

TELESICK

Television And The Mass Slicks

Gary Allen, a graduate of Stanford University and one of the nation's top authorities on civil turmoil and the New Left, is author of *Communist Revolution In The Streets* — a highly praised and definitive volume on revolutionary tactics and strategies, published by Western Islands. Mr. Allen, a former instructor of both history and English, is active in anti-Communist and other humanitarian causes. Now a film writer, author, and journalist, he is a Contributing Editor to AMERICAN OPINION. Gary Allen is also nationally celebrated as a lecturer.

■ "COMMUNICATION is power," proclaimed Chairman Fulbright. He was talking about television, upon which the great masses of Americans rely so heavily for their hard news. This, despite the fact that such news is both distorted and limited. As Dean Burch, Chairman of the Federal Communications Commission, declared on July 20, 1970: "The entire contents of a typical TV evening news show would take only three columns in a newspaper."

Even so, television in America has become almost as influential as the schools and churches in creating public opinion. There are in the United States an estimated 57.5 million homes with television, and somewhere between 40 and 50 million Americans watch television network news each night.

The ideological slant of television "news and commentary" has recently produced much indignant comment. But months before Spiro Agnew became a household word by shouting at the thunder of television's surf, a number of

media newsmen had already complained to *TV Guide's* Edith Efron about the Leftist bent of their comrades. As Fred Freed of N.B.C. News put it:

This generation of newsmen is a product of the New Deal. These beliefs that were sacred to the New Deal are the beliefs that news has grown on. This is true of the networks, of Newsweek, of the New York Times, of all media. Men of like mind are in the news. It's provincial. The blue-and-white collar people who are in revolt now do have cause for complaint against us. We've ignored their point of view. It's bad to pretend they don't exist. We did this because we tend to be upper-middle-class liberals . . .

Bill Leonard of C.B.S. says that television newsmen are not only "Liberals," but they are bad reporters. Speaking of his TV news colleagues, Leonard notes:

Most reporting is lousy. It's lousy because people are lazy, because people don't think ahead, because they approach things in rote ways. We have these kinds of reporters here, unfortunately. The worst problem of all is the reporter who doesn't ask the next question — the cheap, lousy reporter who'll quote an attack but doesn't go to the other side because the answer might kill his story . . .

The severest criticism of television's Leftist bias came from one of the least-

expected sources, A.B.C. anchorman Howard K. Smith. Mr. Smith, who describes himself as "left of center" and a "semi-socialist," is well remembered as the commentator who brought Soviet spy Alger Hiss onto nationwide TV to discuss "The Political Death Of Richard Nixon." Just what motivated Smith to become the Joe Valachi of the television industry, we do not pretend to know. The inference in his confession, published in *TV Guide* * for February 28, 1970, is that while he is himself a "Liberal," he is not like some of his colleagues an *anti-American*. Interviewer Edith Efron writes of Smith:

He is generally in disagreement with political Conservatives on virtually everything. And, for that matter, he finds it psychologically easier to defend TV news departments than to criticize them. But on this issue of anti-American, pro-New-Left bias in the network news departments, his observations are identical to those coming from the right.

"Many of my colleagues," Smith says, "have the depth of a saucer. They cling to the tag 'Liberal' that grew popular in the time of Franklin Roosevelt, even though they've forgotten its content. They've really forgotten it. They don't know what 'liberal' and 'conservative' mean any more! They've forgotten it because the liberal cause has triumphed. Once it was hard to be a liberal. Today it's 'in.' The ex-underdogs, the ex-outcasts, the ex-rebels are satisfied bourgeois today, who pay \$150 a plate at Americans for Democratic Action dinners. They don't know what they stand for any more, and they're hunting for a new voice to give them new bearings."

The search for a "new voice," he says, has catapulted such men into the arms of the New Left. "They

want to cling to the label 'liberal,' and they cling to those who seem strong — namely, the New Left. The New Left shouts tirades, rather than offering reasoned arguments. People bow down to them, so they have come to seem strong, to seem sure of themselves. As a result, there's a gravitation to them by the liberals who are not sure of themselves. This has given the New Left grave power over the old Left." It is this New Left "power" over many of the Nation's liberal reporters, he says, that underlies an anti-American and pro-radical bias in network coverage

The remarkable Mr. Smith went so far as to confirm that the term "effete snobs," applied to television newsmen by the Vice President, fits media reporters like a pink glove. The self-proclaimed sophisticates of network news are, he said, seriously self-deluded about the intentions of the Communists. Howard Smith explains:

Some [newsmen and commentators] have gone overboard in a wish to believe that our opponent has exclusively peaceful aims, and that there is no need for armaments and national security. The danger of Russian aggression is unreal to many of them, although some have begun to rethink since the invasion

*The enormously profitable *TV Guide* is owned by Walter Annenberg, Richard Nixon's Ambassador to the Court of St. James's. Annenberg, who until recently was owner of the *Philadelphia Inquirer*, also inherited ownership of *The Daily Racing Form* from his father Moe, a quasi-hood who spent many years in prison as a result of conviction on tax evasion. Walter Annenberg is a recent addition to the board of directors of the Times-Mirror Company (*Los Angeles Times*, *Newsday*, etc.) along with Keith Funston (C.F.R.), former president of the New York Stock Exchange and a member of the conspiratorial Pilgrim Society.

of Czechoslovakia. But there is a kind of basic bias in the left-wing soul that gives the Russians the benefit of the doubt.

