Detroit News
Jan 10, 1958

LABOR LEADER SAYS WE ARE GOING TO MAINTAIN PROSPERITY BY WORKING TOGETHER

"America is a world symbol of productive power, of military strength, and of great material wealth. Our standard of living is the envy of the world; our technical know-how is unsurpassed, but this is not enough. We must demonstrate the qualities of moral leadership, for power without morality is power without purpose," said Walter Reuther, CIO president, in a recent talk before the Economic Club.

"The H-bomb has created a great moral vacuum in the world. There is fear and uncertainty in the hearts of men everywhere. As free men, whether we be of labor, or of industry, or leaders in the church, or in education, we need to work together to find a way to fill this great moral vacuum in the world with positive values, because failing in that, the vacuum will be filled with negative values by the apostles of fear and hatred and hysteria, and they will create the kind of world climate that will make war inevitable and peace impossible.

"Look around the world and you will find that in every country in which there is a strong free labor movement—a labor movement which has the will and the courage and the vision and the sense of moral and social responsibility to use its influence to achieve an element of economic and social justice in the lives of the great mass of people—you will find that in those countries Communism is weak and without influence.

"I was in Europe during the past summer. I spoke to many people—business leaders from the Scandinavian countries down through Italy and Austria. I spoke to political leaders. I spoke to trade union leaders. I spoke to educators and religious leaders. Almost without exception they raised the question about the Communist propaganda that America was heading for an economic depression. These friends of ours in Europe said to me, "Do you think that America can avoid an economic recession, if the defense budget is cut?" I answered, "Yes." And then I came home and I was greatly disturbed to see one business magazine after another quoting prominent business leaders to the effect that depression was on the way; that depressions were inevitable and some business leaders saying that they were even desirable.

"I thought it strange that here the two extremes were essentially pushing forward the same idea. I think the American people need to reject finally and completely this defeatist philosophy that depressions are inevitable, because they are not inevitable. (Applause) Depressions are man-made, and what man can make, he can also avoid making.

"I believe that neither war nor peace, neither prosperity or depressions are inevitable. We can drift to war and we can drift to depression, but if we are going to win the peace, if we are going to maintain prosperity, then labor and management, agriculture and government must co-operate and work together. We can win the peace and build expanding prosperity only by working together to make them possible."

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CANADIAN MANAGING EDITORS' CONFERENCE

Annual Meeting

PRINCE EDWARD HOTEL, WINDSOR

FEB. 5, 6, 7, 1954

OFFICIAL REPORT OF PROCEEDINGS

M. McINTYRE HOOD,
RECORDER.



Shown above busy planning the details of the 1954 Canadian Managing Editors Conference at Windsor are M. McIntyre Hood, secretary-treasurer; T. N. Morrison, 1st vice-president and R. J. Churchill, past president. Photo by courtesy Windsor Star.

ACKNOWLEDGEMENTS

This report was made possible through the co-operation of a number of our daily newspapers. Tape for copy was punched by the Galt Reporter, Chatham Daily News, Welland Tribune, Timmins Press, Guelph Mercury and the Brandon Sun.

The tape was processed through the teletypesetters, and the headings, makeup and printing done at the plant of the Oshawa Times-Gazette.

All of this work was done without cost to the Canadian Managing Editors' Conference, and the grateful thanks of the officers and members are extended to the co-operating newspapers mentioned above.

M. McINTYRE HOOD,
Secretary-Treasurer.

OFFICERS AND EXECUTIVE

1953 - 1954

Past President, R. J. Churchill, London Free Press.

President, Irenee Masson, Le Soleil, Quebec.

1st Vice-President, T. N. Morrison, Welland Tribune.

2nd Vice-President, Claire Ganong, Moncton Times-Transcript.

Secretary Treasurer, M. McIntyre Hood, Oshawa Times-Gazette.

DIRECTORS

L. H. Smith, St. Catharines Standard.

Herve Major, La Presse, Montreal.

H. Koshevoy, Vancouver Sun.

G. Wilson Craw, Peterborough Examiner.

W. Harold Vaughan, Windsor Star

Hugh Buchanan, Lethbridge Herald.

W. T. Munns, Toronto Globe and Mail.

Roy Duchemin, Sydney Post-Record.

Program Chairman, L. N. Smith, St. Catharines Standard.

Executive Secretary, Miss Marjorie Budd, Toronto.

LIST OF DELEGATES IN ATTENDANCE

BRITISH COLUMBIA

Victoria Colonist—F. C. Barnes.
Victoria Times—Leslie Fox.

MANITOBA

Brandon Sun—H. L. Crawford.
Winnipeg Free Press—W. Metclafe
Winnipeg Tribune—Eric Wells.

NEW BRUNSWICK

Fredericton Gleaner—J. A. Sancton.
Moncton L'Evangeline — E. Lablanc.
St. John Telegraph - Journal—Kingsley Brown.

NOVA SCOTIA

Halifax Herald—F. W. Doyle.
New Glasgow News—J. R. H. Sutherland.
Truro News—J. M. Murphy.
Sydney Post-Record—Roy D. Duchemin.

ONTARIO

Belleville Ontario Intelligencer — G. A. Morton.
Brantford Expositor—P. M. Preston - Cyril F. Sanders.
Cornwall Standard - Freeholder—J. B. McKay.
Galt Reporter — A. F. Herbert.
Guelph Mercury—J. F. Collins.
Hamilton Spectator—J. G. O'Neil.
Kingston Whig-Standard—R. D. Owen.
Kitchener Waterloo Record — C. B. Schmidt.
London Free Press— R. J. Churchill.
North Bay Nugget — C. M. Fellman - Britt Jessup.
Oshawa Times-Gazette — M. M. Hood.
Ottawa Citizen—Marshall Yarrow.
Ottawa Journal—T. G. Lowrey.
Owen Sound Sun-Times—A. Davidson.
Peterborough Examiner — G. W. Craw.
St. Catharines Standard — F. H. Whitelock—L. N. Smith.
St. Thomas Times-Journal — Hugh Agnew.
Sarnia Canadian Observer — H. G. McLean.
Sault Ste. Marie Star—J. A. Curran.
Stratford Beacon - Herald — T. J. Dolan.
Sudbury Star—J. R. Meakes — George Grace.
Timmins Press—G. H. McPherson.
Toronto Globe and Mail—W. T. Munns—E. C. Phelan.
Toronto Telegram—J. D. MacFarlane.
Welland Tribune—T. N. Morrison.
Windsor Star—W. H. Vaughan, Norman Hull, Richard Graybiel, Robert Pearson, Jack Marshall.

PRINCE EDWARD ISLAND

Charlottetown Guardian — J. E. Burnett.

QUEBEC

Montreal Gazette—Alan Randal, C. J. Fitzgerald.
Montreal Herald—R. C. Hanson.
Montreal La Press—Herve Major.
Montreal Le Petit Journal—P. P. La Fortune.
Montreal Allo Police—Robert Poulin, Maurice Mercier.
Montreal Standard—A. G. Gilbert.
Quebec L'Action Catholique — Maurice Allaire.
Sherbrooke Record — Cuthbert Jones.
Three Rivers La Nouvelliste — Fernand Gagnon.

SASKATCHEWAN

Regina Leader - Post — William Thomson.
Saskatoon Star - Phoenix — Eric Knowles.

NEWS SERVICES, RADIO, UNIVERSITIES

The Canadian Press—Gillis Purcell, John Dauphinee, Fraser McDougall.
CBC, Toronto — William Hogg.
Press Gallery, Ottawa, G. Waring.
BUP — Dennis Landry, Phil Curran, Montreal; Norman MacLeod, Ottawa.
Reuthers, New York—Charles Lynch.
Canadian Unionist — Norman Dowd.
Carleton College — W. H. Kesterton.

GUEST SPEAKERS

Raymond Daniell, New York Times.
Norman Isaacs, Louisville, Ky., Times.
Walter P. Reuther, Pres., CIO Washington.
J. S. Richardson, Northern Electric Co., Montreal.
Angus Munro, Windsor Daily Star.
Rod. McInnes, Trans - Canada Airlines.
R. A. Farquharson, NATO, Paris, France.
Roger Lemelin, author, Quebec.

PUBLIC RELATIONS AND SYNDICATES

Atomic Energy Corp. Chalk River —Clyde Kennedy.
Bell Telephone Company — R. W. Jones, R. A. Roy, Montreal; —R. J. Rodden, Toronto.
British American Oil Co. — John Yocom, Marjorie Budd.
CNR, Toronto — Jack Thornton.
CNR, Montreal — Charles Harris.
CPR, Toronto—W. J. Berry.
CPR, Montreal — Travers Coleman.
Public and Industrial Relations, Toronto — Kenneth McArdle, Bryan Vaughan.
Johnston, Everson and Charlesworth Montreal—Colin Haworth.
Canada - Wide Features, Montreal — David Crandall.
Rapid Grip and Batten, Toronto, —Eric Butterworth.

HOSTS

Hiram Walker and Sons, Windsor —J. E. Botsford.
Ford Motor Co. of Canada, Windsor — G. C. Garbutt.
Chrysler Corp. of Canada — Thomas McCall.
Windsor Daily Star — W. H. Vaughan, Norman Hull, Richard Graybiel, Robert Pearson, Jack Marshall.
City of Windsor — Mayor A. J. Reaume.
Union Gas Co., Chatham — J. A. Fleming, Russell Perkins.

CANADIAN MANAGING EDITORS' CONFERENCE, 1954

REPORT OF PROCEEDINGS

FRIDAY, FEBRUARY 5 — FORENOON SESSION

OPENING PROCEEDINGS

In the absence of the president, regrettably absent on account of illness, the opening session of the 1954 Conference was called to order by the 1st Vice-President, Thomas N. Morrison, at 9.45 a.m.

T. N. MORRISON—It is with deep regret that I have to tell you that our president is in hospital, and is unable to be present. I heartily welcome you all to this, our 8th annual conference, which, by a happy circumstance, is being held in the centennial year of our host city, the City of Windsor.

W. HAROLD VAUGHAN introduced His Worship Mayor J. Arthur Reaume, of the city of Windsor.

MAYOR J. ARTHUR REAUME: Mr. chairman and friends. I am happy and proud to have you here, and I hope you will make yourselves at home in our city. Windsor is a place of good people mostly engaged in making cars. During the war, they were engaged in making war implements and in putting the armies of the Empire on wheels, and they did the job well. Today they are trying to build up a community which is an important part of the Empire. All of you think your own home town is the best. I have travelled a great deal, and I have come to the conclusion that all of Canada is important if our free way of life is to go on.

Windsor is this year celebrating its 100th birthday. We thank God for his favors in the past, and ask him now to help us in planning for the future. Windsor is at its turning point. We are making a constant effort to minimize strikes and disputes, and to bring employers and employed to a sense of understanding with each other and working together. If a strike is in the offing, we try to put the fire out, and if it starts, and there is a strike, we do not wait to be asked, but we offer our help. In that field, Windsor has come a long way.

I wish to thank you editors for your help in this centennial. You have said things about us that are good and bad. We appreciate the good things and the bad things are not always true, but we love an argument with editors. Editors criticize us, and we often wonder who criticizes them. We have freedom of the press, and that is a great thing, because it can honestly be said that there can be no freedom without a free press, and no free press without freedom. It is important in the over-all picture that we should work as a team.

I hope you have an opportunity to go about our city and meet our people. You will find Windsor an expanding community. We had dark days back in the thirties, but pulled ourselves up by the bootstraps. There may be some who think we will again have gloom and depression, but I cannot see much evidence of hard times coming again. Industry is looking forward to good times. Instead of preaching depression, I note there is nothing in the books of all who know to indicate that we are going into hard times. I hope you will take away with you fond thoughts of our community.

M. McINTYRE HOOD expressed the thanks of the gathering to Mayor Reaume for his address of welcome.

W. HAROLD VAUGHAN announced that Edgar Guest, who was to have spoken at this session, was in hospital in Detroit with pnuemonia, and was unable to be present.

T. N. MORRISON—As I have already stated, Irenee Masson is in hospital. I have also to report that Claire Ganong, our 2nd Vice-president, has just left hospital after suffering from a heart attack and is also absent. Earl Werstine of Galt, another old member, is also in hospital. Tania Long, who was to have spoken this afternoon, has suffered an accident, and will not be present. I also have to record the passing of two of our members in the past year, Alex C. Givens of the Toronto Star, one of the pioneer members of our conference, and Douglas English, of the Timmins Press, who was with us last year.

I have here the address which our president prepared for the opening of this conference, and will read it to you.

PRESIDENT'S ADDRESS

Gentlemen: Speaking at the opening of the third session of the Canadian Managing Editors' Conference, in 1949, in Ottawa, Bob Farquharson, our first president, said: "Our first meeting in Windsor was planned as a purely explorative session to see whether it was possible to form a Managing Editors' Association in Canada. As you all know, the Windsor meeting grew beyond the hope of the sponsors and that growth has been most encouraging ever since".

As we are back in Windsor today for this new session, it might be a good thing to see how far the Canadian Managing Editors' Conference has advanced and what we have done for our Canadian daily newspapers.

Under Bob Farquharson, Dave Rogers and Randy Churchill, our past presidents and founders, we had sessions in Windsor, Montreal, Ottawa, Niagara, Quebec, Winnipeg and London. During those meetings, we have discussed and studied most of the problems interesting the newspapers. Let me mention some of these problems:

PROBLEMS DISCUSSED

Personnel selection, schools of journalism, news procedure,interpretations of news, make-up and tight editing, well balanced newspaper, domestic news, women's pages, sports news, labor news, the law and the press, medicine in news and even free publicity. We have heard also of effective use of pictures, of the Fairchild scanagraver, of the teletype setter and of television.

As you see, we have studied various problems, some of them technical, some others concerning news standards in Canada. To each meeting, members of our association of executives, editors, managing editors and news editors have contributed. Those from the big papers have brought the results of a valuable experience; others from smaller newspapers have given new views on what has been done to improve their papers.

NOTED CONTRIBUTORS

We received also the most generous contribution from several American friends of great reputation, and other important people like Basil L. Walters, Vincent Jones, Fay Blanchard, Gordon Garbutt, Ian MacDonald, Robert T. Elson, Dr. O. M. Solandt, Mike Pearson, Walter Lister, Alexander Stark, Stuart Underhill, Stewart Garson, Blair Fraser, Commissioner S. T. Wood, Leslie Wild, Kenneth Harris, Erwin Canham, and Mr. Justice McRuer.

All that collaboration in the past years was inspired by the same idea: to improve news standards in Canada and in so doing, to give better information to our readers.

Dave Rogers said in 1950, "our

great and direct responsibility" as newspaper executives, to find the news, to dig it out and to present it accurately, fearlessly and effectively.

Are we playing that part? I think so and, on that subject, I want to quote Beverley Baxter, Canadian-born Conservative member of the British House of Commons and well-known journalist, who, in Toronto, last September 14, praised Canada's press as something from which others could well learn.

RESPONSIBILITY OF PRESS

"The dignity and responsibility of the Canadian press right across the country is something that I rejoice in," he said, during an address to the Canadian Club. 'There are many things London journalism would teach Canadian journalism, but, in dignity, in importance given to important events, and in the lack of pornography, many big-circulation newspapers could take a lesson from the papers here".

"There is no inherent power in the press. The power is the substance for which we are the medium," said Carl E. Lindstrom, Executive Editor of the Hartford Times. "Let us speak not of the power of the press, but the power of information. We are the fact gatherers for the people. We have no divine right to do this; no commission of any kind. We just happen to be in the business of getting information to the public. We have said that we would do this and we've got to make good on it. The power lies in the chemistry of information poured into the people's minds. They read; they think and the combination seems to have explosive force".

It is to improve that "explosive force" that we are gathered here, this weekend, and I feel sure that all of you will bring your best attention and collaboration to the numerous problems we will right away begin to study.

RAYMOND DANIELL, Canadian Representatives of the New York Times, was introduced to the conference by Larry H. Smith, and spoke as follows:

ADDRESS — RAYMOND DANIELL
Ottawa Correspondent, New York Times

RAYMOND DANIELL — In the fifteen years I spent in Europe about the only really cheerful piece of news I sent back to this continent was the story of the coronation of Queen Elizabeth.

It is true that I reported the surrender of Germany, but even at the time I had grave misgivings about the future. These were brought sharply into focus a few months later when I went to Berlin and saw for myself the studied obstructionism of the Soviets.

Probably the most dismal story of all in that discouraging post-war period was the February revolution in Czechoslavakia. There I saw a whole free people give up liberty without a struggle.

Oddly enough as I look back over the time I spent in Europe, and my assisgnment took me to nearly every country in Europe and many in the Near East—the most cheerful period was during the blitz. There was something inspiring about the way in which the British people dug in their toes and refused to be beaten down.

It has seemed to me since then, that the very qualities which enabled them to take the worst that Hitler could send, retarded their recovery after the war was over. Patience is a great siege virtue. But too much patience can be a handicap where initiative and drive are required.

Probably one of the most discouraging aspects of the correspondent working abroad is the discovery when he returns home that readers of his paper usually are pretty ignorant about the very subjects he has been writing about.

Time after time I have encountered people who expressed surprise to learn that food was still rationed in Britain long after the war. The most careful explanations failed to make people in the United States understand how Britain could be prosperous at home and poor in terms of foreign exchange.

At the time I entered Berlin I wrote reams of stories about the Soviet's unfriendly attitude, pointing out in July, 1945, that the western powers were in Berlin on the sufferance of the Soviets, surrounded by Russian territory.

NO WRITTEN AGREEMENT

I even pointed out that there was no written agreement granting us the right to use the single highway from Helmstedt or the railway connecting Berlin with Western Germany. I even wrote long in advance of the event that some day the Russians might put the squeeze on us, just as they did when the production of Polish coal ended their dependence on the Ruhr for fuel for their sector of Berlin.

Yet when the air lift came, officials at first seemed surprised at what had happened and editorials were written expressing amazement that there was no written agreement with the Russians. Now all this makes me wonder whether the newspaper formula that was good enough for the first half of this century is going to be good enough for the second half.

The world has become so interdependent, foreign relations so complex that it seems to me that only experts and full time students of foreign affairs can grasp fully the shifting pattern from day to day all over the world. The publisher of my newspaper, Arthur Hays Sulzberger once said that he wished he could print his paper with cordite instead of ink.

NEED INFORMED PEOPLE

If it is true as I believe it is, that an informed electorate is essential to democracy I think we as newspapermen must begin to devote some serious thought to the problem of simplifying and clarifying the news. Other industries plow back a considerable part of profits into research in the hope of improving their product. But about the only time a newspaper publisher thinks of bettering his newspaper is when circulation and advertising begin to drop alarmingly.

It is a serious problem. How many of your readers, I wonder, understand the problem of Trieste, how the future of the Saar region complicates Franco-German relations or the reasons why the United Kingdom refuses to join in the Schumann plan or the European Defence Community. How many, indeed, know what the Schumann plan is?

OLD FORMULA INADEQUATE

Before the second world war the old formula was beginning to be inadequate. By the old formula I mean the absolute insistence on pure objectivity and a multiplicity of datelines all dealing with a single subject. We on the Times are trying to develop a new technique of interpretive writing in depth while at the same time preserving objectivity. We believe that it is possible to interpret without being editorial although I will concede that the dividing line is very narrow. An example of what I mean is to be found in our review of the week section published with the Sunday paper.

That is where it began. But we are using a great deal of the same type of explanatory background material in the daily now. It may be that we'll have to go even further. One possibility that admittedly has its drawbacks is to keep a staff of experience former foreign correspondents in the home office to condense and correlate reports from half a dozen capital on the same subject.

