increase in authority and vision. This developed always "a second man" for every job. Take the case of Martin Andersen for example. He started at Beaumont at the age of twenty-one for \$21 a week. An excellent reporter, he was producing immediately fifty per cent more quality-quantity product than older reporters. He was moved to Austin, to Wichita Falls, and from editorial to business production--all before he was thirty. My business manager partner moved nobody ever unless simply to fire them for inefficiency. They are still there where they were in 1918. They are ghastly to look at. In their routine daily motions, they have developed such clock-like activity as being at the same coca cola spot at the same five minutes every morning. They all went through ten years at least of the major sport of golf where the clock time for the foursome seemed more important than the clock time for the assembly of their advertising schedules. They rarely left their towns except to do a Steve Mahoney at New York once a year, probably returning from this stag deal a bit weary. Only one of them in twenty-nine years has wangled a vacation long enough to take him outside the country except for an occasional "bust on the border" at Nuevo Laredo. How can a desk man handle

national and international news on that routine? I quote Benjamin Franklin:

- (a) Travel is broadening.
- (b) The uncertain is exciting.
- (c) Absence makes the heart grow fonder (in a domestic sense).
- (d) A rolling stone gathers no moss.

P.S. An anecdote: I was talking with Frank Glass yesterday about what happened post World War I. He was news editor at Birmingham during World War I. I felt that he knew what happened during the war and after. He said: "Don't expect me to know anything about anything you are talking about. I had my nose buried on a desk at Birmingham during those years." I am not saying that this is a good example. I am merely indicating any man handling any job routinely slowly ceases to know what he is doing because he becomes a "Benny" and to repeat, "Familiarity breeds contempt", half uses the brain, and produces halfwits in both men and women if you give it twenty years.

November 24, 1947

Steve says inter company trouble may make it advisable for him not to do the normal and reasonable thing which was that his company stand prepared to advance Marsh, GNI, or Southwest \$50,000.00 with a letter from Marsh guaranteeing payment.

I recognize that three of the four partners have the correct viewpoint, but naturally don't want to have correspondence trouble with the fourth.

Steve said that on two weeks notice, the company will be able to provide \$25,000.00 on request from either of these three with the proper letter from Marsh.

This probably will mean that on the next purchase, if it does require a stretching of cash and credit, we will have to operate within these limits until the company ironed out its own position and notifies me that it is ironed out. It is one of those things.

I had rather hoped that the company would keep itself in position and stand ready to carry any credit with my personal letter guarantee, up to \$50,000.00 on two weeks notice. Such a credit might, in '48, have added to their billings.

But after all it is a competitive situation of which they are very well aware as I have consistently used publishers representatives credit on quick pay-outs (not more than two years) with monthly reductions which in effect, bank wise, is one year.

One never knows when one is going to buy a newspaper. One never knows what he can afford to guarantee unless he knows where the money is coming from. In this case our publishers representatives are below par.

We will review this January first.

Dec. 21, 1947.

Messrs. Herman and George Brown,
% Brown-Root,
Houston, Tex.

Dear Herman and George:

The enclosed card was especially
manufactured by Conrad Buff, a maker of paintings.

I do not dare to deface it, as it is a true
work of art. The original engraving may be sent
you for office decoration and properly framed as my
personal contribution to the growth and inspiration
of Houston and way points.

Please do not permit OO Smith, the gatherer
of nuts, to see this. His vulgar mind would notice
that these two squirrels are covering their backs
with their tails.

In his stupidity he may believe the squirrel
to the left is himself, as the left squirrel looks a
bit more masculine and certainly has a more determin-
ed expression as he eats his nuts.

We might call the left nut eater the banker,
and the right nut nibbler the borrower (banker
Smith and a customer whose tail is not quite as
back covering, but a bit limberer, as it were.)

The wishful thinking OO might be both. These
squirrels are feminine -- since both are covering
their backs with their tails, and because one is whis-
pering or otherwise either in bed or at the board, we
find Don Juan Smith having a priority among the morons
of the opposite sex.