The Leftist bigotry of the networks is not unappreciated by the Communists. In his incredible book, *Do It!*, published by the Establishment firm of Simon and Schuster, self-proclaimed Communist Jerry Rubin writes that "every revolution needs a color TV." He cites Walter Cronkite of C.B.S. News as "the S.D.S.'s best organizer," and goes on to cheer about the way Cronkite "brings out the map of the U.S. with circles around the campuses that blew up today." Rubin calls these the "battle reports." He notes that "the first 'student demonstration' flashed across the TV tubes of the nation as a myth in 1964. That year the first generation being raised from birth on TV was 9, 10, and 11 years old. 'First chance I get,' they thought, 'I wanna do that too.' The first chance they got was when they got to junior high and high school five years later — 1969! And that was the year America's junior high and high schools exploded! . . . TV is raising generations of kids who want to grow up and become demonstrators."

Jerry Rubin calls television news "a commercial for the revolution." And, he knows what he is talking about.

Alan Dale is a well-known singer and television entertainer who has recently become a newspaper columnist and television critic in New York. He noted in a recent column that the TV networks are a propaganda machine "engaged in psychological warfare against the American people." Alan Dale says the networks "are waging the greatest advertising campaign in history — selling the propaganda of the Left to our children." Mr. Dale lays it on the line:

You believe that communism cannot co-exist with free nations. The philosophy and doctrine that is

communism tells you that; the communist conquests and enslavement of the peoples of 28 nations tell you that; the communist leaders tell you that. But the voices of TV say there is nothing to fear from communism. Your children buy it!

You believe that Revolution must be resisted by loyalists, and that treason is punishable by death. But the voices of TV say treason is an American tradition called "dis-sent" and America was founded on Revolution. The voices of TV compare Americans with the British of 1776. You think that's insane, but your children buy it!

You believe that only criminals "shoot it out" with the police. But the voices of TV say that certain groups are justified to shoot it out with the police. These groups wear uniforms and have their own "minister of defense" within our own nation. You believe only a sucker would fall for that trick twice in 30 years. But the voices of TV say that the police should be investigated for participating in such a shoot out. Your children buy it!

You know drugs have been around since you can remember, so you believe that it is the climate of permissiveness and indoctrination that is now turning on a generation, including your own children. But the voices of TV say that if YOU can drink, the kids can turn on. Your children buy it!

You believe that in a nuclear age we need defense against nuclear attack — that such defense has probably prevented World War III. The voices of TV say America should forget about missiles and defense. Your children buy it!

You believe that socialism and a "one-world order" mean the end of individuality and freedom. You be-

lieve that a "one-world order" under socialism is the consummate dream of the communists. Your dictionary tells you that is correct. But the voices of TV say socialism and a "one-world order" will be the salvation of mankind. Your children buy it!

If there is a fault in Alan Dale's analysis, it is that he underrates the vulnerability of adult viewers. Many of them also buy the propaganda line. Most would not recognize a Communist plot if you showed them the grave of Karl Marx. The media sell Marxists to the public as innocent and idealistic reformers, even as they depict Conservative anti-Communists as diabolical conspirators.

The Vietnam War, for example, would have been forced to a successful conclusion five years ago had the networks presented their audience of over 40 million Americans with the truth about the situation. Instead, they have propagandized for the Vietnicks, Marxists, and Communists.* One remembers that during World War II the media devoted themselves to creating heroes out of every military figure from G.I. Joe to our generals and admirals. But they would have us believe there *are* no heroes in Vietnam. Every mistake, every possible situation in which our military or our allies can be made to look low, incompetent, or corrupt is magnified a hundred-fold. Howard K. Smith cites one example of the thousands available:

*Readers may wish to write C.B.S. News suggesting production of a documentary on Aid and Trade With the Communist Enemy, discussing how America finances and equips the Vietcong and North Vietnamese through loans, gifts, and transfusions of technology to Russia and her satellites — the very arsenal of an enemy killing our sons in the field. Perhaps N.B.C. would be interested in putting together one of its famous White Papers on the Treason Road we are building to link Russia with Southeast Asia, or the Rockefeller-Eaton combine to build factories behind the Iron Curtain.

The networks have never given a complete picture of the war. For example: that terrible siege of Khe Sanh went on for five weeks before newsmen revealed that the South Vietnamese were fighting at our sides, and that they had higher casualties. And the Vietcong's casualties were 100 times ours. But we never told that. We just showed pictures day after day of Americans getting the hell kicked out of them. That was enough to break America apart: That's also what it did.

And what applies to Vietnam applies to every other serious problem faced by our nation. It is no wonder that Vice President Agnew's attack on the media was received with enthusiasm by so many Americans. He dared to tell the truth — that the country is being psychologically sabotaged from within. What seems to have caused the most frenzy among the media, however, is the fact that the Vice President indicated the slanting of the news is *conspiratorial* in nature. He spoke of a "tiny, enclosed fraternity of privileged men" in New York and Washington, whose power is absolute. As Mr. Agnew observed:

They decide what 40 to 50 million Americans will learn of the day's events in the nation and the world.

We cannot measure this power and influence by traditional democratic standards for these men can create national issues overnight. They can make or break — by their coverage and commentary — a moratorium on the war. They can elevate men from local obscurity to national prominence within a week. They can reward some politicians with national exposure and ignore others. For millions of Americans, the network reporter who covers a continuing issue, like A.B.M. or

civil rights, becomes in effect the presiding judge in a national trial by jury.

The Vice President then wondered aloud "whether a form of censorship already exists when the news that 40 million Americans receive each night . . . is filtered through a handful of commentators who admit to their own set of biases." It was a rhetorical question so obvious that many wondered why they had never heard it asked before. Theodore H. White, himself a member of the Establishment's Council on Foreign Relations, comments:

. . . the increasing concentration of the cultural pattern of the U.S. is in fewer hands. You can take a compass with a one-mile radius and put it down at the corner of Fifth Avenue and 51st Street in Manhattan and you have control of 95% of the entire opinion-and-influence-making in the U.S.

All of which raises the question of who owns and controls the opinion makers — selecting the membership of that little fraternity of "electronic journalists" which controls what 40 million Americans will or will not know about the day's news? It is a question worthy of investigation.

Control Of C.B.S.