BRITISH LEADERS

One of the things that impressed me most favorably about the British press was the leader page article—usually a feature of from 1,000 to 2,500 words explaining the background of a situation. There is even something to be said, I think, for the editorial commentary often printed on page one in continential newspapers.

CANADA A LABORATORY

Canada provides a wonderful experimental laboratory for the American newspaperman. As I see the situation here this is not a country of hot spot news and headlines. Fortunately the New York Times is not entirely a headline newspaper. The story here as I see it is one of stable government, an expanding economy, an open frontier to the north, and an interdependence or continental solidarity between Canada and the United States.

Any ham can write the big story. Most of them write themselves. It takes a good deal more skill to present a normal orderly situation in an interesting fashion. That as I see it is my job and I regard it as a challenge. And that leads to the reasons why I came here.

In the first place I wanted a change. I was tired of writing about countries that were ill almost unto death. I felt that a cycle of my career had been completed. I went to Europe in 1939 after covering the Royal tour in Canada. I had seen the war and the reconstruction and the Coronation last June seemed to be a good time to bow out.

TO COVER CANADA

For one thing I was tired of the administrative responsibility of running the big London bureau and wanted a chance to be just a correspondent again. I knew that the New York Times was planning a great expansion of Canadian coverage and I was happy to learn that if I wanted it, the job of setting up a service to cover all of Canada was mine.

Some of my friends both in Europe and the United States were surprised at my decision to come here. But I don't see why. There is no single country in the world more important to the United States than Canada both in a strategic and an economic sense.

If there is little appetite in the United States for news of Canada that is merely because readers are not accustomed to reading about Canada. As the French say the appetite grows with eating. Well, we're feeding them Canadian news now and as the appetite grows we'll feed them more.

PROBLEM OF DISTANCES

The greatest problem I have to overcome is that of the enormous distances which separate your cities and the remoteness of the places where gigantic new operations for the exploitation of raw materials are going on. To begin with, I have subscribed to Canadian Press and the British United Press. I have arranged for coverage by sub-correspondents in many key centers across Canada from Halifax to Vancouver. The success of this kind of operations depends at the outset on a good deal of direction and guidance and at the present time I am forced to spend too much time in an editorial rather than a writing capacity.

My wife and I are free to roam anywhere we like in Canada and after we get things organized a little better, we plan to exercise that privilege. That may lead to the necessity of moving one or two more staff members up here.

CALL ON RESERVES

There is another way in which we can cover Canada. If we are otherwise occupied or for some reason feel that a story should be covered by a specialist in science for instance, we can always call on the reserves in the New York office for reinforcements.

In the end I don't want to be judged solely by the number of times my name or Tania Long's appears in the paper, but on the total volume of Canadian news that is published. Nine times out of ten in the past few months stories appearing under Vancouver, Calgary, Edmonton, or Montreal datelines have been ordered by me and edited by me in Ottawa.

CHALLENGING JOB

It's a big job and a challenging one. We are showing some modest results and within a year I hope to achieve the goal of establishing real Canadian coverage from coast to coast. It is essential in my opinion that newspaper readers in the United States understand the views and opinions, the way of life, the problems and the aspirations of Canadians at least as well as they do about the people of let us say England and France. I am going to do my best to see that they do. As you know I am not just writing for the New York Times, but for the two score newspapers that take our syndicated service. That is quite a sizeable chunk of readers.

As Canada grows in economic power and world influence the problem of maintaining good relationships across that unguarded border we hear so much about, is bound to grow more difficult. There are difficult problems concerning trade relations and the use of boundary waters. Even more troublesome ones are bound to crop up.

It is the newspaperman's job to report with background the attitudes and opinions of the people of the country to which he is assigned. It is the diplomat's task to find solutions for the problems. Honest journalism often makes the diplomats problem simpler.

CYRIL F. SANDERS, Brantford Expositor, expressed the thanks of the Conference to Mr. Daniell for his informative address.

ADDRESS — NORMAN ISAACS
Managing Editor, Louisville, Kentucky, Times

GILLIS PURCELL introduced as the next speaker Norman Isaacs, managing editor of the Louisville, Kentucky Times, and past president of the Associated Press Managing Editors' Conference.

NORMAN ISAACS— I think it only proper to warn you gentlemen that standing before you is one who has been publicly nominated for membership in the "School For Virgin Ethics."

The nomination was made through Editor and Publisher by one of my editor friends in New York State after it became known that I had engaged in a little private baiting about the New York State Society of Newspaper Editors. I got in through the backdoor after I had heard that our New York brethren had gone in for a slight overdose of fraternization with the press agentry. I simply couldn't resist the opportunity of needling some of my friends who feel as I do.

Anyway, my colleague in unworldliness, Fred Stein, editor of The Binghamton Press, and I were chided in the prints. We were given to understand that the members of the New York Society were sufficiently mature and strong-minded enough to mingle with press agents bearing dry martinis and escape unsullied.

I must confess I wasn't very contrite. Nor I suspect was my unholy twin in this harpooning expedition. I couldn't help but think of the old limerick about the lady from Kent.

"There was a young lady of Kent
Who said that she knew what it meant
When men asked her to dine
Gave her cocktails and wine:
She knew what it meant—but she went."

BROAD ETHICAL PROBLEM

As a result I am frankly delighted with this opportunity to discuss the whole, broad ethical problem which we in journalism face. It applies equally on both sides of the border. Indeed, it applies everywhere.

Wherever men run newspapers, there are other men who attempt to influnce what is printed— for good purpose, or for not so good. It is a never-ending process.

There are politicians who would influence us. There are businessmen. There are labor leaders. There are civic-minded persons who want us to campaign for fine and decent things. And there are always press agents, who represent their clients and whose job it is to get their clients' point of view presented in the most favorable circumstances. Most people, I think approach newspapermen with good taste. But the object is always the same: To influence what is to be printed.

I see nothing particularly wrong with this striving to acquaint newspapermen with one particular side or the other. It is our job to listen —and to sift out the facts from the propaganda.

HOLDS DANGERS

y point, of course, is that we are always the objects of this

propaganda campaigning and to deny that it holds dangers strikes me as straining credulity.

We in this hemisphere, in Canada and the United States, take some pride in our calling. I think we put out the best—in terms of quantity and in a sense of responsibility—newspapers in the world. Certainly, both of us have our share of what Tom Hanes down in Virginia calls "journalistic stinkers." But I am inclined to look upon our total performance as rather outstanding and inspiring.

Nevertheless, I am deeply concerned about some of our lapses. If newspapering is to go ahead, it must face its challenges with candor and courage. And one of these challenges, in my humble opinion is our ethical concept of our work.

Last year I made a series of speeches on newspaper problems and usually I got around to this pet theme of mine—the need for us to look upon our calling as a profession, not as a business—and for us to examine the subject of influence-peddling as it applies to our news columns.

CARRY GREAT BURDEN

Your newspapers here in Canada, like ours in the States, carry the greatest burden in Society. We are expected at once to be public carriers of information, educational agent, defender of the rights of free men—accurate, faithful, dependable—wise men and incorruptible.

I have made the point to my colleagues that while the doctor treats with men's bodies and the minister with their Salvation, we deal with the most precious part of man—his mind. He cannot be a free man; he cannot exercise his best judgment; he cannot even be a passably good citizen unless the well of his information is a pure one.

Now, we all make mistakes. Working under the pressures of time, as we do, we are bound to make quite a few. But these mistakes ought to be just that kind of error—ones created by hurry—not the errors of judgment created by pressures exerted by outsiders. Our judgments—even if wrong—should be our own honest judgments as editors; not induced by favors of any kind.

This seems so much a truism to me that I am a trifle bewildered when newspaper editors who say it are put on the griddle. I can testify that any editor who attacks the acceptance of gratuities is inviting some return needling from his friends. He is bound to be kidded every time he takes a drink. I accept is as part of the "game"—along with such tributes as nomination to the "School of Virgin Ethics." I hope, though, as time goes along that it may remind some of my friends of Shakespeare's "virgin thorn"—and I hope that thorn has a sharp pricking point.

AMUSED BY REACTIONS

I'm always wryly amused by these reactions. When one gets around to talking ethics, you'll find them saying: "Oh you're so right. But, after all, a drink here or there—or an occasional cocktail party never hurt anyone. I never has affected my judgment."

Mind you, I never said it did. This is the same maze we always go through. Fred Stein, and Paul Schrader of The Toledo Blade, and a few others of us, have talked about some pretty serious things, but somehow our friends never mention these matters. Usually, the only thing that comes out is that a free ticket to something never hurt anyone—and this customary bringing up of the dry martini. I want to make it clear to you that I have never in my life attacked the dry martini, except, perhaps, on those occasions when they have contained too much vermouth.

INFLUENCING OF EDITORS

Now, I'm going to talk about some newspapering in New York State for the next few minutes, before I move to some other localities but I want it clearly understood as I begin that I am not talking about all New York editors. Let us remember that New York boasts at least one of the great newspapers of the world; and that New York State has some sturdy fighters for editorial integrity like Fred Stein, among others. What I want you to see is how the defensive attitude can becloud our judgments.

Let us use the New York Society meeting merely as a backdrop. You see, what I heard originally from one of the editors who attended was that—and let me quote—"not only was it one cocktail and free-loading session after another, but to top it all off they give a top spot on a discussion program to the vice-president of a public relations outfit—and at a time when this outfit and the Eastern railroads are mixed up in a lawsuit with the trucking interests over Public Relations malpractice."

You can readily see from this that not all of the editors thought highly of the programming. Anyway, later I got a copy of the Society's bulletin and —let me quote this, too—it had the Society convening "as guests of the Eastern Railroad Presidents' Conference and of the New York State Poultry Council, Babcock Poultry Farm, and Cornell University." How nice: As guests!

SPORTS PRACTICES

One of the sessions, I read in Editor and Publisher, had to do with the query: "What do you do about promoters trying to influence your sports staff"

One answer was: "They have learned long ago to desist."

Another: "No such trouble."

Still another: "Liberal salaries and strict rules on outside work have stamped out the practice in most cities."

I was fascinated by all this. Don't these editors read?

Haven't they read about the trotting track scandals? What about the sports writer who was dismissed on charges of press agentry for one track? What about those sports writers who were appearing on television shows, sponsored by the tracks?

Wasn't it a newspaper owner, who was head of the trotting track commission, who did an unnewspaperlike thing when the scandals broke? Wasn't it who ordered the hearings closed to the press? And wasn't it Governor Dewey who ordered them opened? Odd this—to find a political figure ordering newspaper people to hold hearings to which the press may be admitted.

I recall, too, one case in upstate New York where a sports writer resigned from his position to become press agent for a horse track. I was told at the time that he hadn't written a column in a year that did not have to do with either that same race track or a professional basketball team.

Which brings up a point about newspaper editors. Most of them can obviously write well; but can they read?

POLITICAL ISSUE

It's not only sports, either. In one upstate New York city, I noticed last November that the employment of newspaper reporters in side political jobs had become a political issue. One of the candidates for office said he would end the practice if he was elected.

As I understood it, all this concerned the employment of reporters serving under such titles as "City Historian," "County Historian," "County Publicity Agent" —and each receive small, but regular sums, for such labors as they perform.

There was one baffling instance where a newspaper ran into the problem of breaking a news story and then quoted the "County Publicity Agent" as being unable to do anything about seeing to it that all the news got out. I considered it a trifle ironical that his editor was quite active in "freedom of information" work at the time.

I suppose I am wrong to be startled by all this since the voters approved the political organization which sponsors this practice—and I am not one to challenge either the will of the voters, or the mature and strong-minded editors who remain unsullied by association with those who come bearing dry martinis.

GREAT HANDOUT MACHINE

Another of my New York friends who has not yet been introduced to this post-graduate college of journalistic sophistication is distressed about still another phase of his state—the drift of newspapermen to the employ of the State and the development, under Governor Dewey's administration, of what my friend calls the greatest handout machine in the state's history.

I submit that the ethical level of journalism will rise only when more editors look to the example of the best newspapers—and when they cease to quibble about what we mean when we discuss influence-peddling.

What I have said about New York State is typical of many areas. In California, recently, a courageous magazine, called Fortnight, published a sweeping attack upon the management of horse racing in that state. Fortnight charged that a news blackout existed.

The article was promptly attacked in print. I cannot say that I was particularly surprised when Fortnight proceeded then to follow up by reproducing excerpts from the reports of jockey clubs— and that these excerpts showed $250 checks going to reporters. One of the names on these excerpts was the same as that belonging to a writer who, so far as I know, is still working for two of the best-known newspapers in California.

MISUSE OF FUNDS

There was a situation in Texas last year where three reporters in a metropolitan city were employed by the Housing Authority— and paid $75 a month each to write material for their papers. One of these reporters said later that "the Authority wanted someone who could point out the favorable side of the picture—to develop stories showing the good things the project did on our own time."

The Housing Authority director was charged with misuse of funds in directing it to this use and went on trial. Two of the reporters who had been on his payroll covered the trial for their papers. I do not for one moment say that they did not do a good job of reporting the trial, but I do think it an unusual procedure for their newspapers to follow.

In all this, I do not blame the reporters. I think an editor owes it to a reporter to give him direction, to insist on certain rules of procedure. When you permit a man to hold outside press agentry jobs, you are asking for press agentry—and you are openly encouraging more and more influence peddling.

"SAND-BAGGING"

How can editors retain their sense of self-respect and still read with equanimity an editorial like the one I am about to read you. It appeared in the magazine, American Aviation, under the title: "Sandbagging."

"The latest convention of the Aviation Writers Association has closed and a multitude of industry hosts in the Dallas-Fort Worth area went all-out to provide the members and their guests with an abundance of hospitality. We think it is time to tip off AWA, however, that it is wearing out its welcome in a good many places and that it needs to re-evaluate its membership and its position as an organization purporting to represent aviation writers.

"We bring this up this way because the aviation industry is in no position to offend AWA by telling the organization what it really feels . . . The truth is that in the past few years AWA has gotten the reputation of being free-loading junketeers instead of the working press. It is difficult to find a real aviation writer at a convention because of the larger number of camp followers consisting of press agents, free lancers, former members and others who partake freely of the hospitality which industry wants to give bona fide aviation writers. The spectacle at Fort Worth . . . was an adolescent dead-end-kid spectacle which should shame AWA into a genuine housecleaning."

The aviation writers disagreed strongly. They felt this unjust. Perhaps it was. But I had the feeling that the editor was speaking not only for himself but for a part of the aviation industry, and if I had an aviation editor who was a member of this group, I'd be digging into the situation to find out what was what.

POTSHOT AT SANTA CLAUS

Yet, there are editors—here in Canada, I'm sure, as there are in the States—who refuse to take this seriously. They fail to see any corrupting influences. One editor friend of mine said: "Let's preserve some of the niceties of this rugged life. Too many people have been taking pot shots at Santa Claus."

Is it taking a pot shot at Santa—or at the bartender mixing the dry martinis—if I question the wisdom of newspaper photographers doing a side business in, let's say, wedding pictures?

This is no hypothetical question. I went through this one myself. I had to meet it in St. Louis. Some of our photographers were for hire for taking wedding pictures. Is it so odd, then, that the idea got around that you had to hire "Mr. So-and-So" to take your pictures, or you didn't stand much chance of getting them into the paper? Yes, I had it cut out. But it wasn't pleasant. It opened up one abuse after another. It was shocking—and I know it goes on in city after city.

INFLUENCE ON NEWS COLUMNS

Mind you, I am not talking about the propriety of taking a drink or a ticket. I am talking about the direct influence on news columns.

One Texas editor, in a letter to me, said that one of the best known names in the oil industry has "several reporters on each paper" in a certain town on the payroll of his enterprises.

Suppose, he postulated, that this oil man put out a story about hitting a new pool. Some widow, he wrote, might well be impressed enough to invest her savings only to have the new oil pool turn out to be one of salt water.

I think his fears have good ground. And I think the editors who permit these reporters to accept such employment are evading their responsibilities.

I could stand up here for the next half-hour and give you case after case of this sort. You might go away from here a little alarmed, and I would hope that you would try to button up things in your own shops. But one thing I know for sure. There will be editors who have achieved some high recognition who will promptly pooh-pooh, and then sit down to pillory some citizen not in the newspaper world who has failed in his obligations to society.

ADVERTISING IN NEWS

Is it any wonder that advertising men try to figure out ways and means of getting their direct share of the news columns.

Only two weeks ago, in Chicago, at the Newspaper Advertising Executives Association convention, one advertising agency executive had this to say—that if he were a general advertising manager, "I would be wondering whether, for instance I could work out a 13-week association between a national food advertiser and my food editor. Maybe the food ad would run once a week and the food editor's picture could be worked into the ad with a personal recommendation to the reader."

He suggested that advertisers might be persuaded to run regular continuity schedules with a method worked out to supply the personal endorsement of the paper's famous writers to advertised products.

PROSTITUTION OF PRESS

Then he added: "Some people in the newspaper business will consider ideas of this kind to be crackpot prostitution of the freedom of the press. And they may be right."

"And they may be right." Even he, making the argument, knew it. But a lot of editors don't know what's right. Or they've forgotten. And, in so forgetting, they have contributed to the downfall of many a good newspaper.

I know of one newspaper situation right now where it is touch-and-go as to how long the paper survives. Sure, they are having some trouble with the unions—the pressures are great. But, candidly, it's a poor excuse for a newspaper. It has been known to suppress news of its own community. It is mealy-mouthed in its editorial positions. It doesn't have any respect in its community and it will never be remembered for anything it stood for.

PROBLEMS IDENTICAL

Up here in Canada, your problems are identical. I think the record is that you have had even more shrinkage than we in the United States. Last April, the Monetary Times reported that in 1930 there were about 99 publishers running 116 daily Canadian newspapers and that today some 57 publishers control 89 dailies—and that 11 publishers control about 42 out of these 98, or close to 50 per cent. This same article indicated that the trend seemed inevitable—the elimination of daily newspaper competition in all but the larger cities.

Now, a monopoly newspaper need not be an evil thing. It depends upon the men who own the paper and upon the men who operate it.

I come from a monopoly newspaper city. We have the morning paper, the evening paper and the

Sunday. That's all there is in the way of daily newspapering in Louisville. Yet the Louisville papers hold I believe, a place among the distinguished papers of America.

Under Barry Bingham and Mark Ethridge, we do our level best to serve our readers as fully, as swiftly and competently as we can. We suppress nothing. We fight for what we believe to be the right. As a result of intelligent ownership and direction, these are newspapers which I can testify are better than many in competitive cities.

Just a week ago, Time Magazine devoted its cover to Harry S. Grant of The Milwaukee Journal and a full-length article inside to The Journal. Although The Journal has a morning competitor, it is to all purpose a virtual monopoly. And it has long served Milwaukee and Wisconsin with incorruptible honesty—with great drive and with utter fairness.

NEWSPAPER'S ROLE

Almost ten years ago, one of the great old men of The Journal team, Marvin Creager, made a speech in which he outlined his newspaper's role, and we might well take it, all of us, as a good and honest yardstick, too.

"While we know," he said, "it is our first duty to tell the news every day truthfully and selflessly, we know we cannot earn full confidence if we are too cold and impersonal. We must be not only the informant of the reader, but also his representative and, to some extent, his confidant and counselor. He pays for that service, and he is entitled to it. We think it is our duty to look out for the interests of the people of Milwaukee—to be their attorney. Private interests have able legal and public relations counsel, but the public's interests must depend very greatly upon an alert and conscientious press for representation in the supreme court of popular opinion. We try not to fail the public."