So simply write me if the original of this
card should adorn an office, a home study, or an
informal bed room. If needed by anyone except
OO Smith, I shall properly adorn the original -- a
very great work of art by a very great artist - by
his signature and in proper framing.

This man is fundamentally a greater artist than

Audubon, because he has had the mechanical possibility of working through a silk screen in order to get his softer effects. Notice the individual hair on each tail.

The Audubon squirrels do not reach this perfection.

Should by any chance -- this is serious -- either one of your wives see the point, I shall send on with the squirrel nut original a very good reproduction of an Audubon doe, which, until recently, adorned the place of honor in the living room of this farm. Then both of your wives would have a memento from your respectful correspondent who says nuts to and for you in the holiday season.

Sincerely,

To: G.W., H.F., R.H.

Republican Present order: Stassen, Vandenberg, Dewey, Taft.

Democratic Present order: Eisenhower, Truman

Stassen has achieved acceptance by both the House of Morgan and the Roman Catholic hierarchy. Dewey who had the world by the tail six months ago was unfortunate in not being at home when Wall Street and the Catholic Church came to interview him. Stassen has been working on his campaign with intensity for six years. He proved perfection in getting recognition on his business with Stalin. He's the guy that can tell anybody anything any time and "Out of the horse's mouth". He now has cast himself. He is young and good-looking, an accepted pinkie, beloved by the bankers, the industrialists, the protestants and the Catholics.

The real reason for saying he is now first in the race is not that he has appeared great but because he has made himself 100% acceptable to conservative America as the 2nd choice. Without losing his pink coat he has been the perfect gentleman. The ga-gas in the Republican party, dumb-sluck voters will believe that Stassen may have a great vote on Wall Street and then will ride Stassen into the White House as the "People's Chere".

Actually the Iron pattern of the new Republican party was set by the solid men many years ago. Stassen conforming, they have commended the bright lad to the Republicans as safe and sound.

Contrast this with Truman and his silly wooing of the Catholic Church.

While the main powers questioned the Dewey salesmanship and the Dewey deal, overconfidence betook Dewey and his managers. When powerful people asked could they meet him Dewey became too big for safety, and said he was the Governor of New York and too busy.

Just about that time the Southern Pacific Railroad crowd along with the Northern Pacific folk from St. Paul came down East and described Stassen as a conservative chap, declaring that without Stassen we would be in the red ranks. "Only can Stassen save us.". So, the Morgan people plus friends okeed him down here and even put a bet on Stassen over ten months ago. There was a big bet on Dewey also and his campaign manager passed cigars and got lots of nickels below 42nd Street, but Dewey was holding on and did not say thank you. His teeth brush, demeanor did not win friend nor influence powerful political factors.

Contrast the Dewey smugness with the way the Stassen dollar-guys said "Thanks" very volubly for much less ante. So today, probably below 42nd Street the thing is shaping strongly for Stassen and safety against Wallace and everyone else.

Remember the Republican Candidate must always be helped first. Remember that a Republican is almost necessary to big business now. So indeed the seven figure masuma men perhaps don't want to take any chances by being beaten by a possible democratic nominee, one Eisenhower, drafted carefully against a conservative republicanism. This puts Taft out; Dewey, probably out, Vandenberg only stays strong - in spite of his age. There is a very strong possibility that the Catholic Church and Wall Street will go wholeheartedly and save Stassen. Naturally they would rather compromise with Vandenberg and Stassen but it does look as if Dewey and Taft are tired before reaching the stretch and that as the horses are now running, Stassen or Vandenberg leads ahead of Dewey, and in that order.

On the democratic side there are some very smart people now working with the city bosses. They know the Republican vote gives them only the skimmed milk. They want to stop for cream. They will not listen to Spellman. Go-ga Phil Murray owing his position to a man named Carey who reports daily to Spellman has fallen for the idea that city bosses will keep labor. And so, Murray will not be able to deliver the C.I.O. which he has ruined beyond repair.

So, the smart bosses together with the left-over Democratic Roosevelt Liberals are again about to combine to ditch Truman and draft Eisenhower and they take it for granted that no man drafted as presidential nominee can turn it down.