At the apex of the networks stands the Columbia Broadcasting System. The gargantuan C.B.S. network consists of wholly owned television outlets in New York, Los Angeles, Chicago, Philadelphia, and St. Louis *plus* over two hundred affiliate stations scattered throughout the continental United States. The network also owns radio outlets in a number of key cities and has 255 affiliated radio stations.

Chairman of the Board and key man at C.B.S. is William S. Paley. Mr. Paley is the son of Samuel and Gold Palinsky, who immigrated to America from Russia

before the turn of the century. Sam Paley became a wealthy cigar manufacturer. As he did not want his son in the cigar business he arranged purchase of fifty percent of C.B.S. from Paramount for \$5 million. The year was 1928, and William Paley was twenty-one years old. The system had only twenty radio stations when young Paley took control. He was interested in social causes and saw great potential in radio for furthering them.

Another group interested in "social causes," the international banking firm of Lehman Brothers, a satellite of the worldwide Rothschild investment network, also became a major investor in C.B.S. Paley and his brother-in-law, Dr. Leon Levy, are however the largest C.B.S. stockholders.

During World War II, William Paley was able to develop his propaganda theories as Deputy Chief of the Psychological Warfare Division on the Headquarters Staff of General Dwight D. Eisenhower. After V-E Day he was Deputy Chief of Information Control in Germany. So far is he to the Left that he received the order of *Polonia Restituta* from Communist Poland.

Paley is an important member of what is called the American Establishment. A devout internationalist, he is on the Advisory Council of the U.S. Committee for U.N. Day. He serves on the radical Ford Foundation's Fund for Resources for the Future. Mr. Paley is also listed in the Hearings of the Senate Internal Security Subcommittee on the Institute of Pacific Relations as "one of those to be invited to appropriate small dinners" held by the I.P.R.'s Edward C. Carter to arrange a pro-Maoist policy for America. The I.P.R. was a subsidiary of the Council on Foreign Relations, of which Paley is a member, and was primarily responsible for delivering China to the Communists. The Senate Internal Security Subcommittee has noted of it:

The Institute of Pacific Relations (IPR) has been considered by

the American Communist Party and by Soviet officials as an instrument of Communist policy, propaganda, and military intelligence.

The IPR disseminated and sought to popularize false information originating from Soviet and Communist sources.

Members of the small core of officials and staff members who controlled IPR were either Communists or pro-Communist.

The IPR was a vehicle used by the Communists to orientate American far eastern policies toward Communist objectives.

Not surprisingly, the C.B.S. Foundation has been a major financial donor to the C.F.R. monolith through which the I.P.R. was spawned. Mr. Paley is reputed to be very generous to radical causes. Despite the fact that his parents came from Russia, Paley is a member of The Pilgrim Society, sometimes called the world's most secret organization, which has as its goal the reuniting of England and America.

Current Biography says of William S. Paley that "CBS policy continues to reflect his own personality, principles and taste." From his involvement with the C.F.R., the Pilgrims, the Ford Foundation, and the U.N. Day Committee, one must assume that the views of the corps of Leftist reporters at C.B.S. are indeed an extension of those of its Chairman of the Board. And those radical views reach into the homes of tens of millions of Americans every night.

The president of C.B.S. is Dr. Frank Stanton, whose Ph.D. in psychology is from Ohio State. He became president of the network at thirty-eight when William Paley moved upstairs. Under the Paley-Stanton team, C.B.S. has become the largest advertising and communication medium in the world.

Stanton is, like Paley, a "limousine Leftist." He is a long-time member of the

C.F.R. and has been chairman of the Rand Corporation, a highly secretive think-tank whose Orwellian radicalism has periodically produced international scandals. He also serves as a trustee of the Carnegie Institution and is a trustee and on the executive committee of the Rockefeller Foundation, as well as a director of the William S. Paley Foundation (where Paley hides some of the enormous profits he makes from preaching socialism). Dr. Stanton is also a director of Pan American Airways, headed by the notorious Leftist, Najeeb Halaby; is a trustee and former chairman of the radical Center for Advanced Study in the Behavioral Sciences; and, has served as chairman of the United States Advisory Committee on Information.

According to Zygmund Dobbs, perhaps the world's foremost expert on the Fabian Socialist movement, "Frank Stanton has been a Fabian socialist all of his adult life." He has, for example, been active with the Tamiment Institute (formerly the Rand School of Social Science) in New York City. The Rand School has for decades been notorious as a training ground for Marxist revolutionaries of every stripe.

Columnist Sarah McClendon has noted that Frank Stanton is a close friend of Lyndon Johnson. In 1964, while Senator Barry Goldwater was seeking the Presidency, Stanton addressed the National Broadcast Editorial Conference, declaring that TV networks ought to take sides in political controversies. He demanded they commence a continuing editorial crusade to implement the Civil Rights Act of 1964, and suggested that C.B.S. might formally endorse particular Congressional and Gubernatorial candidates.

The power and influence of C.B.S. ranges far beyond its television and radio networks. From its original base in broadcasting, it has expanded into theatrical motion pictures and film syndication, direct marketing services, the manufacture of guitars and drums, publishing;

educational services, materials, and systems; research and development for industry, the military, and space technology; and, it even owns the New York Yankees.

The Columbia Broadcasting System is, in fact, the world's leading producer of phonograph records through its Columbia and Epic labels. Employing extensive full-page advertisements in "underground" newspapers around the country, the C.B.S. recording firms keep many of these revolutionary sheets afloat. Holt, Rinehart and Winston, a wholly-owned C.B.S. subsidiary, is one of the nation's largest producers of textbooks and a major publisher of contemporary "literature." C.B.S. is also the world's largest exporter of films produced especially for television. It has broadcast or record producing facilities in Sweden, Australia, Switzerland, Holland, Germany, Israel, Belgium, Costa Rica, Mexico, Brazil, Canada, England, Austria, France, Italy, Japan, Argentina, and Colombia. Paley's firm owns thirteen subsidiary corpora-

tions within the United States and sixty-six corporations abroad.