"That may sound patronizing. It need not be. The readers do not want to be admonished, exhorted, cajoled or told what they must do. They want the facts laid before them by someone they trust, and they will form their opinions—and they don't need to be spoon fed. Tell them the facts—whether you like the facts or not—and the readers will know what to do with them."

This, you see, is the task of a professional, of a man who knows his role in society; who wants to be a newspapermen because it is the greatest calling. And that means being jealous of our ethical standing.

I started early feeling this way—when I was a boy in Montreal. When I was about 10 or 11, I put out a newspaper on a typewriter—one cent to read and two cents to keep. I remember we got one cent from my parents and one cent from the parents of the boy whose typewriter we used. It was undoubtedly an unprofitable undertaking. It was a labor of love—and I have never lost my love for it.

NEWSPAPERS IMPROVED

I have seen newspapering come a good distance in my own time. It has improved, I believe, in greater measure than any other calling in life—and in that I include science and medicine. I use the word 'improved' not in the sense of having made greater achievements, but in the sense of having created a better and higher-type personnel; of striving for higher goals; of learning to subject personal prejudice and bias to a higher object of putting down facts impersonally and impartially.

Good newspapermen everywhere glory in the achievements of good newspapers. We get a glow when we hear of some paper breaking through barriers and accomplishing some civic good.

I like the standards of papers like the Milwaukee Journal and the St. Louis Post-Dispatch and the New York Times. I wish there were a hundred great newspapers in our hemisphere instead of eight or ten or twelve.

NOT BLIND TO EVILS

But though I take pride in these accomplishments of the press I am not so naive as to blind myself to some of the evils which still persist. I think most of these evils are the result of too crusted routine. They need challenging.

If newspapering is to take its rightful place as one of the major professions of the world, it needs to achieve that place with a sense of deep integrity.

How can we claim integrity when newspapers employ men whose services are for sale to outsiders—outsiders whose only purpose is to pollute the news columns for their own interests?

How can we claim integrity when we permit staff members to accept costly gifts?

How, in short, can we possibly claim integrity unless newspapers are willing to pay for their own news coverage—and not to demand subsidy—as so many do in both sports and political matters?

A man who edits a newspaper has no right to sell himself or his newspaper to a chamber of commerce, a major industry or a major advertiser.

A man who owns a newspaper has no right to sell himself to anyone or anything.

A man who writes for a newspaper has no duty except to write the facts—for the newspaper that pays him.

Let us come into our professional inheritance with clean hands.

Let us live by the motto of the old Salem Register—

"Here shall the press the
People's right maintain,
Unaw'd by influence
And unbrib'd by gain."

BILL THOMSON, Regina News-Leader, expressed the thanks of the Conference to Mr. Isaacs for his challenging address.

DUKE OF EDINBURGH TOUR
Rod McInnes, Director of Public Relations, TCA

T. N. MORRISON introduced Rod McInnes, director of public relations for the Trans-Canada Airlines, who he said, had a matter of some importance to place before the Conference.

ROD McINNES, TCA—It is hoped that the coming trip of the Duke of Edinburgh will set a pattern for more frequent visits of the Royal Family to Canada and other Commonwealth countries. There is a feeling it can be done if it is removed from the status of a full-blown tour, but on which they come to do a specific job, such as opening a hospital, and then wander off to see a bit of Canada on their own. It is hoped that a special type of coverage can be set up for these visits.

The concensus of opinion seems to be in favor of a logical arrangement of pooling, set up for pictures, radio, news stories, and it is suggested that it is important that the newspapers be represented.

The Duke of Edinburgh's trip will all be by air, and largely through the north country where accommodation and communications are very limited. It is suggested that coverage be set up on a pool basis. There is, of course, the question of independent coverage which newspapers may wish to undertake on their own, and we will give them all the co-operation we can in transmission of their stories. There will be no trouble on the trip from Ottawa and the Pacific Coast, but we are concerned about the north.

I have had a discussion with your executive on a method of choosing three representatives of the press and methods of transmission. Their copy will be available to any newspaper in Canada. We have had many requests from the United States and the United Kingdom for representation, and our answer is that the pattern will be as outlined, and no commitments wil be made until we have assurance of an arangement satisfactory to you. This service will be additional to the news services provided by The Canadian Press, Reuter's and the British United Press. We might have a request from the Australian News Service, and if they do ask, there should be arrangements made for them, the same as for the other news services.

T. N. MORRSON—This seems to be a new departure for our organization, and at first we were reluctant to deal with it. But as Mr. McInnes explained it, we felt that you should hear what he had to say. It might be a difficult problem to fill the vacancies, and we should not get into a debate on it. I would recommend that we entrust this matter to the incoming executive. There seems no other way out, unless we have some ingenious suggestions from the floor.

DOUG McFARLANE, Toronto Telegram—If Australia is not considered will that mean four places?

MR. McINNES—I had hoped you would ask that. It is a matter of having to use small planes in the north, and there are limitations imposed by having to make trips in twin engined craft. They have a maximum capacity of 15, and we have to keep our numbers down.

R. J. CHURCHILL, London Free Press—Will you make it clear about independent coverage?

MR. McINNES — Independent coverage would involve the chartering of planes by the newspapers themselves, and we would do all we can to co-operate in transmission.

DOUG McFARLANE—You could take more on the initial trip to Vancouver?

MR. McINNES—We could, but the problem would arise of who to take the rest of the way. The press plane must also carry the service crew and spares. It is a question of the weight of the load, and we want to keep within the range of a C-5.

MARSHALL YARROW, Ottawa Citizen—Will the copy be carried on CP wires?

MR. McINNES—I have discussed that with Gil Purcell, and he suggested it be carried overhead. Copy will be flown to Edmonton and transmitted from there. Papers interested in taking additional copy would indicate their intentions at the outset and share the file.

T. N. MORRSON— The only solution seems to be to leave it in the hands of the incoming executive, and to pass on suggestions as to procedure.

It was moved by A. F. Herbert, Globe Reporter and seconded by J. W. Sancton, Fredericton Gleaner, that the matter be left in the hands of the incoming executive. Motion carried.

NOMINATION COMMITTEE

The following were appointed as a committee to bring in nominations for officers for 1954-1955 and to recommend a location for the 1955 meeting: R. J. Churchill London Free Press, chairman; Howard Crawford, Brandon Sun; Frank Doyle, Halifax Herald; P. P. Lafortune, Le Petit Journal, Montreal.

MESSAGES OF CONDOLENCE—

Moved by G. A. Morton, Belleville Ontario Intelligencer, that messages of sympathy be sent to the families of Douglas English and Alex. C. Givens, and letters of regret and wishes for recovery be sent to Irenee Masson, Claire Ganong, Bert Buckland, Earl Werstine and Tania Long.

The session was adjourned for lunch at 11.55 a.m.

FRIDAY, FEBRUARY 5 — AFTERNOON SESSION

INTRODUCTION OF NEW MEMBERS

INTRODUCTION OF NEW MEMBERS

J. M. MURPHY, Truro, N.S., News, reviewed the history of the Conference briefly, and introduced the following new members attending for the first time:

Britt Jessup, North Bay Nugget.

Cuthbert Jones, Sherbrooke Record.

J. F. Collins, Guelph Mercury.

C. B. Schmidt, Kitchener-Waterloo Record.

George Grace, Sudbury Star.

Kingsley Brown, St. John Telegraph-Journal.

Maurice Allaire, L'Action Catholique, Quebec.

T. N. MORRISON announced that Robert A. Farquharson, the first president and one of the founders of the Conference, would be present at the Saturday afternoon session, as he was flying from his post as Director of Information for NATO, in Paris and would address the Conference at 4 p.m. on that day.

PANEL DISCUSSION — THE CANADIAN PRESS REPORT
Chairman, W. T. Munns, Globe and Mail, Toronto

Members of Panel:

W. T. Munns, Toronto Globe and Mail, chairman.

Douglas MacFarlane, The Telegram, Toronto, general news.

Robert C. Hanson, Montreal Herald, sports.

R. J. Churchill, London Free Press, women's copy.

Eric Wells, Winnipeg Tribune, general roundup.

W. T. MUNNS, Glove and Mail, introduced the panel members, and called on Douglas McFarlane to open the discussion, and deal with general news.

DOUGLAS MacFARLANE—Mr. Chairman and gentlemen, this pile of documents I've brought to the discussion of the CP news report is not, I assure you, the notes of my contribution. It is the CP news report itself—one day of it. And I must say that when you put it all together in one package, it has rather impressive bulk. I merely enter it as exhibit A for you, the members of the jury, to have a look at if you care to.

Personally, I have always been allergic to speakers who apologized for not having more time, who discussed the business of being brief at such length that, in the final measure, they wern't. I'm going to take my 10 minutes or so and try to make the best of it. And incidentally, if I happen to refer to Canadian Club when I mean Canadian Press, I'm sure you'll understand.

In approaching the subject of the CP news report, I tried to put myself in the position of a reporter—for managing editors, this is sometimes difficult although it shouldn't be. At any rate, I went ahead and did what I would expect a reporter to do—I went to the man who should know all about it—I interviewed the general manager.

And I may report that Mr. Gillis Purcll has lost none of his persuasive powers. Aside from reinforcing the sentiment that Canadian papers are goldarn lucky to be on the receiving end of such an efficient, esteemed, enterprising service as the Canadian Press, I did find out:

(1) That 274 people are on the Canadian Press payroll, 34 of them serving radio.

(2) That Canadian Press news reports are not intentionally dull.

(3) That Bill Boss, believe it or not, can speak Russian.

MUST BE CONSIDERED

Now these facts, in themselves, may not seem of much importance but I feel they have a direct bearing on what should merit our serious consideration in this discussion.

I am not specifically aware of the war establishment of the various newspapers represented here, but in taking the measure of comparison from the fact that The Telegram finds it necessary to employ 50 reporters, I'm impressed with the proportionately small number which produces, each day, the flood of Canadian Press copy into our offices.

And, as was natural, any discussion of the operations of Canadian Press produced references to the reduction in budget and necessarily staff during the troubles of about three years ago.

Now I know of no Canadian managing editor, this includes some who are operating on a much more generous budget than guides my thinking, who has sufficient staff. I don't suppose there ever will be such a fortunate operator.

Maybe it's just as well. It undoubtedly would take some of the challenge out of the job, make us a bit fat mentally. But when we're

busy cussing out Canadian Press for failing to come through with that day lead, we might keep in mind that 274 all ranks figure.

So much for numbers—it moves immediately into the allied subject of quality of their production.

DULLNESS OF REPORTS

For years, I have discussed with others in the profession what appeared to me to be the dullness of Canadian Press reports. It's all very commendable to be factual—but does factual have to be dull. That's the question I presented to the CP general manager.

And I have it on oath from him, taken with his right hand on the CP style book, that he and his fellow executives are not constrained by any idea of being all things to all men to a point where they want so much to make sure that they are wilfully dull. They want more readable, more interesting, more attractive, more thought-provoking writing. They're just having a difficult time getting it out of their writers, and training their new ones to produce it.

And on that score, they get nothing but sympathy from me. The early school of journalism, with all its cliches, its musts in the realm of who, why, what, when, where and all in the lead sentence, sure must have been a hard one—it's persisted so long.

But, as I say, real emphasis is being placed on this phase of production. If you don't believe me, get a copy of the CP style book from your nearest dealer. It's right there in black and white.

BILL BOSS ASSIGNMENT

Now the third point, the one about Bill Boss being able to speak Russian may seem a bit off the beaten track but it's symbolic. And on top of that, it's true. Boss is one of the smartest linguists in the business. I say it's symbolic of the endeavor by the Canadian Press to produce top-ranking copy from without as well as within.

Personally, I regard this Boss assignment to Moscow as a frill and I told Mr. Purcell so. For his part he admitted that it might be a frill. He preferred to call it a good gamble. The indications were that, with the loosening up of the Russian attitude toward foreign correspondents and their movements within the Soviet, Boss might very well come up with something worthwhile. Only the future can be the judge of that.

But Boss is merely one in a pattern indicating enterprise. This year, for instance, in the frontier areas of Canada's big development, Canadian Press will do more actual reporting than at any time since war correspondent days. Gil showed me a list as long as my arm of story titles . . . based on recommendations from his various bureaus. I tried to swipe it when he wasn't looking but he kept on looking.

CAN EXPECT SPECIALS

So you can expect some real-interest specials from Canadian Press this year, the kind of specials you'd send your own man on if you could afford it. In this connection, it might be appropriate to suggest that a closer look be taken by the members of this association at the news features being turned out by Canadian Press.

I think that many of us, particularly on the larger papers, are so caught up with the problems of space, the coverage of local affairs, the fight for the exclusive, that we're missing service features which outclass for reader interest some of the material we're using.

So far, it seems, I've largely been laudatory regarding CP. And, while I'm at it, it's interesting to note that this Canada of ours, because of the standard of CP coverage, is the only major country in the world where there is no AP or Reuters resident correspondent, where they depend completely on the domestic service to supply them coverage. It certainly is a compliment to the efficiency and the integrity of the CP.

BED-ROCK CRITICISMS

Thus ends the hearts and flowers department. I don't want to create the wrong impression. There are criticisms. For the real bed-rock criticism. I went to the men on my staff who should know best, the men who tear and compare, the men who are dealing, day-to-day, in close contact with the CP service . . . the cable editor, the North American editor and the Ontario editor.

It's not the intention of this conference, I know, to pull punches, but I have not brought with me their unexpurgated views. Give these editors a chance to cry and you suddenly find yourself in the middle of a lake. But here are some samples of what I feel are constructive criticisms:

(You can tell the authors of these reports without looking at the signatures. The first one, for instance, is from the cable editor and it's brief, in restrained language.)

CABLE EDITOR'S VIEWS

"While CP does not seem to make as much use of facts at its disposal for bright lead purposes as it might, its stories are factual and reliable. More bulletin leads would be appreciated on news breaks in important stories, as long stories are liable to stay on the machines until they are completed. At edition time, this delay in getting the story promptly can be serious (copy boy trouble, again).

"If the flow of CP cable copy arriving in the office, say between 9 and 10 a.m., could be advanced 60 minutes—or even 30 minutes—it would mean more adequate world news coverage in the first edition, particularly on Saturday and other early start days."

That's the cable editor. He's not quite as voluble or as firm or as vigorous as the North American editor. I should explain we have substituted this title for the one of telegraph editor. It's more descriptive of the job as we know it, and includes everything continental but Ontario. Here's what he has to say (the expurgated edition):

"In general, I would assess the report (the CP report that is) as often valuable for tipoffs on stories, but usually weak on getting the best angles high in the story and often making the story lifeless with a drab recital of facts.

AGAINST HUMAN INTEREST

"The facts are usually accurate but are often assembled in a way which makes them insignificant. The truth is CP's policy militates against the human interest angle in stories—often the vital spark needed to dramatize a yarn, to lift it into life.

"Ottawa coverage generally is good, the strongest link in the spotty CP network. Follows on Washington and London breaks are expedited, and the news features produced by the bureaus are of solid calibre. Main criticism is of the length of day-to-day stories on such things as the rail rate hearings. Technical subjects which can only, with great difficulty, be translated for the layman should be dealt with only when a decision is made or an important turn of policy reached.

BEATEN BY OPPOSITION

"For some reason, CP is being consistently beaten by its opposition in certain Canadian points, chief of these being Winnipeg, Vancouver and Quebec City. This is hard to justify, especially when CP membership is strong in these places. Apparently, staffers on member papers are funnelling out the news to the opposition wire service before it is processed to CP. The only answer seems to be pressure for faster relay of such breaks to CP hands, and speedier handling of same by CP staff.

(This advice is provided to the CP executives here present without special assessment.)

He goes on:

"I have long objected to another major soft spot in CP technique—that is, the almost fanatic belief in rewriting for rewriting's sake. If a short, neatly written vignette comes their way, they feel a rehash (usually by a green hand) is mandatory. Why couldn't they just put it out the way it is? Locals wouldn't want the CP version anyway, so the rest of the country would be getting a readable piece with perhaps a dash of style instead of a garbled nothing."

ONTARIO EDITOR'S VIEWS

Harsh critic, this North American editor. Now comes the Ontario editor. He's a big younger, just as strong in his opinions, agrees with most of the preceding, has some views of his own as follows:

"If graded on an average, I'm afraid CP copy would have to be labeled fair. It might even fall below this.

"The Ontario report could be compared to a bottle of milk. There is a certain quantity of well-written bright copy, but this is just the cream. The majority of it is written without life, leads in final paragraphs.

"The service slips badly on angles. Even the most obvious questions that would hit anyone reading the yarn are left unanswered. I don't know why.

"Follow stories are often late, if done at all, and they are seldom adequate.

"A sizeable share of the CP copy gives you the impression it is filed by a bored rewrite man.

"As a sample, I remember an item from Timmins about a man hanging himself. It was just about a month ago, shortly before Christmas and with 4,500 miners out of work in the area. His work was not identified nor his family connections. It could have been a miner with five children. A good page one yarn. I had to phone Timmins, we were right on deadline, to check it. It turned out he was a bushworker with no family, but CP never did bother to explain.

"There have been other such items . . . too numerous to list.

"I also find that it takes so long for CP to answer a query that it's better to check yourself.

"Although our correspondents, as a rule, beat CP to the punch, we average about a tip a week from them. Most of these tips originate in Windsor, London or Ottawa, mainly because CP has a better service out of those areas.

"When spot news stories are ruled out, CP's service could be described as good. Council meetings, obits and court cases are used pretty well as is. Those that are worth using, that is. Unfortunately only a few of them rate space.

"The service however, provides a necessary, if sometimes useless, service. At least you get coverage on certain meetings and courts that would otherwise cost money in wire tolls and time to cover. (It's obvious he doesn't realize how much the CP service is costing his paper—I'll have to let him know it isn't for free.)

"Maybe I'm being too harsh, but as far as I am concerned CP service was not designed for a metropolitan daily with competition such as ours. You just can't sit back and wait for CP.

"However, I don't suppose CP has the manpower to give top-notch Ontario coverage. And besides if it did you wouldn't need editors. Let's hope it doesn't improve too much."

So there you have it. The background of circumstance and the foreground of production. It's a question for you to decide whether the blend is as it should be.

Thank you.

SPORT REPORT

ROBERT HANSON — In the course of rounding up material for this discussion I asked several sports editors for comments. One of them eventually sent me a one paragraph memorandum. It said:

"Canadian Press sport coverage has improved greatly in the last five years. It gives good all round coverage. Color stories are well done. Russ Wheatley and Jack Sullivan along with Al Vickery are top notch men. Hockey, golf, tennis and football get outstanding treatment. I have no suggestions and certainly no criticism."

That sort of had me stumped. But he was an old timer. Another old timer, now retired as editor, cleared it up a little bit when he wrote:

"Although I don't handle much CP copy now, it's my impression that the CP is steadily gaining in its appreciation of the importance of sport news and in its coverage of major sports events, particularly in the Canadian field. There was a time when it stunk. It was really terrible. It was indifferent; sports were a necessary evil it had to live with but didn't necessarily like. This has changed in recent years. Today it's a pretty good service."

Both men were on papers with alternate wire services. In five days last week the man who had absolutely no criticism of CP and no suggestions whereby its service could be improved printed 32 CP-AP datelines and 16 BUP. How come. Most of the CP datelines were on routine reports. Most of the BUP datelines were on sports enterprise stories and solid regional roundups.

