

# THE MEDIA

## A Look At Establishment Newspapers

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■ FOR YEARS Americans have grumbled about the radicalism of their newspapers, all too painfully aware that the "Liberal" Establishment dominates the nation's mass media, slanting the news to the Left with an ease bordering on license. Until recently, however, this general frustration was ignored by mainstream politicians. It seemed not even the bravest paladin dared challenge the terrible power of the media. Then along came Spiro T. Agnew, charging madly on a white steed to do public battle with the dark powers of the Establishment's alley journalists. Here was a man saying, even shouting, in public what Americans had been saying to each other in private for two decades. The people loved it!

Vice President Agnew became an instant hero. Here at last was a public official who dared to protest the nasty little games regularly played in the Establishment Press. Most conservatives nearly exploded in glee. Even the hard-core Right, though dubious of Greeks bearing gifts, was cautiously pleased.

For decades conservatives have known that what Spiro Agnew claims concerning the media is true. Having suffered through the efforts of the mass media to politically assassinate Senators Robert Taft, Joseph McCarthy, and Barry Goldwater, conservatives were all too aware of the commitment of the media to radical interests. But now the polls showed that nearly half of America's citizens believed that television and newspaper reporting regularly served Leftist prejudices. The ruse of objectivity was finished, and the politicians didn't miss the point.

Against this background Spiro Agnew journeyed to Birmingham, Alabama, where the Establishment media are as popular as a tarantula at a nudist camp. There the noble Spiro did vigorously flay the *New York Times* and *Washington Post* — a calculated act of courage not unlike denouncing maxi-skirts at a convention of Peeping Toms.

Suddenly this former labor lawyer and favorite of the United Auto Workers, this man who had run for Governor of Maryland as a champion of forced integration in private housing, this "Republican" who had refused to support Goldwater in 1964, this protégé and supporter of Nelson Rockefeller, turned up in Wallace country, speaking Wallace's lines, and became a household word among conservatives. That's the Southern Strategy — lots of boula-boula rhetoric from Mr. Agnew while the President skirts Left end on the old "Statue of Liberty" play.

But even as conservatives delighted in the writhings of the media boys after the Agnew attack, few doubted that if the silenced majority fails to drive home its



demand for an end to managed news the Vice President's words will be as sound and fury signifying nothing.\* Conservatives know that the Communist Conspiracy has thrived only because its real nature and accomplishments have been hidden from the American people by those who dominate the mass media. The Establishment Press provides a paper curtain behind which Communists and Fabians have operated in America for many years. It, alone, now stands between the people and the greatest anti-Communist renaissance in history.

Communist penetration of America's news media has over the years been the subject of a number of investigations by both the House Committee on Un-American Activities and the Senate Internal Security Subcommittee. Not surprisingly, the results of such investigations were given almost no coverage by the Press and their findings did not become a matter of popular knowledge. While a few Communists were broiled as scapegoats, the reaction by the news industry made further investigation seem to the investigators very unhealthy indeed, with all-out attacks on those members of Congress who dared expose Communist cells operating within the mass media.

Communist efforts to subvert, manipulate, and control our Press are, of course, to be expected. As the conference of the All-Union Communist Party at Moscow declared as early as 1938: "... the chief decisive weapon must be the press." In America the key to infiltrating the bourgeois Press was the Newspaper Guild, which for many years was dominated by the Communists. As former top Communist Joseph Kornfedder commented:

*Years later (1937) came the organization of the "Newspaper Guild" and through it the communists moved into the news field in a big way.... Through the "Newspaper Guild" the communists moved into the big "daily" press itself. Those were the days of the*

*"red honeymoon" with the "New Deal." Infiltration was conducted on a large scale all around, but the "Guild" device was a big operation even for those days.*

*The "Guild" is an organization which takes in news personnel from the news services (U.P. and A.P., etc.) down to the individual newspapers. Included is the official Communist press. The Guild, from the ground up, was designed and carried forward by the communists, using the late Heywood Broun (a fellow traveler) as a front man (president). As usual, most of the men who joined it did not know what they were being used for and some do not even know it today.*

As late as 1960, in its Report called *The Technique Of Soviet Propaganda*, the Senate Internal Security Subcommittee observed:

*There are in the world few organs of the press, even when "bourgeois," in which the Soviet apparatus has no intelligence. The main task of auxiliaries in the press is to manipulate the editor, or if that is not feasible, the reporters, without the editor's knowledge. General notions like "this paper is conservative" or "Catholic" are not at all sufficient any longer to recognize the policy it follows toward Moscow. Sometimes the managers themselves are unaware that their newspaper is "permeated."*

The Communists know that one story slanted to their pupose in a non-Communist periodical is worth hundreds of

\*The Vice President has now become not only the President's best life-insurance policy against the ultimate excess of the unsophisticated Maniac Left, but also his ticket to re-election. The conservative wing of the G.O.P. will likely be kept from bolting the Party in 1972 by the prospect of Agnew For President in 1976.



articles in official Communist publications which are read only by dutiful members of the Party. And the Communists do not care whether an article is written by a Party member or a mere sympathizer. They still operate under what is called the "Stalin Standard":

*Some are members of the Party, and some are not; but that is a formal difference. The important thing is that both serve the same common purpose.* (Speech by Joseph Stalin, February 9, 1946, House Document 169, 80th Congress, 2nd Session.)

Yet, most of the Leftward slant of our mass media is created neither by members of the Communist Party nor of their conscious sympathizers. Rather it is a product of that "Liberalism" grafted into budding journalists while studying under Fabian Socialist professors in America's colleges. And the first law of the politicized campus is that if there is only one Leftist professor on an entire faculty, he will gravitate toward journalism and the school newspaper.

In days of yore, editors lashed their galley slaves with the whip of objectivity. Reporters received on-the-job training where they were taught to present the facts and leave the opinions to the boys who wrote the editorial page. Then, comparatively recently, college social science departments added schools of journalism which began promptly to promote a modern, up-to-date, progressive version of reporting. The traditional five Ws — the who, what, when, where, and why — were abandoned for a new approach called "interpretive reporting," in which every cub reporter was to be converted into a philosopher king to stencil the reaction of his own glands onto the developments of the day.