While C.B.S. was originally backed by the international banking firm of Lehman Brothers, it now seems to have a lot of Harriman money behind it. W. Averell Harriman (C.F.R.) received numerous concessions from the Soviets during the Twenties to develop the mineral resources of Communist Russia.* His father had worked closely with Jacob Schiff of Kuhn, Loeb & Company, one of the chief financiers of the Russian Revolution of 1917. Among the directors of C.B.S. is Robert Lovett of the Harriman Bank, and several others are closely allied with the Rockefellers.†

Control of N.B.C.

The Avis of network television is the National Broadcasting Company, a subsidiary of the Radio Corporation of America. (Another subsidiary, coincidentally, is Hertz Auto Rentals.) In the N.B.C. constellation are 207 television stations and 219 radio outlets.

Until his recent retirement the head man at Radio Corporation (and therefore at N.B.C.) has been Brigadier General David Sarnoff.‡ Mr. Sarnoff is generally credited with founding R.C.A. As Arthur Howden Smith notes in *Men Who Run America*, it was not that simple:

R.C.A., it should be stated, however, was not Sarnoff's brainchild. It came about because the Navy Department wanted American wireless American-owned - American Marconi was an affiliate of British Marconi. Franklin D. Roosevelt, Assistant Secretary of the Navy, took up the matter with Owen D. Young, of General Electric, and in October, 1919, General Electric bought over complete control of American Marconi and reorganized it as Radio Corporation of America. A.T.&T. bought into it in July, 1920, swapping radio patents for devices helpful

*See Antony Sutton's *Western Technology And Soviet Economic Development 1917 to 1930*. Hoover Institute, Stanford, 1968.

†In the issue of *Realty - The Real Estate Newspaper Of New York* for September 18, 1951, columnist Elias Cohen tells of his personal experiences in dealing with Schiff and Kuhn, Loeb & Company when they were in the process of maneuvering to establish the Federal Reserve System. Cohen drops this information about the relationship between Schiff and John D. Rockefeller:

"At that time, Mr. Schiff, the senior member of Kuhn, Loeb & Company, still held, together with one (James) Stillman, the power of attorney over the fortune of Mr. John D. Rockefeller, Sr.; he had been pronounced so ill that he could not, at that time, attend to any business at all and it had been necessary to turn over the direction of his affairs to these two men." Rockefeller had worked closely with the financiers of the Communist takeover of Russia since his early days in the oil business when Kuhn, Loeb & Company granted him a secret rebate on oil shipped over their Pennsylvania Railroad.

‡Sarnoff is not a military man; F.D.R. made him an instant general during World War II.

in telephony Then, in November, Westinghouse electrified the country by broadcasting from an experimental station in Pittsburgh the Harding-Cox election returns. The United States became radio-minded in a week. And Westinghouse joined R.C.A. in return for a sizable block of Radio stock.

Obviously, R.C.A. was no more than a selling agency to work up a market for the instruments the two manufacturing companies were commencing to turn out. It controlled practically every patent of value required to build such instruments

General J.C. Harbord had been elected president on the company's organization. He was the front for the corporation. But David Sarnoff, practical radio man, general manager, was the "works." It was he who made the wheels go round — and in 1920 he was twenty-nine years old. He . . . shoved broadcasting as hard as he could. National Broadcasting Company was the result. In 1926, he persuaded Radio to buy station WEAf from A.T. & T. for one million dollars, and broadcasting as we know it today had its birth.

Navy Intelligence was more than slightly naïve if it thought that in getting American Marconi away from the Rothschild-owned British Marconi it was freeing American broadcasting from control by the Rothschild clique and the international financiers. Since its inception, "His Master's Voice" at R.C.A.-N.B.C. came from the Rothschilds' new world affiliates — Kuhn, Loeb & Company, Lehman Brothers, and Lazard Freres. Sarnoff, like his counterpart William Paley at C.B.S., was a bright young man backed by the banking *Insiders*.

In 1969, André Meyer of Lazard Freres, who had been a member of the

board of directors of R.C.A. since 1947, retired. André, who was married to Bella Lehman, was replaced by Donald A. Petrie of Lazard Freres. One goes off, another comes on. The "Big Boys" are not about to relinquish control of so powerful a conglomerate as R.C.A. At the same time, Stephen M. DuBrul of Lehman Brothers joined the board of directors. Lewis L. Strauss, a partner at Kuhn, Loeb & Company, has been a board member for many years. He was also a trustee of the subversive Institute of Pacific Relations. The Chairman and chief executive officer at N.B.C. is Walter Scott, a partner in Lehman Brothers.

As radio mushroomed, the ambitious Sarnoff and his backers began looking at related fields to conquer. Arthur Howden Smith tells us how N.B.C. got into the movie business:

. . . Radio's laboratories had developed a device they called Photophone, and in seeking an opening for it Sarnoff came upon the twin companies of Keith-Albee-Orpheum, operator of a chain of two hundred theaters, and Film Booking Office Production, makers of motion-pictures. Both were in difficulties because they hadn't got in on the new sound equipment, and Sarnoff succeeded in obtaining a substantial interest for R.C.A. without spending a dollar or a share of stock. The theater chain became Radio-Keith-Orpheum (R.K.O.), the producing company R.K.O. Productions, later simplified to Radio Pictures.

R.C.A. subsequently sold R.K.O. to the Atlas Corporation and Lehman Brothers.