As a matter of fact, in five papers checked during the period there were 170 CP-AP slugs. And there were 165 slugs of British United Press. The paper making most use of agency material used 64 non CP stories; 49 from the CP. The others were in cities where big league events occur and originate much of their own stuff. Quite a few non-CP stories were spot reports — primarily hockey roundups and Grey Cup affairs in the Canadian field. But the basic play CP was losing in all the papers was the initiative story normally offered by British United Press and NEA. Where it was merely a matter of setting down the statistics, CP is still doing the fine job it always has done on such things.

SPORT FEATURES LACKING

So on the whole, the Canadian Press sports report isn't too bad when compared with what it used to be. Everyone seems to agree that there has been an improvement. Some think it's been going on for a matter of years. One editor feels that a great improvement has been apparent for about eight months. But one thing sadly lacking is the sports feature story. On a regular basis CP has never been able to issue anything comparable to the stories by Gayle Talbot and Hugh Fullerton of AP, for example.

All major events do get their proper coverage. Balance is good between day and night leads and bureaux, from the Montreal point of view, generally do their best to expedite material on request. And delivery of the spot copy certainly is the agency's first duty. It's in the reader interest copy that fault lies.

WRITING NOT BRIGHT

While the spot copy is delivered, CP's writing is seldom bright—except in staffed stories out of Toronto and Montreal. Would that CP had half a dozen Russ Wheatleys for instance. Too many juniors seem to decide what's going on the wire and the average sports department — tragically — isn't equipped to cope with them. Roundups too often are thrown together by writers who haven't any idea of what they're writing about. One classic in our office file included five major factual errors. And the sports desk of at least one metropolitan daily didn't catch one of them. No names, please.

Of course regional headaches must influence any such paper as this. We don't subscribe to CP's coverage plan for the Quebec Hockey League, for instance. So far as we're concerned the story coverage is based almost solely on the statistical summary. We keep a man on the road. When he doesn't travel, he uses a phone.

REGIONAL DIFFERENCES

And, still speaking with a regional voice, we feel that Toronto gets too much attention. If the Toronto hockey team is playing in Boston, and the Montreal hockey team is playing in New York, it's our impression that Toronto gets a pretty good play-by-play while Montreal is ignored. Ontario Rugby Football Union games are covered, Quebec RFU is often skipped. Ontario golf is well handled. Quebec golf isn't staffed unless it's a national event.

In the far west and in the Maritimes, folks have a pretty good idea of what's going on in the big leagues. But we feel there should be good reader copy available for Ontario and Quebec newspapers from the east coast and from the west. We seldom see it. And it doesn't have to compete with spot news for wire time. A lot of it can be handled by mail.

Football coverage can be taken as an example. About the only features carried on football during the last season were based on weekly scoring statistics which, for our money, are a waste of effort.

Scoring leaders in football don't mean too much. A fullback might have ten touchdowns but his work might not be nearly so important as that of the men who throw the key blocks.

CP IS UNIQUE

I believe the CP is unique in this respect. It seems like something copied from hockey's notebook to fill a dull Monday night wire. Monday night—and Friday night—are the nights most editors would like to see the wires loaded with bright sport features. By and large those nights are the quietest sports-wise.

In one of its attempts to provide features, we feel the Canadian Press had gone too far. That's in the selection of such things as team of the year, athlete of the year and what-not. The idea is

good. But the basis of operation isn't.

With all deference to the excellent sports editors of St. John's, Newfoundland, and Nanaimo, British Columbia, how in the world can they be expected to vote on people they've never seen in action, but have to make their decisions on the reports carried through the year by the Canadian Press, or on what they may hear on the Saturday night hockey broadcasts. A far more selective vote could mean much more.

PERSONALITY PIECES

Instead of such things, let's have more personality pieces. A lot of editors would have liked a good take-out on Earl Walls, Canada's leading heavyweight contender, before his fight a week or so ago in Toronto. But no dice. Maybe we should have asked for it. No particular effort was made to dress up coverage on Marlene Stewart in her Florida golf tournament last week. What are the chances of Tom Burgesss winning that outfield berth with the St. Louis Cards? London would like a good story on that I bet, provided it's done by a man who knows something about baseball.

All right. So what's good about CP sports.

Well, it does get the spot news on time. It never misses a thing that's scheduled in advance.

Top golf which is handled by Russ Wheatley is as well done as any press association man anywhere does it.

On day leads CP is tops when Jack Sullivan is batting them out in Toronto. But the CP has just one Sullivan. And one Wheatley. And a lot of the rest in CP just don't seem to care.

WOMEN'S REPORT

R. J. CHURCHILL — I should like to thank all who answered my survey questionnaire. If my analysis of the CP's women's page service is of value, your cooperation made it so.

The response to my single circular letter was remarkable. I am tempted to call it phenomenal. Fifty-six replies were received. They came from all provinces, except Newfoundland, so I am able to report for newspapers from Charlottetown in Prince Edward Island to Victoria on Vancouver Island.

Another interesting feature is that papers large, medium and small circulation-wise, are represented. I was glad to hear from such papers as Prince Rupert, Nelson and Trail. It was gratifying too, to have French language press well represented. I think that there is a growing appreciation of the importance of news of special interest to women. I do not think that there would have been such a response before the Conference came into being. If we have, in some measure awakened this interest, we have done a service to the press of Canada.

IMPORTANCE OF WOMEN

It would be dangerous indeed to underestimate the importance of women readers. In most homes, the mother has a large part in deciding which paper the family will read, regularly. A study of almost any paper will show, I think, that most of the big revenue ads are directed to the women shoppers. It takes a lot of white space to tell all the virtues of the many super-sudsy soaps which compete for the family dollar.

The survey show that the editors' opinion of the Women's Page service, is fairly consistent from coast to coast. I was surprised that the geography of our vast country had so little effect. There is little divergency in the evaluation of the service and in improvements suggested.

FEW DISSATISFIED

I feel sure that Gillis Purcell, will feel much easier when he hears that only 15 newspapers said flatly that they were dissatisfied —and that an equal number (15) said the service was satisfactory. Frankly I was quite surprised. A far greater number, 25 wrote that they were satisfied, in part. Actually, I think, that most of those who listed themselves as satisfied should be listed with the partly satisfied since nearly all of them offered suggestions for improvements and many of them who said they were satisfied, wanted a marked increase in the amount received. Several made the destinction between quantity and quality—they said they were satisfied with the quality—but in the overall I believe they were a minority.

A breakdown on circulation basis showed a slight difference in results. Of the 20 largest papers—five said they were satisfied; seven were out-and-out dissatisfied and eight were partly so. The division between satisfaction and dissatisaction here was the reverse of that in the smaller paper group—but the edge is slight, indeed.

Two papers reported a recent improvement.

Thirty-three editors wanted more copy than they were getting — proving I think, that CP's falling down in quantity at least. Only eight papers out of 56 reported that they would not use more even if it were available — and two of these eight would use more if the quality were improved. The surfeited six are that way because of lack of space — not because they think there should not be more women' news.

VOLUME OF COPY

I found it difficult to get even an estimate which could be accepted as accurate of how much women's copy is filed by CP. The head of the Women's department of the Free Press, who at my request kept a record over the past two months, estimates that an average of approximately 3,500 words was received weekly. The telegraph editor was certain that the estimate was low. He placed the total at between four and five thousand, or two or three items daily. He pointed out too that other items not slugged "women's" could well be used on Women's pages. It must be remembered that I am speaking of the CP trunk wire and the AP New York wire. I do not know what is offered on other circuits but certainly it would not be more.

Let us accept 5,000 words or between 4 and 7 columns as the weekly total. That seems a lot until you look at the space which must be filled. The lowest estimate of space used for women's news by an individual paper is about 26 columns weekly. Some fill 50 to 70 columns. But taking the lowest figure as measure, we arrive at the conclusion that the CP is supplying, even if all contributions were acceptable, only about 20 per cent of the requirements of the smallest paper. Compared to the percentage supplied in general news and to the sport pages and financial columns, the amount is small indeed. Do you wonder why nearly all papers are asking for more women's news.

The one big fault in the service is that the CP has restricted horizons when it comes to women's news. Their interest, and understanding, figuratively of course, seems to begin in Toronto and ends in Ottawa, too often in Charlotte Whitton's office.

The news definitely has a strong metropolitan flavor; no doubt because most of the stories originate either with the papers in few large centres, or in CP offices in those cities. Only six papers in all of Canada report that they contribute women's news on a more or less regular basis. They represent only five large cities—two of the six papers are in Toronto.

There seems some basis for complaint therefore that stories, generally, are written from a Toronto, or perhaps I should say a Metropolitan viewpoint, or as at least three editors put it, a late filing or rehash of a Toronto paper's story. They went so far as to mention the Globe and Mail.

FORGOTTEN WOMEN

It would appear that the women of the provinces are forgotten women — or strangers to CP.

And there seems to be a reason for it.

Eighteen papers, representing all parts of Canada including Quebec City, report that they never contribute women's news to CP. Twenty-one say they contribute occasionally, seldom, or rarely. Victoria was more explicit by reporting once a year; the state ball. The 38 papers must share the blame with CP but the replies indicate a tendency to place the blame largely on CP—for more than one reported that they had never been asked, that the stories are available if CP wants them, or that they do contribute when requested to do so — one cannot help but suspect that the requests are all too few.

I am glad to report in passing that one of the papers reporting itself as a contributor is a French-language paper — and I am sorry to report that no paper west of Winnipeg makes the claim — nor any east of Montreal.

Now as to quality —

QUALITY OF FILE

Of the 56 papers in the survey, 30 said CP should eliminate some of the material supplied, and yet most of them reported they would like to receive more than they are getting. This may be interpreted as dissatisfaction, at least — in part, with the quality of the file.

In all fairness, I must admit that 24 papers would eliminate nothing. Twenty-two of the 24 use more than 80 per cent of the file and 19 of them use 90 per cent. It is interesting to note here that most of these papers use teletype. Only 5 of the 80 per cent group are the larger or so-called Metrpolitan papers.

But, 50 of the 56 papers offer suggestions for improving the quality of the file, and among the 50 are 15 papers who reported themselves as satisfied with the service. Some of the 15 stipulated that they were satisfied with the basic quality, but would like to receive additional material.

It would be utterly impossible to give here, the full list of suggestions or the suggestion paper by paper. Time does not permit, and even if it did, there would be deep confusion. Naturally there is conflict for what is liked by some, would be eliminated by other editors. What is meat to some papers is poison to others. I shall therefore, deal with analysis of quality, criticism and suggestions for improvements in a general way—and then pass on to CP the complete list of suggestions in the hope that they can work out of it, a pattern for general improvement.

The rest of this analysis will be a discussion of the types of news.

PERSONALITIES

This class of story tops the "wanted" list by a wide margin. More than 30 papers recommend them in their suggestions. Size of the paper and geography seem to be no factor. Montreal and Trail in the mountains of B.C. wants them — New Brunswick on the Atlantic and Victoria on the Pacific ask for them. The English and French language papers both want them.

There are sound reasons for placing them high on the list. No other story is so apt to appeal to women of every class — they are of interest to ambitious career women trapped in drudgery.

After studying the survey result CP should have no hesitation about filing this type of story, but, and this is important, there are stipulation which must not be overlooked.

Not just any successful or prominent women will serve as subject. Thirteen papers, large and small, and including a representative of the French press, emphasize that the articles must be about interesting women rather than merely those who are prominent — and one editor added, "Let's know what makes them tick."

While Canadian women seem to be preferred, eleven papers would go into the international field as well — on the other hand, they would not overlook interesting subjects who live and labor in the town or hamlet—Again! — up with the forgotten women.

TIME LAPSES

A source of irritation is the separation by a time elapse of feature and pictures — such as when a personality story arrives on Tuesday, while the picture meant to illustrate it, delays its appearance until the Friday.

If CP introduces humor, or shall we say refrains from cutting it out, some editors, in fact most of them, will be happy indeed.

Definitely the survey indicates that they should be breezy and chatty. This came from the highly respectable Spectator, in Hamilton — "Let them be snappy and a bit daring."

Closely allied with personality stories are those of women in Politics. We on the Free Press feel that CP missed an opportunity by failing to do searching personality stories on the four women elected to parliament. The casual matter-of-fact stories on their election should have been augmented by features telling — and may I borrow the phrase used by an editor "what makes them tick!" — Why did they go into politics, what they believe, what their aims are; their good moments, their tribulations.

Allied too, are stories on unusual jobs and careers.

STYLE STORIES

Style Stories received frequent attention in the survey. They had their champions, but also some outspoken foes.

Editors across Canada want stories on Canadian styles. It is the consensus, I believe, and certainly the opinion of the Free Press that CP is doing a poor job in this respect. For the past few years, Montreal has been trying valiantly to become a recognized style centre; but one would not know it if CP reports alone were read.

CP does what is apparently considered a poor job, although there has been some improvement, on New York styles. Most papers want them.

Paris is recognized in the survey as a key style source. Stories from there are considered essential. CP is doing an excellent job — perhaps too good. Some editors warn against imbalance.

But several heavy frowns are directed towards London — English styles, apart from the Court, apparently are not wanted and CP is criticized for paying too much attention to them. It is necessary too, however, to distinguish between what is worn by the Royal family and the English woman at large. Descriptions of the Royal gowns are decidedly of interest to Canadian women, much as are the wardrobe of Mrs. St. Laurent and Mrs. Eisenhower.

The thinking as revealed by the survey is entirely sound, I think. I personally interviewed merchants on the value of the various sources, and their opinion coincides with this analysis.

Montreal styles, or local if you wish, are of immediate interest which styles are usually currently available across Canada.

New York styles when published are approximately a three week forecast of what will be available in the country.

Most things begin in Paris.

British styles have little value, except perhaps in tweeds or sports wear.

FOOD ARTICLES

Opinion is divided on what is wanted from CP on Food. Some papers list definite requests for articles on cooking, recipes etc, Others, and they are in the minority, say they already have their own services and so do not need even what CP now supplies.

CP will have to work out this problem, keeping in mind that buying, preparing and serving food represents a large segment of the lives of most women. Certainly it holds their interest and is universal. I am sure a happy compromise can be worked out, for the field is large and there are many paths.

Other subjects which various editors think are interesting and important enough to be explored are beauty culture, which too is fairly universal in its appeal. Hobbies; handicraft; education; the arts; health, particularly in reference to children; gardening; home decoration; kitchen planning and gadgets; household hints; shopping conditions in various large centres; changing buying habits; home economics and budgeting; etiquette; stories and pictures to appeal to late teen age girls to cultivate readership.

Surprisingly babies received only one mention, and weddings, which readership surveys show as tops, also receive only one mention. No doubt most papers have a surfeit of weddings on a local basis.

ORGANIZATIONS

It is interesting to note that with one or two exceptions, the 56 papers say that they seek to cover all women's activities, and by inference that their pages are not slanted either to the women in the home, or to organizations and social, by far the most suggestions for improvement are directed to the homebody.

A fair sprinkling of replies do say however, that they want news on national organizations, such as the IODE etc.

One on the Pacific coast wants the Consumers League covered and Sarnia asks that University Women's Clubs be covered. That, no doubt, is because of the vigorous influence of the University of Western Ontario — if I am permitted a free plug.

All papers are not satisfied with what CP is doing on organizations.

A Toronto paper complains that

the attention is restricted to annual meetings and that activities during the year are neglected.

The editor of tne women's pages of the Free Press, and I have great faith in her judgment, reports that CP does a good job on any organization with headquarters in Toronto, but gives scant attention to those outside of that city.

SHOCKINGLY BAD JOB

She cites what she says was a shockingly bad job, done when the Associated Country Women of the World, met in Toronto last summer. This organization, perhaps the largest and one of the most influential in the world, had its beginning in Ontario, but now is centred in London, England. The Women's Institutes are part of it, the editor writes.

"This was an event of interest to all rural women across the Dominion. Delegates came from Europe, India and even Japan. For both news and feature stories it was a natural. When I inquired in Toronto, I was told that CP was not staffing the convention. Stories we subsequently received were scalped from the Toronto papers, mainly the Globe and Mail. They arrived too late for our next afternoon editions. I was forced to go to Toronto to protect our interests because the file was too late, was inadequate, and through scalping lost the desired flavor."

ELIMINATIONS

Suggestions for eliminations are too complex to be dealt with here. The detailed report on these will go to CP as well.

Too many fashion stories is the chief complaint. Thumbs of some editors were turned down on ultra or high society fashions. Two Western editors do not want long interviews with Eastern women, little known in the West — and some editors including Eastern editors, feel space devoted to little known personalities is wasted. Kingston does not want long-winded stories on Canadian women getting minor roles on stage and screen.

QUEBEC REACTION

Two Quebec papers would eliminate Beauty and health suggestions; and as a general comment on Quebec reaction to CP, I quote Three Rivers —

"Let's have more about Education, family life, handicrafts, and doings of Canadian women, especially more of what happens in Quebec."

In summing up, may I warn you that some of these replies might have been influenced by sex.

When the news editor expressed survey opinion as many of them have, they may have been from a male's view point rather than that of a woman. In fact one editor complained that it was difficult to get his women's editor to accept his interpretation of what woman wanted.

Here are two replies; one a woman's, one a man's, that demonstrate that there may be a vast difference.

From Halifax — Would have woman's slant but stories should be written to interest men as partners in family enterprise, the feeding and clothing as well as the education and health of the child.

From Fredericton — A distaff of Floyd Rhude to probe into things affecting the household economy such as the Food supply and above all, prices.

To sum up — CP, I believe, is weak in women's news coverage, because they have made no vigorous or sustained effort outside of large centres to secure the cooperation in this respect, of member newspapers. Member newspapers, on the other hand, have shown a lamentable lack of enterprise, and have done little to spur CP. No doubt CP does a poor job because most papers, because of lack of space, staff or awareness, do little to help themselves, by developing features.

CP as far as I know has made no organized effort to consult women editors. I have never known them to be called into a meeting such as those held by news editors or departmental editors. At CP meetings, women's news gets little or no attention.

CP has had only one woman on its staff. An addition was made only recently.

Most papers want more news from CP in those seasons when local news seems light, such as in the off-wedding season.

I do think that an honest effort to improve the service is currently being made, and that results are evident.

GENERAL ROUNDUP

ERIC WELLS, Winnipeg Tribune: As a preparation for this panel discussion, we monitored one day's file of The Canadian Press. It consisted of 25½ columns of copy, eight of world news, seven Canadian, seven business, 2½ cols. of weather and three-quarters a column of women's. Of the 25½ columns, the Winnipeg Tribune used 3¾ columns and the Free Press four columns. Looking it over, what suprised me was the small amount of usable material. The papers are supplied by their own wire organizations. Of 68 columns in the Tribune eight columns were CP or AP, and of 67 columns in the Free Press, seven were CP or AP. The wire is cluttered up with a lot of stuff that is of no use to us, and it would be in our interest to get some of this off the wire.

We look at the wire for news and we get weather stories. On one day there were 10 weather stories and of all the weather stories, our papers used half a column.

NEGLECTED STORIES

In the Canadian news, some stories were neglected. There was a story on the CCF and housing; one from Niagara Falls on housing; an execution in Toronto. A story on the Winnipeg ballet was not moved, but it was on the radio. We received more or less routine coverage, with a lot of shorts on Toronto stories and one on how Dr. Hitschmanova spent $300,000.

In world news it was not quite so bad, but there was no follow-up on Hemingway. The Hemingway story we did get was abominably written and had to be re-written. There was a story in Clement Attlee retiring. I looked at it for a peg, but there was none. There was a good piece on the Toronto subway, but it was not written in the style we would like.

We found good stories that the CP had not moved. Had some of these been moved, we would have played them up. There was a story on London fashions but it was not used in the Tribune or the Free Press. There was a story on women's influence in restyling automobiles. Another paper used it. We did not, but perhaps that was sloppy desk work.