The interpretive reporter, rather than faithfully recording a speaker's words in an orderly way, would explain instead

what he "felt" to be the "meaning" and "overall importance" of what had been said. This view is usually justified with the contention that otherwise the average reader, who hasn't had his mind improved in the brain laundry at Old Siwash, might not understand the report. And, it is pointed out, the broadened attitude given the reporter permits him to bring in explanatory background material (which he selects), and to employ a writing style which is more lively and interesting. Where such training in "journalism" has been combined with that presented by the other laundry masters within the social sciences, the result has proved devastating to the quality and honesty of American journalism.

Pulitzer Prize-winner Morrie Ryskind was one of Hollywood's best and most highly paid screenwriters until he "lost" his talent as a writer on a train returning from Hearings in Washington at which he gave testimony against Communists in the film industry. Now a nationally syndicated columnist, Mr. Ryskind says of contemporary reporting:

*If I return to the subject of "interpretive reporting," it is because it remains the biggest psychological weapon in the armament of the Liberal Establishment. In the bright lexicon of revolution — and that's what we're going through, whether we realize it or not — the news is not nearly as important as the manner in which it is filtered down to the public. And no item is too small to be passed without going through the screening process. After all, war is war.*

The Establishment Left has for a number of years supported such key journalism schools as those at Harvard and Columbia with multi-million-dollar grants from the Ford Foundation. The boys who know that the Ford (Foundation) Has A Redder Idea are not unaware



of how best to invest a revolutionary buck. Graduates of the Columbia School of Journalism, for instance, now include 45 newspaper publishers, 152 newspaper editors, and 71 magazine editors. There is not a conservative in the carload.

While it is usually admitted that the workaday editor or reporter tends to be a "Liberal," it is generally believed that the owners of the media are very conservative. And, though many owners are still nominal Republicans for purposes of social or business camouflage, they are, on the whole, men of the Left. If the owners of the media were conservatives they would not permit the flagrant Leftist bias that pervades the news industry. The Brinkleys, Cronkites, Krafts, *ad nauseam*, are obviously retained on the payroll to promote the line that the Establishment owners want propagated.

We are talking, of course, about the Establishment Press. More specifically, about who owns and runs it. But that term "Establishment" has been used far too loosely in recent years and needs to be defined before we can proceed further.

### What Is The Establishment?

In general, as the term "Establishment" is used here, it refers to the men who belong to that mysterious group known as the Council on Foreign Relations (C.F.R.) and/or its satellite organizations. The C.F.R., housed at Park Avenue and 68th Street in New York City, counts in its exclusive membership some 1,450 of the most powerful men in American politics, industry, finance, communications, and the academy. Yet, so far as the American public is concerned, it operates almost anonymously.\*

The C.F.R. is a subsidiary of the Royal Institute for International Affairs in London, which was founded to promote the concepts of One World Government as envisioned by Cecil Rhodes and his fi-

nancial angel, Lord Rothschild. In his extremely revealing book, *Tragedy And Hope*, Professor Carroll Quigley (Harvard, Princeton, Georgetown, Brookings Institution, etc.) writes:

*... the relationship between the financial circles of London and those of the eastern United States ... reflects one of the most powerful influences in twentieth-century American and world history. The two ends of this English-speaking axis have sometimes been called, perhaps facetiously, the English and American Establishments. There is, however, a considerable degree of truth to the joke, a truth which reflects a very real power structure....*

From its inception, the C.F.R. Establishment was the tool of international financiers who sought to establish a socialist World Government under their control, through which they could eliminate competition and exercise hegemony over world trade, communications, transportation, finance, and natural resources. This can only be accomplished within a socialist World Government, and it is the above objectives and not any do-gooder urge to uplift downtrodden masses which have motivated the international banking interests and their colleagues in the C.F.R. to work for international socialism. Certain obvious strategies were employed immediately. For example, in order to maintain control over government you must control the mass media; therefore, the C.F.R. Establishment has been deeply involved in financing and manipulating the American communications industry.

The Council on Foreign Relations has been financed and controlled from the beginning by the Rockefellers, those in control of the Andrew Carnegie fortune, the J.P. Morgan organization, and the five American satellites of the European

\*See "The C.F.R. - Conspiracy To Rule The World," *American Opinion*, April 1969.



Rothschild banking interests. Because of the role they play in controlling the Establishment Press, the satellite firms merit a quick synopsis.

Most important in the group is Kuhn, Loeb and Company, whose head (Jacob Schiff) invested \$20 million in financing the Russian Revolution of 1917.\* According to a report from Paris forwarded by U.S. representatives to the State Department on March 3, 1932, Kuhn, Loeb and Company also laid out and financed the Soviet's first Five Year plan. (This Paris report is, incidentally, still in the State Department archives.)

Congressman Louis McFadden revealed that Schiff was sent to the United States by the European Rothschilds to gain control of the American railroads. Whatever the original objective, his efforts proved highly successful. Kuhn, Loeb and Company, today headed by John Schiff, Frederick Warburg, and Thomas E. Dewey Jr., is still a leader in investment banking. As the *New York Times* noted on January 29, 1967: "It has handled more international syndicated issues of securities in the last four years than any other financial institution in the world except the Deutsch Bank."

Another Establishment banking house famous for its support of Leftist activities is Lehman Brothers. The late Herbert Lehman (C.F.R.), in addition to serving as U.S. Senator from New York, was a founder of the Fabian Socialists' Americans For Democratic Action, served on the board of directors of the N.A.A.C.P., was a sponsor of the National Council of American-Soviet Friendship and of the American Association for the U.N., and was a favorite of the Fabian Socialists' League for Industrial Democracy. Leh-

man served as Director General of the United Nations Relief and Rehabilitation Administration (U.N.R.R.A.) which, according to U.S. Ambassador to Poland Arthur Bliss Lane, was used to ensure Soviet subjugation of Poland.