Much of what we can learn about Sarnoff comes from his biography by Eugene Lyons, the former editor of *Soviet Russia Pictorial* and a director of the Soviets' TASS news agency who

had a fight with Stalin and was until recently a senior editor at *Reader's Digest*. One suspects, however, that there may be considerable eyewash involved as Lyons is Sarnoff's cousin (a matter the biography neglects to mention). Eugene Lyons was born in Uzlian, Minsk, Russia to one Minnie Privin. Sarnoff was born in Uzlian, Minsk, Russia, the son of Lena Privin. Mr. Lyons writes of his cousin's political and ideological proclivities that "Sarnoff is not a man of intense political feeling or overmastering convictions outside his business-scientific preserves."

Yet, we are asked to believe that David Sarnoff was at one time a fierce opponent of Communism. In 1955, he prepared a detailed memorandum boldly entitled *Program For A Political Offensive Against World Communism*. "On May 9, 1955," writes Lyons, "James Hagerty, the press secretary, released it to White House correspondents, with the implication at least of presidential blessings." You may judge how far to the Right this plan was by the fact that it was read into the *Congressional Record* with laudatory remarks by Senator Lyndon Baines Johnson. Mr. Johnson later traveled to New York to address a dinner at the Waldorf Astoria in Sarnoff's honor. There L.B.J. praised the Sarnoff memorandum and called for "the greatest political offensive in history . . . to win the cold war." The scheme was as phony as a rubber cane.

Although the Sarnoff thesis advocated an end to cream-puff appeasement of the Russians, it presented the "Liberal" line that the only threat is external and that Communism can best be thwarted by a massive redistribution of wealth in the non-Communist world and the creation of a socialist World Government to oppose the Soviet bloc. As usual, Americans were presented with false alternatives: One side (Atlantic Unionists and related groups) was proposing a socialist World Government to stop the spread of Communism, while the other (United World Federalists and similar organizations) ad-

vocated World Government with the Communists. Upon the election of John F. Kennedy, Establishment Group II came into the ascendancy and Sarnoff dropped his scheme. Cousin Lyons writes:

Around 1961 David Sarnoff ceased to talk publicly about Communism. Tacitly he acknowledged that the "hard" line of the cold war, of which he had been so determined an exponent, no longer had much chance — that his crusade had failed . . .

For a man without "intense political feeling," David Sarnoff has strayed into some very intense political associations. For many years he has been a member of the Establishment *Insiders'* Council on Foreign Relations — about as intensely political a group as you could hope to assemble. (R.C.A. has been a major financial contributor to the C.F.R.) Also, at the urging of President Kennedy, Sarnoff in 1961 became vice chairman of the Citizens Committee for International Development. "Its objective," writes Lyons, "was to help generate public support for the Foreign Aid Program. An equivalent organization, in which Sarnoff served as a member of the board of directors, was constituted by President Johnson in February, 1965."

The public is supposed to believe that the lobbying for foreign aid is a product of the efforts of average citizens who see the need to help America's neighbors. Far from it! The *Insiders* of international banking profited enormously from America's foreign aid program — which has cost us over \$182 billion since 1946. Both J.F.K. and L.B.J. knew that Sarnoff has been a lifelong front man for the international banking fraternity, and accordingly selected him for the International Development posts.

In September 1965, Sarnoff addressed three thousand delegates from more than one hundred nations at a privately spon-

sored World Conference on Peace Through Law, a Front promoting socialist World Government. Earl Warren was its honorary chairman, former Presidents Truman and Eisenhower were co-chairmen, and Lyndon Johnson was a featured speaker. Sarnoff advocated that world "control" (a monopoly for the *Insiders*) be arranged over international television. The "General" even served on the Rockefeller Committee on Department of Defense Organization, created by President Eisenhower to reduce control by the military over the nation's defense policies. Little wonder that Sarnoff received a medal from the Communist-dominated United Nations "for his contribution to the field of human rights."

David Sarnoff is also a member of the super-secret Pilgrim Society, whose official logo is entwined American and British flags. This group, which is dedicated to merging Britain and America, has a number of internationalist members like Paley, Sarnoff, and John Schiff whose ancestors were not British.* Cousin Eugene forgot to mention Cousin David's C.F.R. and Pilgrim activities.

Over a period of a decade, David Sarnoff's vice president at N.B.C. and chairman of N.B.C. International was Alfred R. Stern. Mr. Stern's mother is Marion Rosenwald Stern, daughter of Julius Rosenwald of the Sears Roebuck fortune. In 1851, his great-grandfather immigrated to America from Germany. He is reported to have been

a veteran of the Red Revolution of 1848. The *National Encyclopedia Of American Biography* says (Volume 26, Page 111) that Alfred's grandfather, Julius Rosenwald, gave \$6 million to Stalin for "re-colonization" within the Soviet Union. Included in the Rosenwald group sending millions to finance "farm development" in the workers' paradise were international financiers Felix Warburg, Louis Marshall, Herbert Lehman, and John D. Rockefeller. It has been estimated that Rosenwald's total gifts to Josef Stalin exceeded \$18 million.

On August 1, 1951, Congressman Eugene Cox placed in the *Congressional Record* a report detailing the millions Alfred R. Stern's grandfather spent financing U.S. Communists. Like many of the financiers of the revolution in America today, Stern's grandfather set up a tax-free foundation to finance his pet Communist causes. Among those he backed with large sums of cash were W.E.B. DuBois, a Communist and a founder of the N.A.A.C.P., Red poet Langston Hughes, Communist James Dombrowski of the Southern Conference Educational Fund, and the late editor of the *Atlanta Constitution*, Ralph McGill.