For the volume of news used, perhaps there is too much dispute to give sound direction in what we want. The small papers benefit more than the large papers. There is too much bunk on the wire, although some papers may want it. We did not get a story on the starling shoot in Hamilton. Many Canadian stories are not adequately handled and there is no good follow-up. The magazines handle union stories that should be good newspaper stories.

The west thinks the CP should do more world reporting. The CP has no world news service of its own, but depends on the AP and Reuters, which give a world news service as seen through American eyes. We should be having Boss and others give us world news through Canadian eyes.

DISCUSSION

GILLIS PURCELL, The Canadian Press: This is a terrific and valuable piece of research, the kind of thing we hoped the Managing Editors Conference would do. It will be extremely helpful to us, and is the same sort of checking that I am doing—the same in great part.

The material presented is all good. Everyone but Eric Wells was speaking of the trunk wire, and Eric Wells of the single wire. We keep constant check on break stories, and we seldom find that a story of that kind has not gone. The problem of routine is one which we have everywhere. The sport run to the west is fantastic, and some papers do not use the wire news they get.

WOMEN'S PAGES

Regarding women's pages, we made a survey of women's pages that parallels this. We want personality pieces on women. We put out a note to bureau chiefs regarding the type of women's stories wanted by editors. Basically, however, the CP was originated to exchange news, and women's news worth carrying on the wires is not covered by the papers of this country.

Here is an example. There was a story in the London Free Press, of two columns, on the women's page. It was not filed by the London Free Press. We cut it to half a column and it went back to the London Free Press, which used it on a news page. News editors do not play fair with the women. They use women's page stories on news pages, or throw them away.

There is a need for (1) Personality pieces, (2) stories of women's events, (3) fashion copy. We can do little about the last, as we do not carry much fashion copy.

We have little or no demand for household hints, because they are usually secured from the feature services. We are aiming at more women's personality pieces, with pictures, but our job is to cover areas where there are no member papers. We have one woman on our staff in Toronto concentrating on women's stories. We propose to appoint a woman in Ottawa.

Our staff is improving. Sports in general is getting better. The stories on the sport polls were used, but we need all the Canadian sport features we can get. We plan to revive Canadian sport snapshots. Solway is going west to the British Empire Games and we may put him on a sport column. It is all a matter of developing the stories.

REGARDING BILL BOSS

Regarding Bill Boss, we applied for a permit for Moscow in June. They stalled us off for months. At the end of September, they gave us a permit for Bill Boss, and he went in. We told him not to bother about cables, because of the censorship, but to send stories back to be re-written. The things we wanted, the censors would not allow to be sent out. But it is a fair gamble that Boss will have some good stuff when he gets out.

DOUGLAS McFARLANE: I am sure we all appreciate Gil Purcell's attitude and the way he has taken the statements made on the panel.

OBJECTION TO STORY

M. McINTYRE HOOD, Oshawa Times-Gazette: There was one long story sent out on the CP wire that I think was nauseating and a complete waste of wire time. It was a story of what some Kansas City Minister had to say after the execution of the two United States kidnappers. It was nothing more or less than a concoction of useless tripe, and I cannot understand why the CP send it out.

ROBERT OWEN, Kingston Whig-Standard: I agree entirely about that story. It was nauseating, and was not a story any self-respecting editor would use.

JAMES MEAKES, Sudbury Star: I have nothing much to say that is new or fresh. Our criticisms are mainly negative. Being in the north, we are not so much interested in small items from southern Ontario. We were criticized for not sending similar material from Sudbury. We are not interested, as we cannot understand why others want it. The international coverage is satisfactory to us and it was a step in the right direction to send Bill Boss to Moscow. We are quite happy about the international news, and feel our people are being kept well-informed

GEORGE GRACE, Sudbury Star: We have sent out small stories because the CP wanted them. We put stories on the wire because of CP requirements, but they are slowed up by rewriting. One serious flaw is in second day leads. All the color is in the first story, but the second day lead is simply repetition, a duplicate of the first day with no attempt to get a new lead.

FRANK DOYLE, Halifax Herald: Mr. Churchill left something out on the slanting of women's stories so that men would read them. If they are newsworthy, will be newsworthy to both men and women. There is a tendency to editorialize in the international news and both CP and AP are guilty of it. I suggest it would be better to move Bill Boss to Berlin in view of the importance of the Berlin conference. The American view may be ours but not necessarily so.

CHARLES LYNCH, Reuters' New York: The CP and AP are not the only source of international news. There is more Reuters' news being used than ever before, because we took steps to improve it so that you would use more.

FRANK DOYLE, Reuters' is open to the same objection, it is not Canadian news.

DELAY IN STORIES

ROBERT OWEN: In handling the Toronto news, you send us on the wire the Toronto paper headlines, but they often deal with stories which we have not even had on the wire up to then.

GILLIS PURCELL: We put out these headlines, but we may not have by then received blacks on the stories, or it may have taken longer to rewrite them. Ontario news from the area from west of Oshawa to east of Hamilton comes from the Toronto newspapers. Their material is all available to us. We used to have staffers in the Toronto papers, but that was discontinued, but we are going to reinstate it again, and I believe our difficulties will be remedied.

ROBERT OWEN: Why is it that four days a week the Toronto papers headline stories that we do not even get.

GILLIS PURCELL: We get blacks and so do the papers. It is a straight matter of re-writing. When we get staffers back in the Toronto papers we will get the stories faster.

JAMES MEAKES: I do not agree with Bob Owen. CP would not be able to do the job it is doing were it not for the work of the Toronto newspapers. Many stories we get come directly through the efforts of the Toronto papers.

ROBERT OWEN: It still looks peculiar to me and looks as if the Toronto papers were holding back stories every day.

M. McINTYRE HOOD: We have often been puzzled by the long lapse of time between our telephoning in a story to CP from Oshawa and that story coming back on the wire. Why should there be so long a delay?

GILLIS PURCELL: We have to boil down about 120 columns we receive to the 30 columns we send out, and there is routine stuff which has to go through at certain hours. That is why a good deal of the stuff has to wait.

T. H. MORRISON expressed appreciation to the members of the panel for their splendid presentation, and to the memebers who took part in the discussion.

The meeting was adjourned at 4.50 p.m.

SATURDAY FEBRUARY 7 — LUNCHEON MEETING

PANEL — WHAT HAS TTS DONE TO OUR NEWSPAPERS

Chairman, C. M. Fellman, North Bay Nugget

Members of Panel: C. M. Fellman, North Bay Nugget, chairman; Howard L. Crawford, Brandon Sun; Robert D. Owen, Kingston Whig - Standard; Cyril F. Sanders, Brantford Expositor; C. D. cord; Guest speaker, Norman Isaacs, Louisville, Kentucky Times.

C. M. FELLMAN: Mr Chairman and gentlemen, we do not pretend to be authorities on the subject, but can only give you our experience and our views, in the hope that you may be impelled to enter into the discussion and bring out some helpful ideas.

The subject of this panel is, "What has TTS done to our newspapers"

It was obvious at the outset, of course, that the only intelligent way of finding out what TTS has done to our newspapers was to ask the newspapers themselves. This we did. We prepared a questionnair and it was sent out to all the daily newspapers in this country.

Of the 52 Canadian newspapers using TTS, 22 were kind enough, and interested enough, to answer the questionnaire and return it to me. To them I extend my sincere thanks. To the other 30 which ignored the questionnaire, I can only conclude that either they did not

care to share their views on TTS with the other newspapers or that they were not interested in making any contribution to this panel discussion today.

QUESTIONNAIRE RESULTS

What has TTS done to our newspapers? It has done some good things and it has done some bad things. Judging from the results of the questionnaire, I would say the good things outweigh the bad things by a considerable margin.

My chief role in this panel will be to give you a summary of the answers we received to the questionnaire. Fewer than half of the papers using TTS filled out the questionnaire, but I think you can take it that they represent an accurate cross-section of opinion. Time will not permit me to examine the answers in detail, but I will attempt to give you a correct digest of the opinions expressed. So let's get into it.

MORE NEWS ITEMS

Firstly, we asked the editors how TTS has affected the news content of their papers. In the vast majority of cases the news volume had increased noticeably and the number of items was up. The papers are definitely carrying more live news as a result of TTS operation. Some editors, however, replied that there were other factors involved in news content which made the impact of TTS negligible.

As an example of the increase in volume the St. Catharines Standard reports using 40 to 45 more items per day. Like a number of other papers, the Standard found that these live items replaced much of the old time copy which had been used as filler material and was now almost obsolete.

Figures from the Peterborough Examiner are also interesting. On Nov. 14, 1952, before TTS, the Examiner ran 130 news items and 21 columns of news. On the corresponding date in 1953, after TTS the Examiner ran 160 items—an increase of 30—and 30 columns—an increase of 9. Another report, coming from the Fredericton Gleaner, shows that live items and volume are up by 50 per cent with TTS.

With three exceptions, the editors reported an increase in the number of Canadian Press items carried a a result of TTS. These ranged in number from merely a few in some cases to a considerable percentage of the news in other cases. Once more, in this query regarding Canadian Press items, the editors almost unanimously reported the replacement of time copy with live news, thanks to faster availability of type through TTS.

LOCAL NEWS DRIVE

It was no surprise that not one editor reported any letdown in the drive for local news. However, one managing editor was a little concerned because his city editor was showing a tendency to slacken up.

Only half of the papers found that TTS is enabling them to get more late news in the paper. In quite a few cases the TTS speed made no change because the newspapers' deadline came at or after the close of the CP day wire. Only a scattering of the replies showed the increased use of bulletins.

The Regina Leader Post made what I consider an important point. It was stated in the Regina response to this query that faster makeover is possible with speedier TTS setting. Stories breaking after the deadline hit the street faster.

SYSTEMS OF HANDLING

Question No. Four turned out to be quite a question. It asked, "What system of TTS handling do you prefer?"

No two papers use the same method. In studying this problem we embarked on a bewildering experiment and started testing the various methods suggested. Believe me the results almost wrecked our newspaper. It left us with the confirmed opinion that there is no best method of handling the tape and copy which are products of the Model 20 printer and TTS reperf. Plant layout and the size of the paper demand a flexible system.

However, in studying the various systems suggested to us, I humbly suggest that the method used by my own paper is just about the best of the bunch. Here, very briefly, is what we do to make TTS handling as simple—and we stress simplicity—as possible: The copy is in the editorial office and the tape is in the composing room. The entire report is set up in type by a single linotype.

When the telegraph editor chooses a story, let's say No. 160, he writes a head, marks the catchline on the copy and shoots it down the tube to the composing room. There the heading sheet goes to the ludlow operator to be set as formerly. The piece of TTS copy goes to th elinotype machine where an operator sets the catchline. The apprentice who has been banking the type from the TTS linotype gets this catchline slug with the copy, finds the properly numbered story on the type bank and replaces the number slug with the catchline slug. That's all there is to it. Then he pulls a proof of the type, wraps it up with the copy and gives it to the proof-room. We don't fool around with the numbers on type and heading. This system sticks as closely as possible to the old time-proven plan of putting the catchline on the type.

VARYING OPINIONS

Further to TTS handing, our survey found that about 60 per cent of editors prefer to have the reperforator in the composing room and 40 per cent keep the reperforator in the editorial room where copy and tape are handled as one unit.

About half the papers set only parts of the CP report. The other half either set all the day report or set part of it in entirely and later in the day turn to tape selection.

Personally, we like the advantages of letting the tape run and setting the whole day report. The Ottawa Citizen, for instance, uses fewer than eight columns of TTS copy per day from the CP wire, yet it sets the entire report in type.

LITTLE RE-WRITING

It was almost unanimous that very little re-writing is done on CP copy. Most editors thought that little was needed. However, there was some contrast of opinions here and we offer these for what they are worth. Referring to CP copy, the Sarnia Observer says: "It's too well handled to fuss with." But the Peterborough Examiner comes back and complains about, (and we quote) "Those dead leads which CP often carries."

Our query about the use of two-column leads brought about an interesting feature of the survey. About half of the editors reported that they had reduced the us of two-column leads and the re-setting of 10-point leads in general. As the Moose Jaw Times-Herald puts it, the resetting of leads seemed to be defeating the primary purposes of TTS—faster and more economical type production.

LOSS OF INDIVIDUALITY

How about the loss of individuality? Well, most editors expressed little concern about it. Three-quarters of the replies were from editors who felt that TTS speed and ease of handling have given the telegraph and news editors more rein for brighter makeup and story presentation. Resetting for double-column play, 10-point leads and bold face indenting, they felt, left editors lots of room for novelty.

Others, though in the minority, expressed fears that TTS is bringing about a loss of appearance and individuality through a drop in story editing. The Owen Sound Sun Times, as an example, finds that TTS has a tendency to reduce more of the editing that we think of as "Good newspaper work.

CHALLENGE STYLE

Style has brought TTS one of its major challenges. TTS newspapers have been faced with one of these three choices—(1) Accepting CP style for all writing, (2) Resetting CP copy to conform with local style, or (3) Having two style patterns, local and wire in one newspaper.

With a single exception the editors report they have swung to CP style, although many of them are not too happy about it. They have done so to avoid resetting TTS type and thus maintain the TTS twin advantages of speed and economy.

The exception has been the Sudbury Star which is using two styles at once—their own for local copy and headings and CP's in wire copy. However, the Star, which says it is in a transitional period, expects eventuality to adopt CP style throughout.

Editors of the Ottawa Citizen, Kitchener-Waterloo Record, Cornwall Standard-Freeholder, Peterborough Examiner and Fredericton Gleaner had one chief complaint about CP's style—the capitalization is too far "Down." They all found the elimination of capitals much too drastic. The Whig-Standard at Kingston said it was "almost ridiculous." There were few other complaints.

CORRECTIONS VARY

Nine papers, the largest number, reported that correction incidence is lower with TTS tape. Eight papers felt that there are more corrections needed in their TTS type galleys and five managing editors told us the situation was unchanged. None of the eight who found the corrections higher placed the blame on TTS transmission from CP. Rather, they cited poor reperforating of local copy and inadequte upkeep of the linecasting machine which is the weakest link in the TTS chain. Unless your linecasting machine is kept in top condition you might as well forget about using TTS. The Moncton Daily Times, one of the paper reporting fewer corrections, commented that it had been led to believe corrections would be reduced much more than they had been.

OPERATION SPEEDS

The 22 managing editors who answered the questionnaire reported using a total of 30 new linecasting machines specially obtained to set the TTS report from CP, and in many cases, additional local tape. Of these 30, 12 are being operated at 10 lines per minute. Six others are setting at a faster rate, one at 11 lines, and seven are a little slower. The 10-line-a-minute rate certainly seems to be the most popular.

The papers are also using 17 converted linotype machines which are running at an average speed of almost seven and one-half lines per minute. They range in speed from six and one-third to eight and three-quarter lines per minute.

In view of the production obtained, the editors reported that linecasting machines for TTS are not out of line. Fourteen papers said they found costs were not higher, taking the output of type into consideration, though six papers thought it was. Strangely enough the answers split right down the middle on the question of whether a larger stock of parts was needed to prevent linecasting machine tieups. Eleven papers found a larger parts stock necessary and 11 other reported they didn't find it necessary to keep more parts on hand.

CAUSES OF TROUBLE

It is quite obvious that where troubles are arising from TTS operation they are most commonly found in linecasting machines. A dozen managing editors reported that linecasting machines were far and away the worst cause of breakdown. Seven thought transmission lines gave the most trouble—notably the papers in the Maritimes and a few in Western Canada—but none found serious fault with reperforators or operating units.

The assembly of matrices is giving by far the most trouble on new and old linecasting machines, the survey showed. Because of the heavy use of the machine at higher speeds the mats are worn much faster and are more apt to accidentally snap and jam the mechanism. Some papers also found, to a far lesser degree, that the assembly of spacebands and the distributing mechanism is giving the most trouble.

HELPFUL GADGETS

We asked the editors to tell us about some of the gadgets their composing room staffs have developed to assist TTS operations. Here are some of them: Squaring the tops of spacebands, Kingston finds, is helping a lot. Machine speed had been breaking off the v-shape part of the bands. Medicine Hat has done the same. At Medicine Hat, too, they have attached a rod one and one-quarter inches long to the bolt holding the assembly finger. This is to knock down higher spacebands as the line is raised for transfer. Moose Jaw has cut one-quart oil cans in half to make a tray for punched tape. Peterborough is using a jet engine oil-paste to keep lead from sticking to vital parts of the machine.

Well, that's it, gentlemen. What I have given you is a summary of the answers we received to the questionnaires we sent out. It makes dry reading—and dry listening—but it does represent the actual experience of various newspapers using TTS and so I believe it does provide a conclusive answer to the question, "What has TTS done to our newspapers"

SPEED AND ECONOMY

To be sure, there are some complaints against TTS. Perhaps it does tend to reduce individuality, perhaps it does tend to produce a canned news report. But I think it has been proven by the replies to the questionnaire that is good points offset its bad points by a big margin. There can be no doubt that TTS appeases the great gods, Speed and Economy. It is the first real weapon to be placed in the hands of newspapers to help them in their fight against otherwise rising production costs. And even if it were not a money-saver, there is a strong likelihood that TTS would still find favor. For instance, the Belleville Intelligencer says, and I quote, "In my opinion, this equipment is absolutely tops and we would not be without it at any cost. It needs more maintenance by a first-class operator, but that is more than balanced by good production and supply of type during periods of illnesses, holidays and larger editions. We would not be without the equipment even if the costs were much higher."

TTS has not brought about any loss of individuality, in my opinion. Our newspapers, contrary to some forecasts, are not becoming like so many cans on a grocery shelf. Instead, I am convinced that our survey clearly shows TTS bringing about brighter, more entertaining news presentation, coupled with a refreshing increase in spot news content. TTS type is replacing to a great degree the old "time copy" bank and none of us should be sorry.

In brief, TTS has been accepted by Canadian newspapers. Its kinks are being ironed out and it has a bright future. It is making our newspapers faster and more efficient—we have all been the better for it. It is significant that no newspaper which has adopted TTS has seen fit to discard it. There has been no suggestion that we go back to the old method of setting type manually. Most certainly, TTS is here to stay unless something better comes along.

HOWARD CRAWFORD, Brandon Sun: Having survived the first eighteen months of baffling, yet rewarding experience with TTS, we of The Sun want to put ourselves solidly on record that TTS like the diesel locomotive, is here to stay. With the knowledge that TTS is nothing new to old country papers, it is a mystery why we in Canada have been so long in adopting it. It has done all the things boasted for it, and more: it has changed our paper into a live interesting, and more readable publication than at any time in its 72-years history.

Recently it has proved itself in another direction. It came through the longest, coldest spell of weather on record in western Canada, when temperatures went to 50 below zero and in our area, it often registered from 35 to 40 below zero. We can remember not so long ago when extreme temperatures played havoc with the service, curtailing reports, and causing endless interruptions. The current survival may be the result of better traffic methods, or just TTS itself, but we have suffered less from service breaks this winter than when we had just had the model 15.

MORE NEWS IN PAPER

Has TTS given us more of the day's news in the paper? A survey conducted through comparative periods in The Sun, showed a gain in some weeks of over 35 per cent. That's a pretty high percentage, but another strong reason why we like it. Perhaps it would be fair to say here that the increase accompanied a change over in The Sun's make-up. We moved out of the old seven-column class to eight, and installed a high speed linotype to take care of the tape.