So important was Lehman in the Establishment that on May 29, 1950, the *Chicago Tribune* published photographs of Henry Morgenthau Jr., Felix Frankfurter, and Herbert Lehman accompanied by a commentary declaring that "a person with highest state department connections identified these three figures as the secret government of the United States." A bit hyperbolic, perhaps, but close enough to the truth as to be discomfiting.

Lehman's niece, Helen Lehman Buttenwieser, kept Alger Hiss and his family at her Westchester home while the Communist spy was being tried. She later posted \$60,000 bail for convicted Communist spy Robert A. Soblen, who fled the country. Her husband Benjamin Buttenwieser (C.F.R.) is a Kuhn, Loeb partner and a trustee of the Socialist New School for Social Research.†

Because Lehman Brothers is a partnership and not a corporation, we do not know its total wealth, but the *Los Angeles Times* of March 29, 1964, observed:

*Certainly in capital assets, or money available, Lehman Brothers is one of the richest firms in the world. The fortune of the Lehman family, high into the hundreds of millions, is a factor, as well as the wealth of many of its partners.*

Another key Establishment firm is Lazard Freres & Company of New York, a subsidiary of the Rothschilds' Paris operation of the same name. A power within Lazard Freres is Eugene Black (C.F.R.), a member of the secretive Pilgrim Society, a director of the Rockefeller's Chase Manhattan Bank and of the *New York Times*, a trustee of the Ford

\*For details of the role played by Schiff and his Warburg brothers-in-law in the Communist Revolution, see "The Bankers," *American Opinion*, March 1970.

†For his service while in the Kennedy-Johnson Administrations, George Ball (C.F.R.) was made a Lehman Brothers partner.



Foundation, former President of the World Bank, and former trustee of the Brookings Institution and the Atlantic Council. Retired head of the firm is Frank Altschul (C.F.R.), a Lehman brother-in-law.

Until his death last year the big man at the Establishment banking firm of Goldman, Sachs & Company was Sidney Weinberg, who once sat on the board of directors of thirty of the nations largest firms. Though a key *Insider* in getting business support for F.D.R.'s New Deal, Weinberg raised \$6 million before the 1952 Republican Convention to stop conservative Robert Taft and deliver the nomination for Eisenhower. Among the new partners at Goldman, Sachs & Company is Henry Fowler — perhaps, next to Henry Morgenthau Jr., the worst Secretary of the Treasury in the history of the Republic. Fowler is apparently receiving his reward from the international banking fraternity for denuding the nation of its gold and silver reserve, much of which has wound up in the coffers of the banking *Insiders*.

The last of the Rothschilds' "big five" is Dillon, Read & Company, headed by C. Douglas Dillon (C.F.R.), Secretary of the Treasury under John Kennedy. Dillon is, or has been, chairman of the board of the ultra-Leftist Brookings Institution, a director of the Chase Manhattan Bank, and a trustee of the Rockefeller Foundation. It was Douglas Dillon who arranged the demise of America's silver certificates, our last redeemable money. Another officer of Dillon, Read & Company is August Belmont, grandson of the original August Belmont sent here in the 1840s by the Rothschilds as their first American representative. The Rothschild representative on President Nixon's staff is Peter Flanigan, Assistant to the President. He is on

\*The direct representative of the English Rothschilds in the United States is Peter Fleck (C.F.R.), a partner in the bank of N.M. Rothschild & Sons of London. He has an office at 70 Pine Street, New York.

loan from Dillon, Read & Company, where he is a vice president.\*

The above firms represent the Establishment interests about which we are speaking when we talk of the Establishment Press. We will get to the details of ownership and control shortly.

### The Establishment's Times

Few will doubt that the *New York Times* represents the kingdom and the power of the Establishment communications system. As John C. Merrill observed in his *The Elite Press*: "With the exception of the *Wall Street Journal* or the *Christian Science Monitor*, the *New York Times* is the nearest thing in the United States to a national newspaper."

The *Times* is found in practically every academic library (there are 2,500 subscribers to its microfilm service) and is read by more than half of the presidents of our nation's colleges. Ultimately, it is The Important Paper For Important People Everywhere. Fifty copies of the *Times* go to the White House every day. Most Congressmen and Senators read it as a daily bible. Seventy-one embassies in Washington subscribe, including that of the Soviets. It is even read by the Comrades in Peking, and thirty-nine copies are sent to Moscow. (See *Saturday Evening Post*, October 9, 1965.) "A significance of the *Times*," Timesman James Reston has written, "is its multiplier effect. What appears in the *Times* automatically appears later in other places."

Concerning this multiplier effect, Alice Widener, columnist for *Barron's*, notes:

*It is a fact that most editors and newsmen on the staffs of Life, Look, Time, Newsweek, etc., and most editors, reporters, and commentators at NBC, CBS, and ABC take their news and editorial cues from the New York Times. Technically, it is a great newspaper; but it reports much of the news in conformity with its editorial policies.*



The smug, self-important arrogance of the *Times* is reflected in this statement by James Reston (C.F.R.), its vice president, syndicated columnist, and former chief Washington correspondent:

*Our primary responsibility is not, perhaps unfortunately, an obligation to the commuter reading the paper on the train down from Westchester. Our primary responsibility is to the historian of 50 years from now. Unique among newspapers, the Times is prime source material — and we must never poison the stream of history.*

Future generations fishing in the *New York Times* for details of the activities of the International Communist Conspiracy will do well to run the most vigorous tests of that stream before drinking the water or devouring the fish. Doubtless the best expert on how the stream is poisoned is Mr. Herman H. Dinsmore. After serving thirty-four years on the news staff of the *Times*, including many years as associate foreign editor and nine years as editor of its international edition, Mr. Dinsmore could no longer take the increasingly Leftist slant of the paper and retired to write a book exposing it. In his book, *All The News That Fits* (a parody of the *Times*' slogan, "All The News That's Fit To Print"), Dinsmore observes:

*... The New York Times took no really effective steps to counter these Communist thrusts and all too frequently appeared to back them, as if to play the Soviet regime off against the United States and other democratic nations of the West. The New York Times in more recent years has stated that it wants a balance of power in the world — as if it were possible to maintain such a thing. Editorially, it has freely criticized the United States while but sparingly finding*

*fault with Communist actions....*

*The attitude of the New York Times toward the Soviet Union has resulted in remarkable distortions in its news columns and in its editorial judgments....\**

The *Times* is, incidentally, the sole U.S. recipient of news from Russia's TASS news agency. And, it has employed a number of reporters whose pro-Communist diatribes are notorious. Such men as Herbert L. Matthews (C.F.R.), Harrison Salisbury (C.F.R.), Lester E. Markel (C.F.R.), Ralph Parker, and Walter Duranty spent the greater portion of their careers with the *Times* as side-show barkers for every Communist regime able to rattle a cage.

When the noted philologist, Dr. Medford Evans, set out in 1956 to do a two-year study that he thought might prove the *Times* followed the editorial lead of the *Communist Worker*, he discovered that just the opposite was true. As Professor Evans noted in *AMERICAN OPINION* for September 1969:

*When John B. Chapple, of Ashland, Wisconsin, publisher of the Ashland Press, was a young man he went to Yale, became a Marxist, joined the Communist Party, and took a trip to Russia — this was about 1927 — in the company of Robert Minor, subsequently editor of the Daily Worker, one of the top Communists of this country at that time. Chapple, who long ago renounced Communism and is now a devout Christian, still remembers vividly that Minor once said to him, "Son, read the New York Times*

\*Herman Dinsmore's well-documented exposé (Arlington House, New York, 1969) got the silent treatment from the Establishment media at the same time Gay Talese's *The Kingdom And The Power*, a gossip book written with the help of the *Times* to offset the influence of Dinsmore's book, received the full hullabaloo treatment from the Establishment Press.



*every day so that you will always know what the line is."*

Not surprisingly, when the Senate Internal Security Subcommittee began to investigate a Communist cell within the *Times*, publisher Arthur Hays Sulzberger (C.F.R., Pilgrim Society, Rockefeller Foundation, and Norman Thomas Foundation) nearly blew a tube. Sulzberger, it seemed, wouldn't recognize a Communist if one attacked him with a hammer and sickle. He wrote in the *New York Times Magazine* that he would not "institute a witch hunt" to eliminate Communists from his staff. You see, he noted, "even if we found a Communist or two . . . we would run the risk of destroying the atmosphere needed for the production of the kind of newspaper we are publishing." Which is, of course, the point. Sulzberger's feeling of comradeship extended to the point of loaning newsprint to the Communist *Daily Worker* when it ran short. (*Harpers*, January 1969, Page 72.)

Despite the extreme discomfort of Arthur Hays Sulzberger, the government questioned a number of *Times* employees about their Communist connections and activities. These included: John T. McManus and Allan James Aronson (both of whom later went to work for openly Communist publications), Jack Shafer, Samuel Weissman, Seymour Pect, Nathan Alexkovsky, Robert Shelton, Matilda Landsman, Jerry Zalph, James S. Glaser, and Alden Whitman. What was absurd about an investigation at such a level is that it is not the card-carrying street-bunder Communists who make this voice of the C.F.R. Establishment so dangerous. The danger comes from the *Insiders* of the so-called "legitimate world" who control the *Times*. Let us look at that part of the story.

The modern history of the *New York Times* dates from 1896, when Adolph Ochs took over the paper. Gerald Johnson notes in *An Honorable Titan* that Ochs' mother, Bertha Levy Ochs, had been so

involved in the Communist Revolution of 1848, that her family was "advised" to leave Bavaria. Doubtless Comrade Bertha regaled young Adolph with tales of workers throwing off their chains and of world revolution financed by the humanitarian *Insiders* of international banking. The debt-ridden Ochs jumped from the *Chattanooga Times* into the big apple by taking over the foundering *New York Times* for the borrowed sum of \$75,000. Johnson tells how Ochs arranged it:

*He had arrived in New York almost unknown; but by August 17, 1896, he was well and favorably known to a group of men whose power in the financial, business and political worlds was out of all proportion to their numbers.*

Mr. Ochs' backers in taking control of the *Times* were international bankers J.P. Morgan; August Belmont; and Kuhn, Loeb's Jacob Schiff. The latter two were Rothschild agents. (Johnson, Pp. 130, 132, 137-138.) Later, the Lehman Brothers began working with the *Times* on other ventures. Ferdinand Lundberg reports in *America's 60 Families*: "Although not conspicuously connected with publishing, this banking family stands close to the *New York Times* . . . it has the outstanding interest in the Kimberly Clark Corporation, a paper-making enterprise which, with the *New York Times*, jointly controls the Spruce Falls Power and Paper Company . . ."

The Rothschilds' voice of the American Establishment passed from the publishing hands of Adolph Ochs (C.F.R.) to his son-in-law Arthur Hays Sulzberger (C.F.R.) to his son-in-law Orvil E. Dryfoos (C.F.R.) to the current publisher, Arthur Ochs "Punch" Sulzberger (C.F.R.). "Punch" Sulzberger's cousin, John Oakes (C.F.R.) is editor of the editorial page and is described by Herman Dinsmore as a "foaming-at-the-mouth Leftist who has done much to destroy the



paper's objectivity." So far to the Left is John Oakes that he chose to attend the national convention of the Socialist League for Industrial Democracy in other than a reportorial capacity. He boasts that his militantly Leftist editorial policy is carefully contrived:

*We try to take a point of view that we think is beneficial to the country — broadly called Liberal and generally internationalist — and then we go ahead and argue it as vigorously as possible. I rule the expression "on the other hand" off the page.*

Another high official in the *Times* empire is Amory Bradford (C.F.R.), who had the good fortune to marry Carol Warburg Rothschild. Harding Bancroft (C.F.R.), of the Interstate Broadcasting Company and Carnegie Endowment for International Peace, serves as the *Times*' executive vice president. Bancroft, who is closely associated with C.I.A. Director Richard Helms, was responsible for the *Times*' hatchet job on former State Department security evaluator Otto Otepka.\* Mr. Otepka had in his files information about Bancroft's pro-Soviet activities which established that he had been under the influence of Alger Hiss.