In 1957, while Alfred R. Stern was chairman of N.B.C. International, his father — Alfred K. Stern — fled behind the Iron Curtain with his second wife, Martha Dodd. A federal grand jury had returned a three-count indictment against them for spying for Soviet Russia, which could have brought the death penalty had they been brought to trial. Both were charged with being members of a Soviet spy ring that included Boris Morros, a U.S. double agent, and Vassili Zubilin, former second secretary of the Soviet Embassy in Washington. The senior Stern and his second wife had been subpoenaed on March 14, 1957, to appear before the same grand jury which indicted the Sobels and other Soviet spies. Martha Dodd Stern is the daughter of a former U.S. Ambassador to Germany and brags

*According to the group's 1969 membership list, other members in the United States of The Pilgrims, 74 Trinity Place, New York 10006, are: Frank Altschul, John Astor, Hugh D. Auchincloss, George W. Ball, Rudolph Bing, Douglas M. Black, Roger M. Blough, Brigadier General George A. Brownell, David K.E. Bruce, Ellsworth Bunker, Admiral Arleigh Burke, Arthur F. Burns, Gardner Cowles, Thomas E. Dewey, Thomas E. Dewey Jr., Clarence Dillon, C. Douglas Dillon, Hedley Donovan, Captain Douglas Fairbanks Jr., G. Keith Funston, Leonard W. Hall, Lyndon B. Johnson, James A. Linen, William McChesney Martin, The Reverend Norman Vincent Peale, Elmo Roper, Dean Rusk, and Henry M. Wriston.

of once trying to seduce Adolph Hitler.

After fleeing justice, the father of the N.B.C. International chairman set about training black revolutionaries and saboteurs in Communist Cuba. Alfred K. Stern's latest activities were indicated over a Vietcong radio station in Hanoi during August 1966. He announced a gift of \$5,000 to Communist troops.

The nephew of Soviet spy Alfred K. Stern (and cousin of television executive Alfred R. Stern) is Washington Leftist Philip Stern, who helped staff the Kennedy State Department and was Deputy Assistant Secretary of State for Public Affairs at the time the Bay of Pigs debacle was planned. Cousin Stern sat in on the planning. His top aide was Leftist Carl T. Rowan, for whom he later arranged an appointment as Director of the U.S. Information Agency. Philip Stern also played an important role in the persecution of Senator Joseph McCarthy while an assistant to Senator Henry Jackson during the Army-McCarthy Hearings.

Like other members of the family, Cousin Philip promotes Leftist causes in the media through a tax-free foundation. In a glorifying article titled "The Happy Philanthropist — Philip Stern" the *Washington Star* details in its issue of February 1, 1970, some of the pro-Communist activities to which Philip Stern devotes himself. The *Star* notes:

*The Stern grant that made the biggest splash of 1969 was money given Seymour Hersh to research reports of a massacre of Vietnamese civilians by soldiers at My Lai. Hersh's research, aided by a special [Stern] fund to promote investigative reporting, led to stories that shocked the nation and the world.**

Besides bankrolling the radical Fund for Investigative Journalism, Philip Stern has also been a major benefactor of the Far Left's Institute for Policy Studies and is also author of *The Case Of J. Robert*

Oppenheimer, which glorifies the late Communist and "security risk."

Philip's mother (the aunt of TV's Alfred R. Stern) is Edith Rosenwald Stern, who sits on 690,000 shares of Sears Roebuck and Company — which not only keeps the wolf away from the mansion door, but allows her to indulge the Communists. When New Orleans police raided the headquarters of the Communist Southern Conference Educational Fund, for instance, they discovered a cancelled check for \$5,000 — a token of Mrs. Stern's esteem.† Mrs. Stern also uses the media to promote her radical interests — she openly owns WDSU television and radio in New Orleans, but has otherwise chosen to finance others in the purchase of newspapers and radio and television stations.

Edith Stern's son, Edgar B. Stern Jr., is a member of the board of directors of Sears Roebuck and Company — which may explain why many newspapers, anxious for advertising revenue, are reluctant to make editorial connections between the World Communist Movement and the American Establishment. Edith's sister Marion, formerly wed to Red spy Alfred K. Stern and the mother of television's Alfred R. Stern, is currently married to Max Ascoli (C.F.R.). Mr. Ascoli was brought to this country from Italy in 1931 when the Rockefeller Foundation interceded in his behalf after he had been arrested for Red activities. Max Ascoli dumped his Italian wife to

*Hersh wrote speeches for Eugene McCarthy in his primary battles, then berated the Senator as just a "Liberal" with no feeling for the "revolution." Mr. Hersh was also connected with the notoriously pro-Communist Pacifica Foundation. In October, 1969, he was a speaker for the Vietnam Moratorium in support of the Vietcong. †Edith Rosenwald Stern's late husband Edgar was a director of the Federal Reserve Bank of Atlanta and treasurer of Lehman, Stern & Company. The Sterns and Lehmans are related. The Lehman ancestors helped start the family fortune — which now allows them to finance "Civil Rights" causes — by dealing in slaves in Montgomery, Alabama.

marry the wealthy Mrs. Rosenwald Stern, who financed his establishment of the radical *Reporter* magazine.

Alfred R. Stern, who was for many years chairman of N.B.C. International and vice president of N.B.C. Enterprises Division, has himself kept out of overtly Communist activities, but being raised in a home where his father was a Russian spy, his mother a committed Leftist, his grandfather and many of his relatives leading pro-Communists and financial supporters of Josef Stalin, is not the sort of environment which produces screaming eagles. Mr. Stern is currently Chairman of the Board of Television Communications Corporation, 45 Rockefeller Plaza, New York City.

Succeeding David Sarnoff at R.C.A. is his son Robert, a director of the Advertising Council, another avatar of the Council on Foreign Relations. After graduating from Harvard and studying law at Columbia, Robert Sarnoff served as an assistant to Gardner Cowles (C.F.R.), publisher of *Look* magazine. He also spent several years on the *Look* staff before joining R.C.A. He is a director of Random House Publishers, which is owned by R.C.A. (Random House's Bennett Cerf is a director of R.C.A.) And he is a director of Manufacturers Hanover Trust Company.

In 1950, Robert Sarnoff married Felicia Schiff Warburg, daughter of Kuhn, Loeb & Company's Paul Felix Warburg. She is the great granddaughter of Trotsky's financial angel, Jacob Schiff. The Sarnoff-Warburg merger wound up in the Mexican courts early this year and Felicia married F.D.R. Jr. in July.