In fact the teletypesetter has proved to be a practical solution for problems of space, staff and capital expenditure, which previously were great concern to the publisher. Experience has demonstrated to us that the teletypesetter is one of the most useful, if not the most useful piece of equipment we have in the plant.

GREAT EXPERIENCE

Like all newspapers in Canada, The Sun has been in a period of expansion. It was nearly a complete overhaul job, as mentioned previously. It brought a sudden demand for more news matter. The long established battery of linotypes in the composing room

could not meet the demand. Space for more machinery was too limited But the advent of TTS and the purchase of a high speed linotype provided the answers. It was a testing period in the paper's history, but it was a great experience.

We now produce about 22 galleys per day on the high speed linotype by tape. About one-sixth of that production comes from locally punched tape.

The Sun could not be without TTS. Its value to this newspaper has been indelibly proven. Given another high speed linotype and we'll further boost our daily output of news and features.

IMPROVED MAKEUP

Has TTS affected the make-up? For the better, yes. The fact that we get more copy more quickly, gives us more time to devote to make-up. The selection is wider too. We have new pages, and most of the material comes from TTS. Anyone who took a look at our paper of three years ago, and the one to-day would know that something drastic has happened. TTS just gave us the opportunity to almost re-make the entire paper.

Someone has asked if TTS has discouraged new ideas in display. Not in our experience, because it has been a challenge which has not gone unanswered.

When we first got instructions from Tommy Morrison and McIntyre Hood at the Winnipeg convention on the handling of tape, we followed them to the letter in our early days with TTS. Complete with red, yellow and white pegs, we marked the copy as To-day, District News, and Time. We make a selection of all tape used, never setting copy which we later have to discard, unless of course a better story comes along.

There is no metal tie-up, and no time lost on the high speed linotype. The selection of tape is made in the editorial room; rolled and taken to composing room. There it is hung on a peg board near the linotype. An accompanying sheet gives the tape number, and a brief line as to content. This is to provide a lead for the make-up man in case he is waiting for a story. A check of the peg board will show him quickly what has happened to the tape.

RUNS SMOOTHLY

Now however, the system runs so smoothly, that colored pegs mean little. We hang the most important tape on the top row, and the not-so-important tape on lower rows. The operator at all times gives preference to the top row. If we want any copy moved up, instructions to do so are given. There is no confusion, no overset matter to throw away, and the news room has command day and night over what is to be set via the selection method. We also keep an eye on the even distribution of monitor copy on the manually-operated machines, sometimes taking away rolled tape copy from the high speed linotype which may be overloaded. From the one high speed linotype we get as many galleys as can be set daily on five manually operated machines.

Local punching. We have one perforator and two operators. They can and do, work in shifts. All our features are punched out, and much of the business, women's, and sports pages and much of the local news. District news is entirely punched out on tape. We think, and it is borne out by the linotype operators' comment, that local punching has taken much of the drudgery out of manual setting in the composing room. Not many operators like to set Dorothy Dix, medical and statistical copy.

Our perforator operator is close to the teletypesetter printer, and she doubles as tape winder. She cuts the tape where needed, cuts out breaks in tape, and even corrects by insertion of tape from her own punching. In that way the tape reaching the high speed linotype is as near perfect as we can make it. It is our experience that efficiency in tape rolling is as much a part of a good newspaper as the machine itself.

FEW BREAKDOWNS

The incidence of mechanical breakdowns is very small now. In the initial stages of TTS there were many headaches. Long and short lines, and transmission, but when one thinks of the wide spaces between receiving points in western Canada, it is a miracle that the service stands up under the steady continuous pounding of an almost-round-the-clock schedule.

We have found CP ever willing to give us immediate service where breaks are reported, and the same is true of the CPR when mechanical trouble arises.

Incidentally the Canadian Press copy, its sending and its content, draw high marks from this member of the panel.

Is it any wonder therefore that we hold up both hands for TTS. We are its greatest boosters. We're all for the teletypesetters. We couldn't publish without them.

ROBERT D. OWEN, Kingston Whig-Standard: After a lot of the usual trial and error, we found setting the whole report from tape was a too cumbersome and rather complex operation. Our editors are expected to do quite a bit of real editing. Thus we found the CP copy style required a great number of changes with a resultant slow-down all along the line.

We finally settled on this policy: We do set the sports run on TTS but not until copy has been handled by our sports desk and the sports editor has decided what he is going to use, and made the necessary changes in style, and so forth.

We use a fair amount of double column leads and we don't like black face indents in introductory notes or elsewhere.

When the sports editor has made his selection, edited the copy and written his heads, he puts copy and heads on the spike for the composing room copy-runner to take out for setting on the Comet. I don't mean he holds back all that portion of the file he is going to use before spiking it. He sends out stories one or two at a time until he has completed his selection for each morning. Tape on stories he wants is then run through the Comet and corrections are made on the bank—together with resetting as much double column lead matter as he wants.

This speeds up sports page setting a bit, but better still, it frees our manually-operated machines for other copy such as early inside telegraph, the Ottawa file, when Parliament is in session, and the usual run of district and inside local copy.

We also set all the X copy—or news feature material—by TTS, but otherwise we make little or no use of the TTS Comet, except for converting it to manual setting.

NOT GAINING TIME

We found we had so many editing revisions, both because our style does not conform very closely to that adopted by The Canadian Press—particularly in regard to what I consider to be the CP's extraordinary theory of capping—and because of resetting for double column lead paragraphs —that we were not actually gaining any type-setting time. The reverse was more nearly the case, as a matter of fact, when you take into consideration corrections for overlines, long lines and assorted junk as well.

Although we have tape-punching equipment on hand, we have not so far used it. There are two reasons for this: First, we have yet to train anyone to handle the punching, and second, we have still to be convinced that any really worthwhile saving in time can be expected. No doubt, many of you people here have had a lot of experience with tape-punching and you may be able, later, to point out to me where I am in error in reaching these conclusions.

MORE TODAY'S NEWS TODAY

Mort Fellman tells me among the things your panel is anxious to establish is whether or not we, as newspapermen, feel—or know, that we are getting more of today's news in today's newspaper through use of TTS. In our case, we may be getting a bit more of today's news in today, due to being able to clear hand-operated linotypes for setting copy other than sport, first thing in the morning. We would, however, not gain much along this line, it seems to me, if we set more copy on TTS, unless we were willing to forego our practice of insisting on flexibility of makeup, which we are not.

Surely it stands to reason that newspapers must discourage new ideas in layout and display—and in trying to retain their own style character—fi they are going to make full use of TTS as a means of speeding up the setting of type.

CAPITALIZATION

It seems obvious to me that all newspapers would look much like one another if they all slavishly accepted The Canadian Press style and news treatment. We would all have nothing but single-column news stories, and we would all print such monstrosities of style as, for instance, Police (cap P) chief (lower case c), John Smith, or, even worse, federal bureau of investigation, (all lower case), in one line, and FBI (all upper case) in the very next line!

LOSE INDIVIDUALITY

While I know we are not here to discuss the content of the CP report nor its new humpty-dumpty, up-and-down style, I couldn't resist the chance to touch on it. My reason for this is that I feel strongly that newspapers will lose, or be in danger of losing, their individuality and character in the general appearance of their news, unless editors always bear in mind that their primary function, I think, is to retain just those things which make, or should make every newspaper an individual and different publication, at least in general appearance, to every other.

I cannot see how we can afford to let any one but ourselves decide our style, our layout and general make-up. If we do, surely it will be too far in the future before we have a central filing point setting headings over the copy being filed to us and—perish the thought —eventually even "suggesting" the page position stories should take to assure a "balanced" makeup.

In summing up therefore my feeling is that TTS, within the above perhaps overly-stiff framework, can be an aid to us all in doing something about speeding up type-setting, so long as we remain the masters, and never become the servants, of this newest step forward in our operation.

CYRIL F. SANDERS, Brantford Expositor: Our experience with TTS has been satisfactory. When the machines (we have two) are in good order, all is serene; when they become temperamental, the air in the composing room assumes a dark purple hue. Generally, after a trying start, we have done well.

With regard to TTS copy we have a selective system. We do not set the complete report. We start putting tags on at 7 a.m., but separate sport until the sports editor makes his selection. We also separate advance and feature items that used to be known as time copy, and run them later in the day if we want them at all.

Our local news content is not adversely affected. An advantage of TTS is that if, because of unexpectedly heavy local copy or pictures, we have to make a quick jump, we can get required added production from TTS. Headings and lead styles are not greatly affected. We set leads as the new items seem to merit and headings accordingly. We are not frustrated.

As to economy of use, our two TTS machines do the work of at least three extra manual operators. Our most frequent troubles are local mechanical and sending errors or piling. Our composing room sub-foreman, tired of the clutter, devised a simple board on which he put numbers 1 to 100 in rows, with small nails or hooks under each. What happens is this. When the news editor completes a piece of monitor copy he takes it to this composing room board, checks it with the board number. If there is type proof already on that hook, he takes it, rolls it with his own copy and tosses it to the nearby proofreaders. If the hook is bare, he spikes the copy. In due course the type proof arrives on top and both pieces go to the proof room.

I have a couple of complaints. The first is about the quaint and novel manner of dividing words at the end of lines. Here we find an originality that would be commendable in a better cause and certainly another place. About the only silly division we have not yet encountered is "th-e" for "the", athough I have to admit that a sender has yet to hyphenate words like "to", or "of" or "an" or even "or".

As to Canadian Press style, it was always a thing of wonder if not of delight, and by this time it has made confusion still more confounded. In an evident effort to please everybody, it has succeeded only in annoying everybody. It has, indeed, created a typographical Frankenstein monster of consistent inconsistency.

For instance, we are asked to write Park avenue with the "A" down—when you spell it out, but if perchance you should get lazy and turn avenue into "ave," you are condemned to capitalize it. Again, capitalize "Korean War" (the war that is), but why when officially it is not a war at all, but only an unfortunate incident. Why is the "H" in Parliament Hill up but the "C" in Grand Canyon down. Why capitaize Kentucky Derby and down "world series." And why, to add one more to have a million possible illustrations, down "war office" and up "National Defence Headquarters" of all things.

These, like some other things of the good Lord's choosing, are doubtless sent to try us, but in a world already far too complex, we simply sigh and conform to CP style, hoping against hope that some day, somehow, it will be rectified at its source.

C. D. SCHMIDT, Kitchener-Waterloo Record: While CP figures indicate TTS is laying down 32,000 words daily over a 13-hour period—or roughly 32 columns—compared to 31,000 words over 11 hours on the Model 15, the daily offering is reduced because of the 1-hour features run of 3 columns. When you split this figure into sports and women's copy, although there is admittedly very little of the latter, it leaves less than 25 columns for general news.

As a result of this situation, more locally-developed copy and features are needed to help fill The Record, plus pickups from morning papers. In this respect, The Record, averages 95 to 100 columns of news and pictures daily. This is composed of local telegraph, womens, sport, syndicated features and pictures.

In favor of the Model 20, however, I believe we are getting better production from CP in the way of closer editing, harder cutting and a wider variety of news, that is, more items.

CAPITALS CONFUSING

The greatest confusion we have experienced with TTS is with capitalization. Widely separated on style at the start of operation The Record is gradually swinging to CP capitalization to reduce the amount of resetting. We have found little difference in the number of typing errors on TTS compared to manual operation.

TTS hasn't affected our basic make-up style. We reset to indent or two-column measure whenever desired. There is no restriction on the desk in this regard.

Very little is discarded from the daily run. Should we encounter a tight paper, those items which fail to make that day's run are utilized for the next day if the time element is not too out-dated. Morning paper stories are often utilized to give greater detail on a story which has been heavily cut by CP from the night report.

In other words, we strive for a fair amount of overset to give the mechanical department an opportunity to get as many inside pages away as early as possible the next day. Should one of the hold-over stories have a new angle the following day we have no hesitation in breaking a page to present the public with the freshest story possible. Our average remake would total eight pages a day between editions.

At present we are breaking in a new reperforator operator and are setting only about six columns a day of local or syndicate copy. Ultimately it is expected to set the maximum a machine permits. A second reperforator is also set up and will also ultimately be put into service.

GUEST SPEAKER

NORMAN ISAACS: We do not have the teletypesetter in Louisville, nor is there any likelihood that we will have it in the foreseeable future. It is not adapted to our peculiar circumstances.

I have been concerned over the growth of TTS, and I am not at all sure about it after listening to the panel. These gentlemen have attached the problem with good faith and soul, but not deeply enough.

I agree that TTS is here to stay. What you are doing, I am afraid, is that you are not facing up to your terrible dilemma. Here you have a mechanical contraption which, despite its speed and economy, curtails your freedom of action. You must make a comprom-

ise, but how much should you make.

In the United States, many are seriously concerned about what TTS has done to our newspapers.

Regarding style, perhaps I might make a suggestion. The APME wrote a style book. It was a thankless task. But it was a great accomplishment. Why not get the members of the Canadian Managing Editors Conference to appoint a committee and rewrite the style book? The Association Press adopted ours. Make them do it themselves and make them like it.

EDITING AP COPY

The biggest argument we ever had in the APME was concerning a trial, the Rutledge case. A young St. Louis woman, wife of an interne, worked with an electrical company. Because an acquaintance a gentleman, went too far in his relationships with her, the doctor killed the electrical company worker in Iowa. The trial was held in Cedar Rapids. The trial was one of the most lurid in 20 years. The AP, under pressure of large newspapers, carried full reports, with a type of material it had not carried in many years, with full details of an offensive nature. The uproar from the small paper members was tremendous. They claimed AP had broken the rules of good taste. The answer was "Why not edit your copy?" And this drew the reply, "What? Edit AP copy?"

Obviously some of you are heading into the same situation. You have commented on selection, but not on the editorial processes. TTS puts into the hands of the wire-filer the editing functions of the newspaper.

When I knew I was on this panel, I wrote to Carl Lindstrom, of the Hartford Times, who expressed great concern at the deterioration of copy-reading under the TTS system.

In three or four conversations I have had since coming here, the question has come up of the American point of view on foreign affairs. I assure you there is not an American point of view, but merely the wire-filer's point of view,—what one man wrote and some one on the desk passed in a hurry.

SIMILARLY OF PAPERS

TTS papers need to depend on it for economy and speed. Ten lines a minute is far beyond the old method. One of our men was anxious about TTS and its effect on editing. He made a study and checked 25 papers on the south regional wire. Of these papers, 24 out of 25 had the agency wire story word for word for the first 20 paragraphs. They were mimeographed copies of newspapers.

Small paper editors say it is not economically feasible to edit the TTS. A survey was made of the standing time in the composing room and it averaged 2¼ hours per man per month on the TTS papers. That does not sound like much per month until it is considered that it is per man. This was pointed out, and something was done about it. The latest survey shows evidence of re-writing and the re-introduction of the editorial function, and not one minute of overtime.

I think it is fairly obvious that we are concerned about individuality, we must either do something about copy, or put up the money for the CP to do it at the source. You must have an editor some place. You still want to preserve the editorial function. It is suggested that due to TTS you have more copy and set more lines at less cost. That will still be there if you do judicious editing; you will have a better paper and a more original newspaper.

The problem of the wire-filer is a great problem. If you have condensation on the wire, that function falls into the hands of the wire-filer. We criticize other groups for lack of craftsmanship, for lack of the love of doing a job right, everybody but ourselves. Craftsmanship is going out of our newspapers. You men can change it and reverse the tide, and you can do it by going to work. Speed will not relieve you of doing the primary editorial function. You must supervise what goes to your readers, and you cannot supervise copy by sending it direct to a machine.

DISCUSSION

GILLIS PURCELL: I would prefer to hear from the floor. As far as editing is concerned, it is not as good as it is going to be, but it is fairly good and it is better than on the AP's TTS. We have twice as many editors now as when we were using the Model 15, but not as many as we will have.

Regarding style the CP did not try to satisfy everbody. We knew we could not do that. We did set a style and circulated copies of it for the opinions of our papers. We got 71 replies. Of these 37, said it was fine without changes. Of the others, 12 or 14 said it was too far down, and seven said it was too far up. How could we satisfy everyone. So we put out a style, and relaxed. If anyone can tell us of a better style, we will be glad to use it

CP STYLE

R. D. OWEN: The whole style is humpty-dumpty. There is no consistency in it.

NORMAN ISAACS: Does your paper have its own style book?

R. D. OWEN: Yes.

Norman Isaacs: Who wrote it?

R. D. OWEN: A girl long since dead.

NORMAN ISAACS: At Louisville we set up a committee to write a style book. After six months, we found none of the committee would speak to each other. We created a style and we think it is horrible, but we can enforce it.

GEORGE GRACE: Is there any thought of another poll?

GILLS PURCELL: We had not contemplated one. We could take another poll, but it would probably come out the same way.

GEORGE GRACE: One thing I have noticed is that your style takes the quotes off names of books and plays, but they come over the CP with the quotes in.

T. N. MORRISON: Once more our membership has shown that in panels like this they can make a useful contribution to our deliberations. I wish to thank every member of this splendid panel on the TTS.

We were scheduled at this time to have a presentation to Arthur Ford. He is not here today but may be here tomorrow, so the presentation is deferred until then. However, we have a little time available yet, and perhaps there are some questions members wish to raise.

BULL SESSON

GEORGE GRACE: I think our program should have a little more time for give and take from the floor. It would be better to have that than a formal type of speech.

M McINTYRE HOOD: One of the difficulties is the disinclination of members to take advantage of time for discussion. For instance, we could have had 15 more minutes for discussion on TTS, but no one was prepared to get up and speak.

T. N. MORRISON: I agree with Mr. Grace, and in planning future programs that will be kept in mind.

PETER PRESTON: At our CP regional meetings, we have sandwiches and coffee served so that we can carry on right through the lunch hour.

FEATURE SERVICES

R. D. OWEN: What I wish to mention is a contentious thing. Everybody here has a lot of good friends in the features field, and it seems we give them rather cavalier treatment. They are all entertaining us, but they are told they are not welcome at our meetings and social functions. Is it fair, if they come here, to give them this cavalier treatment? We won't let them in here. Where is the line drawn? I do not think it is fair to exclude these people.

R. J. CHURCHILL: Perhaps I can answer this and maybe I should, because Mr. Owen is under a misapprehension. Our policy is that as far as can be, the feature syndicate men are welcome and are not excluded from our meetings. If we are entertaining, as at our conference dinner last year, they are included. There has to be a line drawn on other entertainment, however because we are not the hosts, but are ourselves guests. We cannot dictate to our hosts who should be invited. We supply them with a list of those who are attending, and if they wish they can invite them. The syndicate men know this. They are welcome to anything which we do, and we do not bar them from our meetings. We do not invite them, but we do not exclude them, if they want to come in. They are welcome at anything we do as a conference, but we cannot speak for our hosts.

Unfortunately, at this conference it was impossible for one of our hosts to enlarge the party at the last moment.

The meeting was adjourned for luncheon.

SATURDAY, FEBRUARY 6 — FORENOON SESSION

PANEL — LABOR - MANAGEMENT PRESS RELATIONS

Chairman — G. Wilson Craw, Peterborough Examiner

Panel members: G. Wilson Craw Peterborough Examiner, Chairman.

Walter P. Reuther, President Congress of Industrial Organizations.

J. Stuart Richardson, Director of Public Relations, Northern Electric Company, Montreal.

Angus Munro, Labor reporter, Windsor Star.

INTRODUCTION OF PANEL

WILSON CRAW: Peterborough Examiner: This discussion today on press-labor-management relations is considered by your executive one of the most important panels at this Conference. It has only been since the Second World War and largely as a result of that war, that Canada has become one of the great industrial nations.