Alger Hiss had many friends at the *New York Times*. Richard Nixon notes on Page 20 of *Six Crises* that it was *Times* Vice President James Reston (C.F.R.) who recommended Alger Hiss (C.F.R.) to John Foster Dulles (C.F.R.) to head the Carnegie Endowment for International Peace. Reston is regarded as the Establishment successor to Walter Lippmann as journalistic spokesman for the *Insiders*. Follow his columns closely and you will soon suspect that you are plugged into an *Insider* intercom.

\*The *Times* has voiced opposition to every federal official who ever opposed domestic Communism — from A. Mitchell Palmer in 1918 to Otto Otepka in 1969.

Yet, as large as the influence of the *New York Times* is now, it is about to be multiplied many times. Its news service, which provides editorials and "interpretive" news stories to 212 daily papers, is planning to offer a computer service in 1971. According to *Editor And Publisher* for April 5, 1969, *Times* Vice President Ivan Veit has announced that the Times Information Bank is programming a third generation I.B.M. 360/50 computer to provide background information on people and events for newspapers, broadcast networks, university researchers, and government planners. Of course, the decision as to what information goes into the computer and what goes into the "Memory Hole" is up to the unbiased judgment of the Establishmentarians who run the *New York Times*. Almost certainly this service will be used by the networks and wire services so that "All The News That's Fit To Tint" will go into virtually every home in the country.

#### The Establishment Axis

New York, of course, is one end of the Establishment axis, and New York's afternoon Leftist daily is the Establishment's *New York Post*, headed by Dorothy Schiff, granddaughter of Jacob Schiff, the Daddy Warbucks of the Russian Revolution. The *Post*, which had once been the property of the notoriously radical family of Thomas Lamont (C.F.R.), and which was later run by Jacob Schiff's son-in-law, George Backer, an executive in the Red American Labor Party, makes the *Times* look conservative by comparison. It is now edited by James Wechsler, a former official of the Young Communist League who discovered he could be more effective on the outside. Dorothy Schiff, who is related to both the Warburgs and the Rothschilds, has had five husbands. Like many people who are incapable of manning their own lives, she is sure she knows how to run those of everybody else.

The Washington end of the Establishment's New York-Washington newspaper



axis is the redoubtable *Washington Post*, often referred to in the Intelligence community as the Washington edition of *Pravda*. What the *Post* prints is important as it is the capital's only morning newspaper and is read by most members of Congress. What the *Post* does not print is also important and notorious. A long-time staffer at the Library of Congress told us that fully half of the articles cited in Congressional debate (not including appendages in the *Congressional Record Appendix*) come from either the *Washington Post* or the *New York Times*.

The *Post* is the creature of the late Eugene Meyer (C.F.R.), whose family immigrated to America in the backwash of the failure of the Communist Paris Commune of 1848. Meyer's father, Gunther, was named U.S. representative of the Rothschilds' firm of Lazard Freres. Eugene studied international banking in Hamburg, Berlin, Paris, and London and also became associated with Lazard Freres. Later he became a partner of Bernard Baruch in Alaskan mining adventures and Baruch brought Meyer to Washington in 1917 to head a division of the War Industries Board. Messers Baruch and Meyer held almost complete dictatorial control over America's wartime industry and placed billions of dollars in war production contracts with friends and associates.

President Wilson soon put Meyer in charge of the War Finance Corporation which had charge of selling War Bonds. Eugene Meyer's dealings there were shady to say the least. According to Congressman Louis McFadden, then Chairman of the House Banking Committee:

*I call your attention to House Report No. 1635, 68th Congress, 2nd Session, which reveals that at least twenty-four million dollars in bonds were duplicated. Ten billion dollars worth of bonds were surreptitiously destroyed. Our committee on Banking and Currency*

*found the records of the War Finance Corporation under Eugene Meyer Jr. extremely faulty. While the books were being brought before our committee by the people who were custodians of them and taken back to the Treasury at night, the committee discovered that alterations were being made in the permanent records.*

Meyer, who held important positions in every Administration between Wilson and Truman, was author of the Reconstruction Finance Corporation Act, and was made Chairman of the R.F.C. when the Act was passed. He was also a governor of the Federal Reserve Board and the first head of the World Bank.

Using money made from his World War I manipulations, Eugene Meyer bought the *Washington Post* in 1933, ostensibly to support F.D.R.'s New Deal, but also reportedly to squelch investigations into how Meyer and his partners in New York and Europe had helped to maneuver the United States into the war and then helped themselves to enormous profits. Eugene Meyer's first move was to fire the *Post's* editor for refusal to editorially support U.S. recognition of the Soviet Union.

Over the years the Establishment *Washington Post* has done everything possible to promote Leftist interests in all matters foreign and domestic. It has sought to smear every investigation of Communist subversion, and its talented cartoddum, Herblock, has performed the most vicious sort of hatchet job on every conservative personality to impress the Washington scene over the past three decades.

The *Post* is now in the control of the Eugene and Agnes Meyer Foundation so that the Meyer family will not have to pay the taxes which the *Washington Post* advocates for those of us who are unilluminated. After the death of Meyer control over the operation was vested in



Philip Graham (C.F.R.), Meyer's son-in-law and a former law clerk of *Insider* Felix Frankfurter. Graham ran the show until he could take it no longer and put a bullet in his brain in 1963. Control is now in the hands of his widow, Katherine Graham, Eugene's daughter. Chairman of the board of the Washington Post Company is Frederick S. Beebe (C.F.R.).