The Little One

The American Broadcasting Company is the Tag-Along Tooloo of the Big Three networks. It has 153 primary television affiliates and owns a chain of 399 motion picture theaters, the largest such chain in the country. A.B.C. is also very big in the record business under the Dunhill, Impulse, A.B.C., Command, and West-

minster labels. Like N.B.C. and C.B.S., it is a heavy supporter of "underground" revolutionary papers through its ads promoting acid-rock music.

A.B.C. specializes in escapist entertainment and generally leaves the documentary propaganda to the Big Two. Its news audience amounts to only 7 million, while the other networks divide up the remaining 35 million or so news watchers. It does not have the ties to the C.F.R. and international banking establishment that C.B.S. and N.B.C. do, but seems content to try to imitate their radicalism.

Slick Magazines

Although the advent of television has somewhat diminished the influence of the slick magazines upon mass opinion, their importance is still significant. The nation's second leading magazine in circulation is *Look*, with 7,750,000 copies distributed per issue. *Look* is owned by Cowles Communications, headed by Gardner and John Cowles.

The Cowles publishing empire encompasses *Harper's*, a list of trade journals, a string of newspapers and television stations, and Harper & Row publishers. Running Harper & Row for the Cowles family is Cass Canfield of the C.F.R., World Federalists, and The Pilgrims. John Cowles is married to Canfield's daughter. Both Cowles brothers are members of the *Insiders'* Council on Foreign Relations.

John Cowles runs the *Minneapolis Tribune* and *Des Moines Register*. He is a trustee of the Establishment's subversive Carnegie Endowment for International Peace and of the Ford Foundation, and he is a member of the National Policy Board of American Assembly — a Front created by Averell Harriman, the Ford and Rockefeller Foundations, and the C.F.R. to run propaganda seminars for leaders in American business, labor, communications, and the academy. He is on the Advisory Council of the U.S. Committee for the U.N. and the ultra-Leftist National Committee for an Effective Con-

gress, which operates a "be kind to the Communists" lobby in Washington.

According to the American Legion's *Firing Line* of August 15, 1954, John Cowles joined twenty-three others signing telegrams to U.S. Senators "asking support of measures which would stifle all Congressional Investigations of Communism." Little wonder. Brother John is very serious about merging America into a World Government with the Communists. The following is from a U.P.I. dispatch of June 7, 1959:

John Cowles, publisher of "The Minneapolis Star and Tribune" said today that the traditional American concept of national sovereignty is obsolete. Mr. Cowles, speaking at the 109th annual commencement of the University of Rochester, said Americans have believed so deeply in the principle of national sovereignty that they have instinctively opposed anything which it could be claimed might impair national sovereignty.

"I suggest for your open-minded consideration the proposition that national sovereignty in its traditional meaning no longer exists. It has become obsolete," he said.

Gardner Cowles, chairman of the board of *Look*, works hard to keep up with the Leftist activities of his brother. Besides being a member of the C.F.R., he is also a member of the Atlantic Union Committee which advocates scrapping the Declaration of Independence and the Constitution and forming a political union with England and the countries of Western Europe as a first step toward a World Government. He is a member of The Pilgrims. Cowles was also head of fund-raising for the American Assembly's Freedom House, set up in honor of Wendell Willkie by A.D.A. founder Russell Davenport of *Fortune* and notorious Communist-fronter Rex Stout.

Gardner Cowles became a member of the Institute of Pacific Relations (officially cited as "an instrument of Communist policy") at the recommendation of Alger Hiss (C.F.R.). During World War II, Gardner was deputy director of the O.W.I., where he played a role in placing the foreign language press within the U.S. under the domination of the Communist-controlled Victory Council.

Running *Look* magazine for the Cowles boys is William Attwood (C.F.R.), who once wrote that we could "thank our lucky stars that Castro is not a Communist."

What Americans can thank their lucky stars about is that *Look*, which has published more smears against anti-Communists than any other publication outside the official Communist Press, is reportedly going broke. The magazine has now become so thin that one might almost shave with it. Corporate advertisers have cut back on their budgets and the slick magazines have been hit very hard. Also, the ad men are pouring a higher percentage of their budgets into television. The Cowles have already been forced to sell a valuable newspaper in Puerto Rico to pump the \$10 million proceeds into keeping *Look* afloat. Those close to the scene say *Look* could go under.

And things aren't any better over at *Life*, despite a whopping circulation of 8.5 million. *Life* is now down to 68 pages, less than half its former self. *Time*, the leading newsweekly,* with a circulation of 4.2 million (as compared to

*While *Time* dominates the newsmagazine field, competitors *Newsweek* and *U.S. News* are also closely connected with the C.F.R. *Newsweek* is owned by the *Washington Post* (whose ownership and control was discussed in detail last month). Chairman of the board Frederick Beebe is a member of the C.F.R. as was the late Philip Graham. Retired editor Malcom Muir is a C.F.R. member, as is current editor Osborn Elliott. Other C.F.R. men at *Newsweek* include columnist Stewart Alsop, contributing editor Carl Spaatz, and Atlanta Bureau chief William Anderson. The top man at *U.S. News*, David Lawrence, is also a member of the C.F.R.

Newsweek's 2.5 million and *U.S. News & World Report's* 1.8) is healthy, as are Time Inc.'s *Sports Illustrated* and *Fortune*.

The Time corporation recently bought its first newspaper, the *Newark Evening News*, for \$34 million — then turned around and bought thirty-two more in the Chicago suburbs. It also owns Little, Brown & Company, an Establishment book publisher; 300,000 shares of Metro-Goldwyn-Mayer; 600,000 acres of timberland; and, is part owner of media in South America, West Germany, Hong Kong, and Australia. In addition to all this, Time Inc. owns some thirty television stations in America, giving this mammoth conglomerate a voice in every form of mass media — newspapers, magazines, movies, television, book publishing, and even teaching machines.