Therefore Truman's only hope is for a pre-convention "I-won't-run-if they-nominate-me." from Eisenhower. It is not probable however that he will go that far.

The President's picture is unfolded to run thus. Gael Sullivan resigned yesterday as executive secretary of the party to work entirely for Eisenhower. Sullivan has moved to California as the second most potent place. James Roosevelt who is head of the party out there is all out for Eisenhower. City bosses in New York are beginning to be all out for Eisenhower.

Some reports are coming in from below the Mason-Dixon which agree that Eisenhower is safe and should be sure to get all Democrat delegates from the south. With New York and California already in for Ike, this "Draft Eisenhower" following seems to have already an odds long favorite in him.

Facing this move, the Republicans are more apt to nominate Stassen to cinch a victory. They know that otherwise with Taft or Dewey or elder Vandenberg they will have to face popular war here Eisenhower and up and coming Wallace. They will then learn that the Democratic party will make a poor showing, and so-called red make-believe in the Wallace forces could cause an American surprise to be written into history, if not in '48, perhaps in '52.

They will know that the Republican party was started in 1854 in a mid-west small town, the first meeting having 15 people. They will remember that politically ambitious Horace Greely even sent a message to the Committee that he was too old and tired to attend. They remember that in 1856 there were not many people in the party, just an other upheaval party against two conservative organizations and then, they remember Abraham Lincoln in 1860. So they should remember that if Wallace gets even a substantial vote on a third party and is given credit for breaking up the Democratic party that the people backing Wallace will remain enthusiastic another four years, and on the big band wagon the independent liberal vote will have some value toward '52; because the repressed will smell blood and the resurgent soul spirit of adventure and will want to have someone new in the highest political seat.

So it seems to me as I take the beat. When I get back about June 10th, I will go over it again.

Charles E. Marsh.

Memo:

From the Desk of
CARMAGE WALLS

Thought you might be interested in reading the attached article which, I understand, was written by one of the former employees of the Macon newspapers.

It is copied from a small four page political sheet called "The Augusta Courier" in Augusta, Georgia

— Compliments of —
BANNER PRINTING COMPANY
Cleveland, Tennessee

Murch
GEORGIANS! HEAR YE, HEAR YE! THE MACON NEWS!

THE MACON NEWS, northern-owned chain newspaper, raises its strident voice in hectic indignation because Roy V. Harris, president of the Augusta Bar Association, said recently that the white primary which was carried at the ballot box in the last gubernatorial primary, will sweep Georgia again in the gubernatorial primary in 1948.

Surcharged with emotionalism, the caption of the editorial appearing in this anti-Southern newspaper, croaks:

"Hear Ye, Hear Ye!"

This histrionic caper was doubtless intended to startle the public like the clanging of ye ole fire-bell in the night.

We listened, but we heard only the vacuous echo of a sterile inkpot. We read, but we found no substance.

However, champing the bit by this anti-Southern newspaper, is revealing. It is bitterly resentful of its inability to cope with the unrivaled political leadership of Roy V. Harris in Georgia affairs; and by the same token, it is exasperated because of its impotency to direct the thoughts and actions of Georgians in the same channel with that of its Northern absentee owners.

We did find in this pro-Communitistic newspaper's editorial, prepaganda on behalf of the National Association for the Advancement of Colored People, and its counterpart, the Southern Conference for Human Welfare; the stench of Communistic Henry Wallace; the neurotic viciousness of Mrs. Eleanor Roosevelt; the gangrenous treacherousness of Ellis Arnall; the untrustworthiness of Ed Rivers and the stupidity of M. E. Too Thompson.

We sympathize with our Macon friends who express their resentfulness about having in their midst a Northern-owned chain newspaper. Absentee ownership of anything is bad; when it is a monopoly it is a calamity to the people of the community.

The only interests absentee owners and their managerial hired-hand have in any community, is how many times the cash register rings and the size of the amounts rung up each time.

The managerial hired-hand of chain newspapers does not know anything about the community or the state and cares less. He invariably brings in alien employees; and in the case of newspapers, this is adding insult to injury.