The Establishmentarian *Post* has recently become so overtly revolutionary as to resemble a high-class undergrounder. New Leftist staffers like firebrand Nicholas Von Hoffman are so radical that Mrs. Graham has let it be known that even she is worried about the revolutionary rhetoric which appears in her paper. Sophisticated Washingtonians say this is social camouflage, noting that Mrs. Graham would certainly terminate the employ of any staffer whose rhetoric so much as suggested anti-Communism.

The Washington Post Company now publishes the powerful *Paris Herald Tribune* in partnership with the *New York Times*. The *Post* also owns a wire and feature service specializing in editorials and "interpretive" news stories which it operates in cooperation with the formerly conservative *Los Angeles Times*. Sixty-eight daily papers, with a combined circulation of over 12 million, use the *Post* news service. The Post Company also owns the C.B.S. outlets in Washington, WTOP-TV and WTOP-AM and FM (an all news station). The firm's newspaper, radio, and TV outlets — plus its magazine, *Newsweek* — all reel out the same editorial line. They combine to give the *Insiders* a powerful ideological pull in the nation's capital.

### On The Other Coast

The West Coast end of the Establishment's newspaper complex is the *Los Angeles Times* — gross sales, \$396 million, the nation's third-largest news medium. Before 1960, it would have been difficult to find a more conservative newspaper in the United States, but in less than a decade the paper did a virtual

about-face. While it remains nominally Republican, its Republicanism is strictly of the Rockefeller (C.F.R.) stripe and conservatives regularly take a bludgeoning in its feature articles and on the editorial page — which more and more resembles that of its partner the *Washington Post*.

The *Times* is not the least bit shy about taking strong political stands, almost always on the "Liberal" side. Gone from its pages are such stalwarts as Morrie Ryskind, Henry J. Taylor, Robert Allen, Paul Scott, Holmes Alexander, and (the crowning blow!) Al Capp, whose savage satires of the hick ideologies of contemporary "Liberals" just aren't funny to the *Times*.

A key figure in helping to ruin the *Los Angeles Times* is reported to be E.O. Guthman, its national news editor. Guthman rose from obscurity while a reporter for a Seattle newspaper when he did a series exonerating a University of Washington professor charged with being a Communist. For his effort he won a Pulitzer Prize, a Nieman Fellowship, and a place on the staff of Senator Robert Kennedy. From there he came to roost high on the staff of the *Times*. The ex-wife of the man who provided us with this information, himself a former Communist, was a member of the same Communist Party cell as the professor whom Guthman is said to have cleared.

The *Times* began to move Left after Dorothy "Buff" Chandler successfully pushed her husband Norman out as publisher, using a series of flagrant indiscretions by Norman as the lever. Replacing Norman Chandler was their son Otis, a man of imposing physical (but limited mental) qualities. Whether Otis is a foil for his Machiavellian mother or is manipulated by the entourage of "intellectuals" for whom he flaunts admiration is an oft debated subject.\*

\*Certainly other members of the Chandler family are extremely patriotic and conservative, but they have been frozen out of all authority in the running of the newspaper.



For whatever reason, Otis Chandler indicated in a speech at the 1969 stockholders' meeting of the Times-Mirror Corporation that he sees the role of the *Times* as the "education" of its subscribers to adjust to the revolution which he says has already begun. Here is Otis Chandler's amazing statement:

*Our role as a major class circulation newspaper is a difficult one to fulfill. For this nation is in the midst of a revolution. Our job on The Times is to patiently and gently, but honestly, reveal this fact to our nearly million reading families, most of whom do not want to believe what is happening in our society. . . .*

*It seems to me that the core of our problem as a nation — and more specifically the core of our problem on The Times — is to be able to accept the fact that a revolution does exist, that it will not simply wither away, that we must determine how to adjust our institutions and modify our living styles to meet the conditions of the latter half of the 20th century.*

*And just that — recognizing the existence of the revolution — will be a traumatic experience for most of us. Traumatic for what is called the "power structure" or the "establishment," traumatic for the very solid middle class which is the real power structure in this community, traumatic for our romanticists and our idealists, even traumatic for those of us on The Times.*

*A mass newspaper — like the Los Angeles Times — must remember that the preponderance of its subscribers have a basic interest in preserving the status quo — or they think they have.*

*A mass newspaper, then, once it has begun slowly to grasp the dimensions of the problems of its society,*

*can begin slowly to document them — to fulfill one of its primary purposes, which is to educate.*

*This is what we are now doing each day with our many staff by-line exclusive articles. . . .*

*I think this is the most difficult of all our roles — to educate — because more often than not we will be attempting it against the will of our subscribers. . . . The preponderance of them will not want to believe that anything about "the system" has become obsolete. The preponderance will insist that most of the blacks and most of the young are really quite happy with the way things are, and that only the kooks and the racists are objecting, and that even these kooks and racists are doing it solely because they are only troublemakers.*

*They will not want to believe that the hearts of our cities — in which most of them do not live after 6 p.m. — have become unliveable and ungovernable.*

*They will want us to stop talking about it — stop breeding discontent — stop inciting riots — stop publicizing troublemakers. I hear it every day.*

*They will accuse us of destroying respect for the Flag, respect for our elected officials, respect for private enterprise, respect for self-respect itself.*

*They will find it very hard indeed to believe that we are not determined to destroy a society and a nation that they love. . . .*

*They will, indeed, Mr. Chandler!*

Since the *Times*, Los Angeles' sole morning newspaper, has joined the Establishment's created revolution, it has won the plaudits of the "Liberal" elite and is now declared to be one of the Top Ten newspapers in America. As John Merrill writes in *The Elite Press*:



... If there is a paper on the West Coast which comes closest to being like the New York Times, it is the Times of Los Angeles. It is the West Coast's biggest and wealthiest daily;... It consumes more newsprint than any other American daily, and accounts for at least 20 per cent of all newsprint used in the eleven Western states....