The builder of this empire was the late Henry Luce, whose impact on American thinking has been incalculable. As Theodore White (C.F.R.) has noted, "He . . . revolutionized the thinking of American readers." Luce started his rise to publishing glory with loans from Establishmentarians Thomas Lamont and Dwight Morrow (like Lamont, a J.P. Morgan partner), Harvey Firestone, E. Roland Harriman, and various members of the Harkness family (Standard Oil fortune). Their influence became especially apparent when he started his business magazine, *Fortune*, in the middle of the depression. As John Kobler writes in *The First Tycoon*:

... It is a bemusing paradox that Fortune, the magazine of business, questioned the efficiency of the free-enterprise system and even took on a faint socialist tinge. Some of its editors and contributors stood far to the left. Luce realized this — but he also realized that he needed iconoclasts to shake up the business world and make it notice Fortune.

Under the managing editorship of Russell Davenport, a progressive [sic] Republican, Fortune appeared to favor a mixed economy. It was Davenport who saw presidential qualities in Wendell Willkie, and interested Luce in backing him against Roosevelt . . .

Apparently that is what Luce's financial angels wanted. And, although he later seemed to oppose F.D.R., Henry Luce cheered his accomplishments: "I didn't vote for F.D.R. but it was all right with me that he won. He accomplished a lot of necessary social reform."

Jeanne Harmon, a former *Life* staff writer, tells in *Such Is Life* how tolerant Luce was of the Communist cell openly working at Time-Life. Mrs. Harmon relates how headlines were suddenly altered to convey meanings never intended, and how she and her fellow reporters were subjected to pressures to ignore some stories and push others. She also reveals that Whittaker Chambers was not welcomed back to Time-Life after he had testified against Alger Hiss (C.F.R.). Mrs. Harmon's description of life with Luce was considered important enough to be reproduced by the Senate Internal Security Subcommittee.

Luce, like William Paley and Gardner Cowles, was a member of the I.P.R. (the officially cited "instrument of Communist policy"), and he and his corporation provided it with large financial contributions. The I.P.R. Hearings revealed that Henry Luce had done everything possible to bury evidence that Communists were working within the I.P.R. to ensure the sellout of Chiang to the Chinese Reds — even as he pretended to be a friend and supporter of Chiang Kai-shek.

Luce's involvement with the Communist I.P.R. helps explain why his magazines went to every length to smear Senator Joseph McCarthy. *Life* and *Time* have always attacked and ridiculed anyone who pointed out that the successes of

Communism around the world have been a result of the policies of our own government. The fact that Luce was himself deeply involved with the men making those disastrous policies was undoubtedly a motivating factor.

Henry Luce was at one time actually considered an anti-Communist. Yet he always bitterly opposed anyone like Robert Taft, General Douglas MacArthur, or Barry Goldwater, whom he thought might actually *do* something about Communist subversion in the United States. Luce's bogus anti-Communism was used to promote his World Government crusades. Besides his I.P.R. membership, he was a member of the C.F.R. and the Atlantic Union. Henry Luce was also a strong supporter of the United Nations, even after Alger Hiss's role in its establishment was revealed.

In the late Fifties, Henry Luce switched from the "World Government to oppose Communism" line to the "peaceful co-existence and World Government with Communism" line, and *Life* went back to glorifying the Soviet Union as it had done during World War II. In 1966, Luce and *Time's* publisher James Linen (a sponsor of the occult Temple of Understanding and a member of the C.F.R., Atlantic Union, and The Pilgrim Society) took a group of forty-three U.S. businessmen behind the Iron Curtain to promote aid and trade with the enemy.

Editor-in-chief of all Time Inc. publications is Hedley Donovan, a Rhodes Scholar, former reporter for the Leftist *Washington Post*, and a member of the C.F.R. and The Pilgrim Society. Other Establishmentarians in the Time Inc. hierarchy are vice chairman Roy Larsen (C.F.R.) and directors John Gardner (C.F.R.) and Sol Linowitz (C.F.R.). The late C.D. "Jackson" (C.F.R.) divided his

time between the Luce interests and his role in President Eisenhower's "palace guard," where he was leader in the "get McCarthy" movement.

The man who is now reported to be leading the march of *Time* is a Canadian named Edgar Bronfman, head of the worldwide Seagram's whiskey empire, who controls Time Inc. through ownership of M-G-M. Bronfman inherited great wealth from his father Samuel Bronfman, who made his fortune as Al Capone's supplier during prohibition. Edgar Bronfman, one of those who accompanied Luce behind the Iron Curtain in 1966, is married to Ann Loeb of the Kuhn, Loeb international banking families. She is the daughter of Frances Lehman and her father is J.L. Loeb Sr. (C.F.R.), a senior partner in Loeb, Rhodes and Company, a firm with historic ties to the Rothschilds.

Bronfman, a contributor to Hubert Humphrey in 1968, is part of John Kenneth Galbraith's "Referendum '70," the goal of which is to support Vietnik candidates who are to the Left of the general Democrat Party. As Galbraith puts it: "The Democratic Party must henceforth use the word *socialism*. It describes what we need."

* * *

It is clear that the mass media in America, whether it be the newspapers we discussed in the September issue of AMERICAN OPINION, network television, or the slick magazines, are disproportionately in the hands of the radicals of the Establishment. It is also clear that same Establishment is committed to the formation of a One World Government which it intends to rule — thereby gaining control of *all* the wealth of the world. The Establishment uses its mass media to promote that end. ■ ■

Reprints of this article, plus Mr. Allen's "The Media" from *American Opinion* for September 1970, are available together in a new booklet called *Who Controls The Press* (at two for one dollar) from:
AMERICAN OPINION
Belmont, Massachusetts 02178