This tremendous industrial development has brought new responsibilities to newspapers. For many years, labor-management news did not figure high in many of our dailies. Today things are different. Many of our citizens are members of unions and when you consider the number of homes and families they represent the news interest in labor-management affairs is tremendous. But it is not only those who are directly connected with labor and management who are interested in this news. This type of news is of interest and affects the entire life of our communities.

The newspaper today who does not realize this, who does not regard labor management news as the top item of interest in its community and is not assigning its best men to the labor-management beats is not performing its duty to its readers.

I admit it is a tough field for a reporter to crack. But that does not free us of our responsibility. Because of this, and because we have often felt that relations have been difficult to maintain, with both labor and management, we are presenting today on this panel three men who are the top men in labor, press and management field.

Mr. Walter Reuther president of the CIO; Angus Munro, labor writer on the Windsor Star and J. Stewart Richardson Public Relations officer of the Northern Electric Company, and a member of the Education Committee of the Canadian Manufacturers' Association.

We are indeed fortunate in having Mr. Reuther come to us.

WALTER P. REUTHER: You people are the custodians of a free press in Canada. Freedom cannot be preserved in a free society except as the free press meets its responsibilities. Freedom of speech has no real meaning, except as it can be transmitted to others in our own and other countries.

Your business is a public trust, that of reporting news, reporting the truth, the task of reporting the truth as it is. Your responsibility ties in with the whole community and rests in meeting issues with courage, without fear or favor. If labor is wrong, that ought to be reported; if industry is wrong, it ought to be reported in the same way.

Mr. Reuther quoted the St. Louis Post-Despatch, enunciated by J. P. Pulitzer, defining areas of responsibility, and saying that the newspapers' platform must be a stand on which to meet basic responsibilities.

BASIC MORAL TASKS

That is the platform on which the free press must stand to carry out its basic moral tasks and responsibilities. To give the nations economic, political and military leadership is not enough. There must be a kind of moral leadership to balance these. People look at us and think we measure success by material values, but our countries must develop a sense of moral responsibility in our local governments, in our nation and in the world community. Power without morality is power without purpose, and if we are to stand in the world as a symbol we must break through despotism.

I have said that the struggle in the world today is not geographical; but is over economics. It is not geographical, but is a struggle between freedom and tyranny for our minds hearts and loyalties.

We of the press and labor, me and you, have the responsibility of demonstrating that we know how to solve our basic economic problems, the problems of getting food and clothing and decent homes, and that we can meet these in a way that will expand the whole frontiers of economic and political freedom.

The Communists would have you feel that the price of economic security, that the price of getting food in your wrinkled, empty belly is to put your soul in chains. We reject that. We say that freedom —political and spiritual freedom are not incompatible with economic freedom — that we can have both—but we have got to drive out poverty and desolation and human want. Poverty and desperation are the cesspools out of which Communism builds its power. Therefore, I think we have got to recognize that, while we are the richest countries in the world, the world will judge us, not by these material values, but they will judge us by the only true measure of the greatness of any civilization, and that is —not how wealthy we are, not how great our productive capacity is, but rather by the wealth of happiness of our citizens.

HUMAN VALUES SHOSSED

We in the labor movement like to think that, basically, this is a job we are working on. We are trying to demonstrate democracy for free society, to help in this practical job of translating material values into human values.

Now I come to you with very limited knowledge of the constitution of the Canadian press. What I want to say here today is based on my experience and my knowledge of the press of the U.S. I think I can say, however, that by and large the Canadian press. In dealing with labor-management problems, has been more restrained and more objective than is the case on the other side of the border. I hope, however, that it will not make you feel self-righteous and that, if anything I say will be the kind of shoe that will fit, you will put it on. But I believe that only as we talk about this subject honestly and fairly, can we begin to do something about our problems and try to correct some of our shortcomings.

DRIVE OUT RACKETEERS

As I said, when Labor is wrong, I expect the free press to say labor is wrong. When management is wrong, the free press has the responsibility of reporting that management is wrong. When you find racketeers in the labor field, the free press has the responsibility of exposing that, and the rank and file of the membership of unions have the responsibility of driving those people out of their unions.

But when management is involved in practices that are unethical and they make arrangements with gangsters and racketeers, and they bribe a few of the labor leaders because it is cheaper to bribe a few leaders than it is to pay a living wage to the workers, then management is equally wrong and the free press ought to report that faithfully. I have said that, any time you get a so-called labor leader who is shaking down management, he ought to go to jail, and they ought to reserve the next cell for management. And, as you find treatment such as this, you will find this practice diminishing. The press has the responsibility of laying it on the line when labor is wrong, and laying it on the line when management is wrong.

It obviously arouses deep emotional forces because it deals with some of the most sensitive nerves in our society. Many people are case-hardened. You can exert pressure on many nerves and they do not respond, but the pocket-book nerve, and that is why it is a difficult one to deal with.

RESPONSIBILITY OF PRESS

I believe that the free press has a responsibility in collective bargaining of reporting the facts because, only the extent that collec-

tive bargaining decisions can flow from economic facts, can collective bargaining become a constructive force in a free society. If collective bargaining decisions flow from economic power then they are wrong because economic decisions ought to flow from economic facts and not from the exercise of economic power. I have always said that collective bargaining is the people's business because the decisions in collective bargaining have an impact on the community.

I think that, if the free press could work at the job of digging for the facts and find out what is behind a set of current negotiations or where there is a strike threatening, what is the issue that is driving people to strike action, not slanted in favor of the labor unions, but not equally slanted in favor of management, but to report the facts as they are, then the public could begin to exert its moral influence at the bargaining table.

REPORT THE FACTS

I have said many times that a free society must exercise itself at the bargaining table. The good of the whole obviously transcends in importance any part of the whole. Labor-management must of necessity approach the bargaining table with a clear understanding that in our kind of free society, you can make progress in a real sense only as you facilitate progress for the whole community. Only as labor and management try to make it possible for the whole community to move ahead, can every one of them make any substantial, lasting progress. And, to the extent that the free press can report on the facts, to that extent can the free press have a constructive influence in creating the kind of bargaining climate in which labor-management can work out these problems.

In the US, if you were to make a study of the amount of news given to labor-management problems, you would see that most of the headlines are about strikes. You seldom see a headline which says "UAW workers, the largest free trade union in the world, has just finished a year of sound constructive collective bargaining in which they have negotiated 1502 bargaining contracts without a strike." But if, when we try to get around to the 1503rd contract we have a strike that will get into the headlines. And there is a tendency to play the whole matter up.

It is always the areas of conflict, never the areas in which labor-management is going about making contracts which make it possible for economy to function, which we hear about in the press. Many constructive bargaining contracts are made. If we did not perform this useful, sincere service, we could not have the kind of union we have.

SENSE OF SECURITY

The old Ford Motor Company, in the Rouge plant, was run by people of the underworld. Management will tell you that. One of the best things was when they fired the executive concerned and we liberated the Ford workers. We gave them a sense of security and dignity and of being human beings, instead of just being ignored—when we had 88,000 workers vote for the union shop against 6 who voted against it.

We now have health institutions to check whether there is silicosis present and to try to solve safety problems. There is now a great deal of security for workers—but those things do not make the headlines.

We have been in strikes—very important strikes—before, without any mention of the strike circumstances. Many papers, instead of reporting facts as the custodians of the free press deal with the problem as management. Now I am aware of the fact that it is hard to be management on this side of the problem and the custodian of the free press on the other side of the problem. I am aware that it takes a great deal of doing but it is your responsibility—if you want to perform the duties that you have.

On one occasion, to present the union story, we decided to run a full page ad. We planned it for three papers, two published it but one advertising director turned it down. He wanted us to change the copy. Now, that is morally wrong, and if labor had the power to do that, it would be equally as wrong morally, and yet these things happen. It did happen.

GENERAL MOTORS STRIKE

General Motors had a big strike back in 1945. We tried for the first time to bargain on the matter of relationship of wages and prices. You know and I know and every housewife knows that problem. It isn't how many dollars you take home in your pay envelope. It's what you can buy—that is the purchasing power? With General Motors workers, it was "we want a wage increase but, basically, we want more purchasing power." If a wage increase cannot be given except on the basis of increasing automobile prices, what is the use? If you get a wage increase in one pocket and a price increase in the other pocket, you are getting nowhere.

We cannot separate ourselves from the public. Wages and prices are inseparably tied together, and if we want to make progress with the community, then we have to think about the price structure.

We offered to arbitrate and have the arbitrator rule on the facts. If he found that they couldn't give us one penny of wage increase without a price increase, we would do without one penny. We were trying to act in the interests of the public good and we had our heads beaten in until they were bloody.

We formed a Citizens Committee in which we drew together throughout the US leading organizations and leading economists. We invited them to come to Detroit, and they did. They called a public hearing and they sent invitations to the union and to the company to come down and present their case. The proceedings were reported by the press of the US. We were out for 11 days. The strike was settled, not on the basis of economic facts but on the basis of economic power. Keep the facts before the public? No—because the newspapers were acting as a management group instead of acting as the custodian of a free press. And I say that is wrong.

I say that, as management, if the free press fails to report the facts, they are permitting a private economic iron curtain to prevail in collective bargaining.

PUBLIC SHOULD HAVE FACTS

I say these things are wrong, Labor has no right to ask the press to distort the case in its favor, nor has management that right. The public should have the facts.

The public can begin to take its side based upon the moral and human issues involved. These are important things. The important thing is: Are the decisions arrived at going to facilitate the achievement of greater security for the people generally and in particular, is it going to make for lasting satisfaction?

Nobody will ever find me saying that Labor is not wrong and never has been wrong, because it has been wrong. But where management has been wrong, it should be said so. The wrong kind of attitude to these things indicates community bias.

BIASED EDITORIAL

Take this instance of an editorial in the Detroit papers under the heading "What a bloody strike!" This appeared on November 7, 1952, the last Sunday before the election. "All in favor of having the bloodiest strike in history will vote for Mandy Stevens and unions because, if they are elected, they will shed citizens' blood."

If the Communists were to sit down at a meeting of their Politburo and were to put their devious, evil minds to work to spread class hatred and antagonism, they could not come up with a more blood-dripping editorial than this.

There are many others I could quote but this one happened to be the subject of very bitter feelings. Ninety per cent of the press takes a partisan position. It can find no wrong in the ranks of its partisan friends; it can find no good in the role of its anti-partisan foes?

The free press ought to have the courage to say this is wrong. When a leader or organizer is on the other side, it ought to say he is wrong, or it ought to say he is right. And yet this is not the case.

I believe that the free press, instead of trying to divide us by class hatred ought to cultivate the kind of climate that says labor-management has a great deal more in common than it has in conflict; to say that we are free; that we are all together on "these things", while we are in difference on "other things."

There is an economic and moral double standard in collective bargaining. The free press has not accepted its responsibility. Let us take the pension plan—we were trying to get a measure of security and dignity for those too old to work and not ready to die. Instead of dumping them on the street, we wanted to give them security. But we have a double standard. We found people being paid $300 an hour being given a pension of $75,000 a year, but denying it to the $1.50 an hour worker who was too old to work and too young to die. We would not understand that economically, so we had a strike.

GUARANTEED WAGE

On the question of the guaranteed annual wage, that is necessary because pay by the hour and by the piece is inadequate to meet the workers' economic problems. It is economic justice for the worker, and a necessity in our economy. Instead of trying to load the dice against labor, they ought to lay it out and see what they can do, and try to find a way within our system to meet the problem, instead of trying to create pressures that will lead to industrial strife. We do not ask you to carry the ball, but to objectively lay it out, so that you could make a contribution towards creating a climate to bring about solutions.

We know how to make things better than we know how to distribute them. We lack balance between our productive power and our purchasing power. The big question is how to maintain full employment and production in peacetime. War is the angel of full employment. When defence spending is curtailed we get into trouble. We can be long on confidence but short in purchasing power. What we need is purchasing power to absorb our production. We reject the philosophy that depressions are inevitable. If we want prosperity, we must plan and work for it. We believe that labor-management problems are the key to these other problems.

Where there is a strong free labor, there is little Communism. Where there are no free unions, Communism is strong. In Italy, where the people are deeply religious, they go to mass in the morning and to a Communist rally in the afternoon. They have no free unions. Communism builds on poverty and injustice. Austria has a strong, free labor movement, and the Communists received only four per cent of the vote. We must realize that the struggle for peace and freedom is woven into the struggle for social justice.

Collective bargaining is part of the job of building forces to provide the largest measure of social justice. The free press must show that human freedom is an indivisible force. Neither labor nor management can be free unless they labor together to create human freedom in a free world.

McCARTHYISM ILLEGAL

I want to conclude on one idea. The press of Canada has done more on this front than in the United States. I hope you will use your influence with your friends in the United States press. We are weak on the human liberties front. In Washington we have people trying to contest the leadership on negative values. McCarthyism is immoral, illegal, un-American. Communism is a world conspiracy to the freedom that everyone here values. We cannot preserve freedom in the world if we strangle it at home. Newspapers must share in the responsibility, must share in the problem. The extent to which a paper tries to build circulation through suppressing political immorality, it is a party to that political immorality. The New York Times is a great newspaper but it had 36 headline McCarthy stories in January.

I believe if the newspapers of the United States the treatment it was entitled to on basic news value, get it out of the headlines, McCarthyism would sink into oblivion, and we would restore that good old name of "McCarthy" to its old respectability.

Communistic tyranny is building powerful allies, and we need to take a long look at those basic values which bear so greatly on our basic problem. Unless we improve the level of our television programs, we will raise a generation of morons. The press has not done so well by its moral responsibilities as it needs to do. What we need to do is to fight as hard for the things we believe in as we fight against the things we have to oppose. We must organize our people in terms of positive challenges, because we have common aims, and the free press is responsible for mobilizing our forces to fight together for peace and release the tremendous forces with which to produce the tools to fashion a better world in the image of peace, freedom, justice and brotherhood.

G. WILSON CRAW: Mr. Reuther, you have given us a real challenge to meet, and one of the functions of our organization is to accept such a challenge. I think we will do our duty in meeting this challenge, and I thank you very deeply for coming here and addressing us this afternoon.

J. STUART RICHARDSON: I would like to second the vote of thanks to Mr. Reuther. It has been a wonderful thing to have him here. He is well-known as a man who represents labor. I am here to represent the Canadian Manufacturers' Association, although I do not know why they picked me and not the president.

The matter of management's relations with the press is a comparatively new problem. The first newspaper to be printed in Canada was the Montreal Gazette and the date was 1776. At that time and for a hundred years afterwards there was no problem of relations with industry because there was no industry to speak of.

We started establishing plants about a hundred years ago; plants to process food, to make carriages and so on. The plants were small in size and employed few people. Things were fixed by standards which held for a long time. There were no changes in rates of pay, processes or models, and where there is no change there is no news.

CHANGES APPEARED

At about this time some dreamers and visionaries appeared on the scene. They saw great potentialities in the wheel. They thought that the application of the machine to business would increase output a hundredfold. They were ambitious, daring and eager to make money.

They had to overcome tremendous opposition because the machine has always been suspect. It was widely considered to be an invention of the devil and an enemy of mankind. So there was organized opposition to the machine, to railroads, to the application of power to industry, to automobiles and in more recent times to snow removal machinery and to diesels on our railroads.

In the early days of the industrial era the newspapers reported the fantastic changes which were taking place but they centred considerable attention on the individuals responsible for the changes—Bell, Gould, Whitney, Carnegie, Rockefeller, Ford and so on. These stood head and shoulders above their fellows and so they became the recipients of praise and blame, and were considered to be benefactors of mankind or robber barons depending on the point of view of the observer.

They were doing things which had not been done before, they were continually making changes and so they were news.

RELATIONS NOT CORDIAL

I gather that their relations with the press were none too cordial. They dealt with reporters, most of them, in a somewhat peremptory fashion, and one day, probably under great pressure—one of them gave vent to a phrase which has come ringing down the years—"the public be damned." They were men of great power but they did not realize the infinitely greater power of the press. They took the attitude that the less the public knew about what was happening in their plants so much the better for all concerned.

So the years went by and the great industrial empires were built. We became engaged in wars and under the spur of great pres-

sure we rose to miraculous feats of production.

CHANGE OF ATTITUDE

After the Second War we came to something which had been little known before— the "Open House." What a remarkable change of attitude was evidenced here and what interest it engendered. We had "Open House" with sometimes special pre-views for the press with tables, telephones and everything else that was required. The result was good. Where before there had been a barrier there was now an open door. These "Open Houses" received considerable attention from the press because a change had taken place, and because these plant visits were filled with human interest stories.

Because of these operations we found things that we had never known before. We found that the effect of trooping 5,000 people through a steel plant increases output--apparently because there still exists in man a pride in the work which occupies his hands and his mind.

STORIES TO TELL

If there was ever a time in history when relations between management and the press should be good it is now and for two reasons. One because never before has industry had so many interesting stories to tell and secondly because we know from experience that the public is interested in the story of growth and progress.

What are we doing in industry? Well we're building pipelines over fabulous distances, we built a spillway by boring ten miles through a mountain, we made a river run the other way to drain a lake to get at the ore beneath and we built a railway through an impossible wilderness in order to tap a find of iron ore bigger than the Messabi Range. We have big machines which will do the most fantastic things and we have little things like transistors which will change the lives of all of us.

This is where we are right now in this invigorating and expanding economy.

THREE KEY QUESTONS

Now what are the key questions which concern us?

As far as management is concerned there might be three.

1. Is it of advantage to us to tell our story?
2. What do we have to say?
3. How shall we say it?

Well there can be no argument as to whether or not we should tell our story. In every human relationship information is better than ignorance.

Considering the second question. "What do we have to say?" —we have the intriguing and challenging story of the competitive system which has given us a standard of living on this continent which is second to none. And then regarding the matter of how shall we say it there is no better medium available than the daily press.

BASIC ARGUMENTS

Having established that,now let us consider the basic arguments or differences, and the similarities. Well, we have a community of interests because we are both in business. We are in business to sell our products and the press is in business to sell news. In many ways we are indispensable to each other, but at the same time there are some marked differences of opinion held by each. We might clarify the position by this statement — that the press is willing to print most of the news most of the time and management's position is a willingness to release some of the news some of the time. The press supplies a public service by providing news and anything which acts as a block to the obtaining and dissemination of news is bad. The occasions when management has said "No comment," to the press are apt to loom large in the record of those concerned. Modern management however is aware of the power and responsibility of the press and the attitude of the majority is one of co-operation.

There are occasions however when in the opinion of management a statement or a reply to a statement would not be desirable. Being free men in a free country they have the right to make that decision and that position I shall defend.

PRESS CRITICISMS

Some years ago the Canadian Manufacturers' Association made a survey of management-press relations and published their findings in a booklet called "For Immediate Release". In the booklet there are a number of letters from managing editors, and most of the letters are critical of the attitude of management. The complaints were that—

1. Management was unwilling to talk.
2. Sometimes it was impossible to reach a representative of top management and the reporter was fobbed off on some P.R. man.
3. That management had little sense of timing and that they would do much better with regard to space by planning news stories in advance of the release date.
4. That management does not have a good sense of what is news.

To some of these problems there is no easy solution.

MANAGEMENT CAUTIOUS

Those today who are at top management levels tend to be very conservative people. The very nature of their position gives them a great responsibility. For the most part they are in those positions of responsibility because of a long experience and generally because of a long period of service. In this country we tend to grow our own presidents.

They have a responsibility to the shareholders, to the board of directors and to their thousands of employees. In addition they have a tremendous responsibility to the community and this they discharge in a variety of ways as the record will show.

So very much depends on what they do and what they say and if they exert a measure of caution before speaking it is perhaps understandable.