The Times is extremely aggressive in acquiring other media properties. It now controls New American Library, a large Leftist paperback publishing company which produces Penguin, Mentor, and Signet books. The Times also recently purchased the Dallas Times Herald for a staggering \$91.4 million. It then turned around and bought fifty-one percent of the Long Island Newsday, which has the largest circulation of any suburban newspaper in America, for \$33 million. And, oh yes, the Times-Mirror Corporation's chief executive officer is now former U.C.L.A. Chancellor Franklin Murphy (C.F.R.).

Another very important newspaper group in California is the strategic McClatchy chain, which owns the Sacramento Bee in the state's capital, as well as other newspapers and eight radio and TV stations. In his will founder Charles K. McClatchy required his heirs and assigns to fight for socialism. The will states:

*One fundamental issue will never change and that is the vital issue of government ownership. I want the McClatchy newspapers to battle for that principle at any and all times no matter against what odds.*

The McClatchy clan has lived up to the will both in letter and spirit.

#### In Middle America

Voice of the Establishment-financed revolution in middle America is the extremely wealthy Field family, owner of the Chicago Sun-Times and Daily News,

WFLD-TV, The Publishers-Hall Syndicate, and World Book Encyclopedia. Revolutionary activity in the Field Family began with Marshall Field III, who inherited a fabulous fortune which made him one of the world's richest men. When young Field, a Catholic educated in England, became severely disturbed after two unsuccessful marriages, he put himself in the care of psychiatrist Gregory Zilboorg. The Saturday Evening Post of December 6, 1941, noted:

*What the New Deal failed to accomplish in altering Field's outlook psychoanalysis did. In 1935, after being divorced by his second wife, Field spent a year in baring his psyche to an eminent psychoanalyst. It was after emerging from the medical confessional that this instinct for public service... began to lope, then to charge. The main course of the charge... happened to agree with the political orientation of Field's psychoanalyst, who mixes pure science with an intellectual sponsorship of liberal causes....*

The Saturday Evening Post continues:

*Dr. Zilboorg, whose clientele includes many rich Manhattanites, once identified himself as an "intellectual revolutionist." Before becoming a soul doctor he was a busy politico in Russia, where he was born....*

In 1941, encouraged by F.D.R. and his "intellectual revolutionist," Field bought the Chicago Daily News, already in the control of the Kuhn, Loeb Company, in order to develop a more powerful Leftist voice to offset the booming conservatism of Colonel Robert H. McCormick and his Chicago Tribune. Later he created the Chicago Sun-Times, a grisly Leftist tabloid. Field became active in such subversive causes as the Titoist American Committee



for Yugoslav Relief, the American Society for Russian Relief, the Chicago Civil Liberties Committee, and the Chicago Council of American-Soviet Friendship.

During World War II, after inheriting another 97 million tax-free dollars, Field started the pro-Soviet New York newspaper *PM*. As the House Committee on Un-American Activities reported: "Our investigation has shown that a steady barrage against Congress comes from Marshall Field's *PM*. (Sometimes described as the uptown edition of the *Daily Worker* . . .)" (*House Report No. 2277*, Page 3, June 25, 1942.) Field lost more than \$4 million on the effort. He could afford it.

The Field Foundation, endowed by Marshall Field, was found by the Cox Committee, a House Committee to Investigate Foundations, to have been heavily infiltrated by the Communists. The Field Foundation, at one time headed by Adlai Stevenson, has funded such officially cited Communist Fronts as The Open Road; the People's Institute of Applied Religion, Inc.; the Southern Conference for Human Welfare; the Institute of Pacific Relations; the Highlander Folk School; and, the American Committee in Aid of Chinese Industrial Cooperatives. And, of course, the Field Foundation was a major financial backer of the late Martin Luther King's Southern Christian Leadership Conference and poured \$250,000 into backing the Communist project known as "Resurrection City."

The latest Left Field is Marshall Field V, at twenty-nine the youngest major newspaper publisher in the United States. The *Daily News* publisher was educated at Harvard and worked for the embarrassingly Leftist *Boston Globe*, the defunct *New York Herald Tribune*, and Random House. Young Field makes no bones about his commitment to the revolution. As he puts it, "... the Field Newspapers will continue to support the dissent and protest that historically have produced social change." Master Field

indicated to *Newsweek* that he has no regard for those historic forces which have produced Western Civilization:

*I guess I'm part of the new generation. I don't feel I owe anything to the past. The toughest thing at my age is to see a problem and want to change it and then run into people, politics, heartache and agony. The faster I can go, the better I will like it . . .*

The mod-dressed, sideburned Field is especially proud that his newspapers are aimed at countering the conservative *Tribune*. He says: "The audience in Chicago gets quite a choice of representation in the news if they want two sides to a story. All they have to do is buy a *Tribune* and a *Sun-Times* the same day on the same story."\*

The *Daily News* is the fifth-largest evening paper in the country and the *Sun-Times* is the fifth-largest morning paper, but the Field group, represented in the C.F.R. by William Osgood Field Jr. and Leland Stone, has a voice which carries far beyond the Chicago area through its news service, which is subscribed to by seventy-two newspapers having a combined circulation of 12.5 million.

Two years ago young Field bought out the Hall Syndicate and turned it into the Publishers-Hall Syndicate, which pushes a battery of Establishment columnists including Joseph Kraft (C.F.R.), Carl Rowan, David Lawrence (C.F.R.), Roscoe Drummond (C.F.R.), and Evans and Novak. Included for syndication are Leftist political cartoonists Herblock, Mauldin, Feiffer, and Fischetti.

And, with the purchase of the Hall

\*The *Chicago Tribune* has moved a long way into the middle of the road since the passing of Colonel McCormick. The *Trib's* Sunday Book Review section now comes from the *Washington Post*, a fact which must cause the Colonel to spend Sundays spinning in his grave.



Syndicate, Field inherited Paul Scott, possibly the foremost conservative columnist in the nation. Scott was quickly told by Publishers Hall that he would not be allowed to criticize Communist activity in the nation for six months, and that he must no longer make any references to Martin Luther King's connections with the Communists. When Mr. Scott discovered that important facts were being edited out of his columns before they were sent by Publishers-Hall to the newspapers who had contracted for them, he told the Field crew to find themselves a hack Leftist to fill the spot and began to distribute his own column.