The managerial hired-hand of chain newspapers is invariably a person who knows just enough to take orders from the absentee owners and carry them out in the manner of a Prussian Army Sergeant, whose code of law and ethics was taken from the old Roman Criminal Code. This managerial type which is all too prevalent for the welfare of the victimized cities, has no comprehension of the obligations of a newspaper as such, to the community it claims to serve; because, as a rule, this type of person's educational and cultural background is not only inadequate, but is nil in most cases.

Our Macon friends tell us that such is the case in the person of one Carmage Walls, managerial overlord of the Northern-owned chain of newspapers in the South of which THE MACON NEWS is a victim. We are further informed that this person, Carmage Walls, scarcely has the equivalent of a one-room grammar school formal education.

Our Macon readers tell us that Editor William R. Smith of THE MACON NEWS,

is a new-comer to Georgia, to all intents and purposes; consequently, knows little about Macon's affairs and less about those of the State of Georgia. He is said to be a native of Alabama and to have spent years in the North as a proofreader. Editor Smith, we are told, came to Macon as a proofreader and worked as such for several years on the Macon newspapers, until one day, Managerial Director Carmage Walls told him to go take over as editor of THE MACON NEWS.

Editor Smith, our Macon readers inform us, succeeded Jack Tarver, then editor of THE MACON NEWS; now, punster on the staff of The Atlanta Constitution. It will be recalled that Punster Tarver--Georgia's greatest and only punster--voted recently behind closed doors barring newspapermen, to uphold Sid Williams, erstwhile executive secretary of the Georgia Press Association, and propaganda dispenser for Ellis Arnall and M. E. Tox Thompson, who violated his promise to the press association when he failed and refused to get off the state payroll. Williams was drawing full time salaries from the State and the press association.

Probably the Big Bertha of the editorial staff of THE MACON NEWS is Contributing Editor Harry S. Strozier, member of the Macon Bar; attorney for The Macon News; one of the compilers of the Georgia Code Annotated, which is published by The Harrison Book Company of Atlanta, and is a former school teacher.

Our Macon readers recalled to us that Contributing Editor Strozier won fame recently through wide publicity as attorney for Primus King of Columbus, Georgia, when he attacked the white primary laws of Georgia in federal courts.

We are told that Contributing Editor Strozier is a paid attorney of the National Association for the Advancement of Colored People. This is Contributing Editor Strozier's right as an attorney at law. But as a contributing editor of THE MACON NEWS, we wonder, and in doing so, we can't help but recall that old, but true, very true, aphorism:

"He whose bread I eat, his song I sing."

One Charles Marsh, of Washington, D. C., or environs, according to last reports, is one of the Moguls of the shoe-string-financed chain of newspapers, to which THE MACON NEWS belongs.

Mogul Marsh, we understand, boasts of being the political mentor of Communistic Henry Wallace. We are informed that Mogul Marsh, with aid of Martin "Buzzard" Andersen, a fellow raider of newspaper properties, had this awe inspiring news disseminated by his chain newspaper employees in Georgia, South Carolina and Alabama and other southern states. And now it seems that Mogul Marsh is going to use his Northern-owned chain of newspapers in the South to whip these Southern states into line for Communistic Henry Wallace in his struggle to capture the presidential nomination in 1948.

It will be interesting to watch the hired-hands of Mogul Marsh when they begin their journalistic glagellation of Southern people who hate Communistic Henry Wallace and despise the things he advocates and loathe his methods.

It will be recalled that the United States Senate refused to let Communistic Henry Wallace get his hands on the Reconstruction Finance Corporation, which was under the Department of Commerce at the time Roosevelt nominated Wallace for the cabinet post as Secretary of Commerce. Congress divorced the Reconstruction Finance Corporation from jurisdiction of the Department of Commerce; the Senate did not confirm Wallace's appointment as Secretary of Commerce until this had been done. The name of Mogul Marsh was bruited about Washington as one of the reasons for this action by the Senate in keeping Wallace's hands out of the Reconstruction Finance Corporation.

And so, ladies and gentlemen: THE MACON NEWS!