The owner of the largest group of major newspapers in the country is the mysterious Samuel Newhouse, who runs twenty-two important daily papers, three radio stations, and six television stations — having an estimated worth of \$300 million.\* Not surprisingly, our Wall Street sources tell us that Kuhn, Loeb and Stern-Rosenwald (the Sears, Roebuck fortune) arranged many of the loans with which Newhouse obtained control of the papers which form his chain. He is a "Liberal" Democrat and outspoken admirer of Nelson Rockefeller, but the claim is made that he runs his newspapers strictly for money and avoids ideological commitment. Yet when Newhouse — who counts among his properties newspapers in Portland, St. Louis, Denver, Cleveland, and Birmingham — purchased the *New Orleans Times-Picayune* and the *New Orleans States-Item*, he crowed, "I just bought New Orleans." (*Time*, July 27, 1962.) He paid more for them than did President Jefferson for the entire Louisiana Purchase.

There can be little doubt that Samuel

\*Naturally enough, Establishmentarian Newhouse keeps much of his wealth carefully protected within a tax-exempt foundation. He has 18 million readers, many of them in cities without competition. As Newhouse brags: "I've got more circulation around New York — 765,000 — than the *New York Times*."

Newhouse, an immigrant from Russia, knows that as an outsider in those areas where he owns newspapers he is mistrusted and must move slowly. In some conservative areas, and in special situations like St. Louis where his *Globe Democrat* couldn't possibly take a stance to the Left of the Pulitzer family's *Post Dispatch*, Newhouse keeps his finger out of the editorial pie. Yet, by coincidence, anti-Communist columnist Paul Scott was recently dropped by ten Newhouse papers. Hardly a coincidence.

While Newhouse is the largest owner of major dailies, the equally mysterious Lord Thomson of Fleet (Roy Thomson of Toronto) has added to his international publishing empire some fifty-six American papers in small and medium-sized towns. Thomson is also owner of the *London Times*, traditional voice of the British Establishment — where the Royal Institute for International Affairs is controlled by the same people who control our C.F.R. Thomson is a member of the elitist Pilgrim Society, which seeks to merge the United States into the British Commonwealth as a base for World Government. The major international banking firms on both sides of the Atlantic are well represented in the Pilgrim Society, and recently made it easy for Thomson to lay out \$72 million for a dozen Busch-Moore newspapers in America. This was accomplished with the recent purchase of the *Philadelphia Inquirer* and *Daily News*, from U.S. Ambassador to the Court of St. James's Walter Annenberg (owner of *TV Guide*). The Knight chain is now one of the top three chains in the country in circulation. Cost of the latest acquisitions: \$55 million. John Knight (Detroit C.F.R.) controls such increasingly Left-leaning dailies as the *Detroit Free Press*, the *Miami Herald*, the *Akron Beacon Journal*, and a dozen others. The Establishment *Insiders* lean Left, Lefter, Leftist.

#### Devices For Control

Though newspapers are increasingly supplementing A.P. and U.P.I. with the



wire and feature services of the more blatantly Leftist *New York Times*, *Washington Post*, *Los Angeles Times*, and *Chicago Daily News*, the Associated Press and United Press International are used by practically all newspaper, radio, and TV stations as basic sources of news. The wire services are in the main Establishment vehicles. One notes that Arthur Hays Sulzberger was one of the organizers of the Associated Press in the South and was a director of A.P. from 1901 until 1952. Former Timesman Dinsmore maintains, "The Associated Press and the United Press follow the *New York Times* closely, and I mean that these news gathering agencies follow it deliberately."

Associated Press is a co-operative, and the reliability and slant of the news it puts on the wires is largely dependent on the local bureau chief. The United Press International is owned by the Scripps-Howard organization, a chain of eighteen newspapers. Scripps-Howard decides on editorial policy based on a vote of all of its editors and pursues what is today a moderately "Liberal" approach.

Next to outright ownership the most effective Establishment control over what appears in our newspapers lies in the power to make or break a paper through control of advertising. The average newspaper depends on advertising for from two-thirds to three-fourths of its revenues. Ike McNally, for four decades a reporter with the *New York Daily News*, comments in *Counterattack*:

*The most persistent influence upon the editorial policies of metropolitan newspapers today is the large advertiser. In many instances these advertisers are department stores. Some of these make open and contemptuous demands upon the front offices of newspapers to support the left wing. Others relay "suggestions"....*

*... Newspapers have surrendered unconditionally to left wing*

*front office pressures, real and imaginary....*

*... They realize that if they write a story which might draw unfavorable reaction from, for instance, a department store, the city editor is apt to throw their copy back at them.... It is inevitable that with front offices swinging over, individual newsmen have more elastic principles.*

Here's how it works. Every one of the major department store chains — R.H. Macy & Company, Federated Department Stores, Gimbel Brothers, Sears, Roebuck & Company, J.C. Penney Company, The May Department Stores Company, Interstate Department Stores, and Allied Stores Corporation — has on its board of directors at least one officer who is a member of the Council on Foreign Relations and/or a partner in Kuhn, Loeb; Lazard Freres; Lehman Brothers; Dillon, Read & Company; or Goldman Sachs. These chains own most of the major department stores in America's great cities, although you might not recognize them by name as the names of store founders are usually retained when they are sold out to a chain.

Establishment adventurers will, of course, permit a paper to take a moderately conservative stand, but it is taboo to discuss the Establishment and its links with the International Communist Conspiracy. This is largely the reason why the information you read in *AMERICAN OPINION*, which is readily available to all reporters, is not found in your local daily.

The fact of the matter is, in short, that the Establishment *Insiders* have virtually sewn up control of America's newspapers. They have control of our major television networks and newsmagazines too, but that is an area of The Media which we shall save for discussion in next month's issue of *AMERICAN OPINION*. The details are as bizarre as they are fascinating. ■ ■