They are vitally interested in their companies, their industry, the community, the country and in the free enterprise system. If any one has ideas as to how any or all of these might better be served by improved relations with the press they will be ready to listen.

"Industry", the monthly bulletin of the Canadian Manufacturers' Association, has a circulation of about 27,000 in both English and French. Comments on what we say here to-day can be included in the next issue and so all readers of "Industry" will get the benefit of your suggestions. Into the bargain, the Association's official magazine, "Industrial Canada," will carry a resume of today's discussion. In this way I think the Association can help to get your thoughts across to the people who should know of them--the manuafacturers of Canada.

ANGUS MUNRO, Windsor Star, Labor - management - press relations succeed or fail for the same reasons that govern all other relationships between human—mutual trust and confidence or lack of these things.

How to build more securely this trust and confidence is the major problem for all three.

Whatever we may say of such relations today, it must be admitted that they have improved as compared with conditions of the 1930's or early 1940's. Fifteen years ago it was considered the height of adventure for a reporter to approach either labor or management for information in connection with a story. The newspaper was considered a natural threat if not an actual enemy. Labor reporters were looked upon as those seeking only a spectacular headline regardless of whom it might hurt.

Truth in a given situation varied according to the seat in which you sat. The labor leader's facts highlighted the inhumanity of his employer. The facts given out by management stressed the impossible demands of labor. The bitter taste of the sit-down strikes still was in the mouths of most newspaper readers. No reporter anywhere on earth, or in hell or Heaven for that matter, could be expected to satisfy simultaneously the employer; the employee or the two of them along with his news editor, what the truth was in a given situation.

NEWSPAPER NOT TRUSTED

His lack of information from reliable sources—because he or his newspaper was not trusted—could keep a labor writer constantly in hot water with his employer as well as with his sources of news.

The same is true today, but to a much lesser degree.

MUTUAL CONFIDENCE

Today, the relationship between reporter, labor leader and employer is built more often upon mutual confidence. There can be no substitute for this. A reporter's duty is to get the facts and present them as impartially as he is able. He can do this only with the fullest co-operation from his news sources, even though those sources cannot always be quoted directly. In the stories involving many large companies, news is given in prepared statements, but often these are in need of interpretation and this can be supplied intelligently only if the reporter is able to acquire background knowledge from his sources. This information is given freely if the reporter has established trust and confidence between himself and his contacts both on the management and union level.

I hope I shall not be misunderstood if I say that labor reporting has improved. In all modesty I think it has. This has been due in large measure to the willingness of editors to allow reporters sufficient latitude and time to build their knowledge of labor-management relations. I am not pleading here that every newspaper should have on its staff what is sometimes referred to as a labor expert. God only knows we have an over-abundance of so-called experts already. I am still convinced that any reporter worth his salt will want to retain his usefulness as a general news man rather than as a specialist, but there is no denying the fact that there is a tendency toward specialization.

REQUIRES MUCH STUDY

There is so much to be assimilated with respect to management-labor relations that it DOES require more than passing study. The man who attempts writing labor news should have at least an elementary knowledge of labor legislation, both federal and provincial. He should know something of the laws governing conciliation and arbitration of industrial disputes. He should be able to read a labor-management collective agreement and understand the application of its major provisions.

Above all else, I think, a reporter who attempts writing labor-management news, should have a natural interest in the subject of modern industrial relations and absorb whatever knowledge he can at every opportunity. In my own view this field of reporting is certain to become more and more important as Canada's industrial development expands and union membership grows.

SEE OTHERS VIEWPOINT

Forums such as this one can do much to clear up misunderstanding. They certainly can help us view the scene from the other fellow's seat and how different that view is when you are looking at it from the spot occupied by your neighbor. It seems no matter how clearly the differences may be established in the views of management and labor, the public is constantly asking why it is that labor-management problems require so much time to resolve. This is not always easy to explain. Let's take just one example:

In most instances where management and labor are engaged in bargaining sessions for a new contract, the original demands as announced by both sides are stated in maximum terms. That is to say there are concessions asked for which are beyond those on which they are prepared to settle. It was put THIS way by one British labor leader with whom I spoke recently:

"We ask for a shilling when we are prepared to settle for sixpence when they are willing to settle for five-pence."

BARGAINING TECHNIQUE

This may be over-simplifying matters, but it is no stretch of the imagination to say that terms laid down in negotiations contain clauses and figures which are here for bargaining purposes only. The public finds this hard to understand. Yet they have no quarrel with a situation in which two individuals bargain for the sale of a piece of property. The asking price first stated is always higher than the seller will accept. The offer made by the buyer is always lower than what he is prepared to give.

"Collective bargaining" is a term not yet fully understood by the public and the so-called unreasonable demands by a union or the abrupt turndown by a company will always make a headline story when, in reality, they are but normal bargaining steps.

Labor-management-Press relations, as we know them today, neglect much of the news that is made by companies and unions who, year after year, reach agreement without trouble. They also play up less effectively the constructive work done by labor and management. This is not the fault of any one of the three. It is the responsibility of all parties involved.

COMMUNITY LEADERS

Everyone connected with labor, management or the press in any large industrial area knows that many of the community leaders are drawn from the ranks of labor or management. In Windsor, for example, serving on the top committees of many welfare agencies and on the board of directors of the community fund are representative labor and management spokesmen. One large union here, the Auto Workers, recently set up what they term a community relations committee. Its members meet and hear talks from representatives of such welfare organizations as the Red Cross, the Victorian Order of Nurses and others. They become better informed on what these organizations do. They ask questions and get details clarified in their own minds. Then they are able to interpret to the rank and file membership the true value of welfare agencies in a community. It makes for better understanding and closer co-operation when fund-raising campaigns are conducted.

NEWS IN DISCORD

One can always be sure that discord makes more news than harmony. That is the very nature of news. I am not suggesing that a fight on a picket line and a successful money-raising campaign in a plant should rate the same 8-column treatment. Yet I think you will agree they should have more equally prominent treatment than they often get.

A co-operative effort between management and labor often fails even to get any attention whatsoever. Again this is the fault, not of any one, but of all three, management, labor and press. In Windsor we have tried to learn all we can about such instances, but it is not always easy to uncover the facts. One would think that labor and management always would be willing to talk about such things and realize their importance as news, such is not the case. Talking freely to the press on any subject is suspect.

I want to return to my original point as I conclude this statement. If we want to make the most of the tremendous potential for good that is inherent in closer co-operation between industry, management and the press, we have got somehow to dispel the feeling that every reporter who talks to an employer or an employee group, is seeking only to embarrass or damage the character or reputation of either the company or the union involved. Newspapers are not allergic to good news.

NO EASY SOLUTION

I know of no easy solution, or even any easy approach to the building of closer ties between these three groups unless it be the selling job done by the individuals involved. Someone has said that a newspaperman can have many acquaintances but few real friends lest he is called upon to write something unpleasant about those with whom he works. But I think even unpleasant news can be written with fairness and integrity if all the facts are made plain. Overcaution can be the means of allowing rumor to take over and dictate the course of an important story.

We have got to sell each other on the basis that confidence can and is being built between our groups. We have to strive with all the best that is in us to build trust between the press, management and labor. Each in our own sphere can do much to promote this build-up. If we are going to make the most of the opportunities that are ours in a greatly expanding and developing Canada of ours, we have no other alternative.

P. P. LaFORTUNE, Le Petit Journal, Montreal—I want to express thanks to all our speakers this afternoon. The discussion has been very enlightening and constructive. We understand that our

guests on the panel came well prepared. Mr. Richardson, however, failed to mention the main management point of view as intensely as did Mr. Reuther, the labor viewpoint.

J. RICHARDSON: I had only ten minutes to get intensive. If I had had 50 minutes I could get just as intensive as Mr. Reuther did.

T. G. LOWRY, Ottawa Journal: We owe Mr. Richardson an apology. He did not have the opportunity to analyse Mr. Reuther's statements because of the late start. Mr. Reuther says we are ready to rush into print on strikes. No one knows the value of rushing into strikes more than do the labor leaders. If we are to be criticized on that account, labor is just as much responsible for it as we are, much more so than management.

ADDRESS — R. A. FARQHARSON
Director of Information, NATO, Paris

T. N. MORRISON: — Today we are happy to welcome back among us the gentleman who was largely responsible for founding this organization, and who was its first president, Mr. Robert A. Farquharson, now director of information for the North American Treaty Organization in Paris.

R. A. FARQUHARSON:—Directing information in a 14 - nation collective security organization is a job with unusual satisfa tion as well as quite frequent frustrations. The greatest satisfaction comes from the feeling shared by all the leaders of NATO that the Atlantic Alliance is the important factor in maintaining peace in the world today. The frustrations are easily understood by newspapermen. Imagine having good stories breaking all around you and being under oath not to reveal them even to your wife! For NATO is a security organization and almost every step it takes is classified.

For instance, we run the gamut from the simple word "Restricted" to "Cosmic Top Secret" and there are five stages of classification in between. Every secret paper I receive is numbered and has to be signed for. And to get rid of it, my secretary must again sign in duplicate.

Security police guard all entrances to the Palais de Chaillot and every time you enter you must produce a pass. Security guards patrol the corridors and go through waste paper baskets at night, and it is too bad for a secretary who has discarded used carbon on which one restricted word can be read. I got into trouble with the police the first week for leaving in a drawer of my desk a letter from my Canadian Bank marked "confidential". It wasn't NATO confidential, it only told me the size of my overdraft, but it was impounded just the same.

PRECAUTIONS NECESSARY

Precautions, of course, have to be strict because some of the Cosmic Top Secret is really secret material. The papers that go across my desk daily include all stages of military planning. Most of it is awfully dull reading. Quite a lot of it is as understandable as a mathematical formula to a person who has forgotten mathematics. And some of it could be left open on the city editor's desk of the Windsor Star and would not have a chance of ever being published.

I was quite relieved the first week I was at NATO to notice that a paper giving instructions what to do in case of fire was marked unclassified. Fire precautions are quite important when you work in a temporary five-storey wooden building even if the building is called a Palais.

STRICTLY NEWS SERVICES

In the Information Division, we occupy the top floor of the Palace. By international standards, the staff is small — the budget provides for a total of 39 and the operational funds are proportionately small. We do not touch the field of counter - propaganda. You could describe the Division as a strictly news service except that activities run into radio, television, movies, travelling exhibitions, briefing material for speakers, pamphlets, and even designing a NATO flag.

One of my first jobs was to get a flag for NATO. I do not have to tell a Canadian audience about the difficulties of getting an agreed-on flag. Many designs have been prepared and discarded. I reversed the process and got an agree-on-philosophy, and after that it was simple enough to get a design. The flag now flies at NATO Headquarters. It will soon fly at each of the International Commands. We are now developing the design for use as an emblem in many ways — even including neckties for NATO old boys.

WORK THROUGH GOVERNMENT

In our terms of reference, we deal directly with press and radio correspondents who call on us at Headquarters but we do not deal with the press and radio in member countries. Direct contact is through the national information services. For instance, anything issued about NATO in Canada is issued through External Affairs and not through NATO Information Division. NATO has not one single civilian office outside Paris.

It is because member countries are each responsible for keeping their own people informed about NATO that I have spent so much time travelling in the last year. It is exceedingly important that we have the closest co - operation with member countries; that we know what facilities there are to get out information and that we use these facilities to their fullest extent. So this summer, instead of taking regular holidays, I went to Luxembourg, Belgium and Holland in August, and then back to Paris. Then to Norway and Denmark and back to Paris.

SITTING ON GOOD STORIES

Last fall, I was in Rome at the height of the Trieste crisis and wished very much that I had the freedom of a correspondent to write the information I got from the Cabinet and from the Canadian, the American and the British Embassies. After years in news work, it is hard to sit on a good story. In Greece and Turkey, I was introduced to the custom of the ceremonial cup of thick coffee which invariably greets a visitor, and my high mark was ten cups in one day of appointments at Ankara.

In all the countries, I was so cordially received and so much was done for me that I began to wonder how visitors from abroad feel when they arrive in Canada. I am afraid that we have always been casual about visitors. I am quite certain that when I arrive in Ottawa next week as an official visitor from NATO, there will be no one at the airport to get me through the Customs, no one to drive me to the Chateau, no flowers in my room, and certainly the experience of Rome, Athens and Ankara of a car and driver available for the duration of my visit will not be repeated. No one will offer even to buy me a liquor permit.

RECOGNITION OF CANADA

I am an international civil servant and not officially a Canadian but that does not prevent private feelings of pride at the recognition Canada is getting abroad. The influence of Ambassador Wilgress at the Council meetings is far beyond the financial and military role that Canada plays in this great peace - time Alliance. Part of it is purely personal, the strength that a wise and able man will always exert on his own—but Canada's unique position adds tremendous weight to Canadian representatives abroad.

Canada is the only Alliance country that not only is not receiving financial help from the United States but is providing in a modest but almost unpublicized way material help to the other nations. Canada therefore is in a freer position in discussion with the United States than any other country.

Similarly, Canada's close relationship to the United Kingdom does not prevent Canada disagreeing with the United Kingdom's position.

And when it comes to France, there is the great advantage of ancestral French ties and official bilingualism.

I mention these three nations because they and they alone compose the Standing Group in Washington, which is the executive body of all military operations.

UNIQUE RELATIONSHIPS

Canada has unique relationships with the Big Three and these relationships are recognized by the other countries which, to an ever increasing extent, look to Canada as a leader of the middle powers. If I have forgotten my international status in this outburst of national pride, I only plead that for more than a year, I have been exposed, as few Canadians have been exposed, to what other countries think of Canada. I have talked to Cabinet Ministers and government officials and newspapermen in every NATO country between Norway and Turkey, and I can assure you that Canada at the present time is news in a unique way.

This position, which is so much easier to recognize abroad than it is at home, carries with it responsibilities which I do not think have been recognized to their full extent by newspapermen or by politicians.

We are involved in international affairs and whether we like it or not, we shall be increasingly involved, and the leadership which we have always hesitated about giving will be thrust upon us. How well is the Canadian at home prepared for this position?

LITTLE CANADIAN NEWS

I said a moment ago that Canada is news. But there is little news about Canada in the newspapers of the world. And there is little world news with a Canadian accent in the press of Canada. By degrees, we must face the economic cost of Canadians reporting for Canadians what is happening abroad. And we must make it easier for the press abroad to know about Canada. I say "must" because I believe we are in the grip of forces beyond our control.

I am talking today to my old newspaper associates. I do not like to mention that the only two full-time Canadian correspondents I have met in Paris are both radio correspondents.

NEWSPAPERMEN'S TOURS

In NATO, we have in the Information Budget sufficient funds to operate at least eight and probably more tours of newspapermen from allied countries this year. We have no money to pay for the Atlantic crossing but there are ways that this can be arranged, other than as an international expense. I hope that we shall be able to have at least a dozen Canadians visit the European members of the Alliance. And I also hope that in June, we shall be able to bring writers from the twelve European NATO countries to see Canada. I hope that Canadians selected for tours abroad will be representative Canadians with experience enough to know that they carry with them the good name of their country. Last year, there were several slots for Canadians that had to be filled by other nationals because there did not seem to be enough interest on the part of Canadian papers to send men abroad.

Last year, we had correspondents from the "Windsor Star", the "Halifax Herald," the "Toronto Telegram", the "Montreal Gazette", the "Winnipeg Free Press" and "Saturday Night". We had three from CBC. We had two Canadian vacancies on a trip to Norway and Denmark, one Canadian vacancy to Italy, Greece and Turkey, and one vacancy to the Benelux countries.

COUNCIL MEETINGS

But to forget nationalism and get back to my job as an internationalist. The North Atlantic Council meets every week and sometimes twice a week, and quite often makes far - reaching decisions but not very often makes decisions which can be made public.

The Council, as you understand, is like a cabinet. It is the supreme power in NATO, and its decisions have the same effective force whether it is a regular meeting or whether it is the semi - annual session at which the Foreign Ministers, the Finance Ministers and the Defence Ministers are present, as well as the Permanent Delegates. The Council appoints the senior Commanders. It sets firm goals for military effort each year and prospective goals for two years in advance. It decides how costs are to be shared. It has financed and approved an infrastructure programme which means the creation of a system of airports, harbour installations, and a network of pipe lines and communication systems which girdle NATO from Norway to Turkey.

WORKS BY UNANIMITY

And all this has been achieved by an organization which works by unanimous consent, in which little Iceland or tiny Luxembourg can say just as effective a "NO" as the United States or Great Britain.

The Council has been able to work in unanimity because it works in an atmosphere of international good humour. It never takes a vote. Silence gives consent. I am not trying to say that there isn't disagreement but I would like to emphasize that the end result has always been agreement. I have never heard an angry voice or an angry inflection. I have often heard Canada reserve its position which is a polite way of not agreeing but on any point that mattered, Canada, like all other countries, has either withdrawn the reservation or there has been general agreement on a modified formula.

ANNOYINGLY SLOW

This way of operating is becoming known as the NATO method. It is often annoyingly slow. But harmony is worth the time it takes. Council meetings are never open to the public, which is a pity from an information standpoint because the climate of goodwill which permeats operations should be known and understood by the world. It would be the best answer to the repeated Russian charge that American militarism dominates NATO.

Lord Ismay has stated repeatedly his firm belief that had NATO been in existence before 1939, we would have escaped the agony of the second World War. Lord Ismay believes, and I strongly share the same belief, that had it not been for the existence of NATO, we should have had a third World War by now.

LORD ISMAY

Lord Ismay is a character you would all appreciate. He has spent most of his life in the British Army, but he can edit useless words out of a paper in a way that would be the envy of any first - class deskman. He hates long reports and insists on definite recommendations. It is not an easy job to run a staff made up of 13 nationalities but in two years, he has succeeded in building up intense loyalty in his international team. His stories about Sir Winston Churchill are a riot and it is easy to see why there was such a close and successful partnership between these two men during the war. He signs letters to his friends by his nickname "PUG".

NATO is fortunate in the close friendship between Lord Ismay and General Gruenther, who, as Supreme Allied Commander Europe, has taken on President Eisenhower's old job. It is "AL" and "PUG", and the relationship which they have achieved at the top is reflected in all the dealings between SHAPE and NATO.

WITHOUT PRECEDENT

The military build - up in five years has been striking and is without precedent in time of peace. General Gruenther has under his command forces three times as effective and three times as strong as those available to General Eisenhower when he first assumed command. Where there were 17 usable airfields, there are now 125. NATO now has sufficient strength in Europe to offer serious discouragement to any potential aggressor. Sometimes when the build - up seems slow and someone points to a shortage of ammunition or a shortage of airplanes, there is a tendency to forget that the very existence of the Atlantic Alliance is in itself the strongest possible shield.

Because the fourteen nations, as you know, have agreed "that an armed attack against one or more of them in Europe or North America shall be considered an attack against them all", NATO has provided the collective security sought by all peace - loving nations since the early days of the old League at Geneva. It is the cheapest and most effective insurance policy yet devised against war.

In that statement, I have given you something of the atmosphere of NATO. If there are any other problems you would like to have

discussed, I would be glad to do it on a question and answer basis.

DISCUSSION

J. S. RICHARDSON: Are there any other countries seeking membership in NATO?

R. A. FARQUHARSON: No. NATO is a sort of club, and any proposals must be approved by all its members. No other countries have applied, because they know their reception would not be unanimous. Portugal would like to see Spain a member, but that would be over Norway and Denmark's dead bodies. Spain has some association, however, through its United States agreement.

LARRY N. SMITH: You mentioned a lack of Canadian newspapermen making NATO. What about newspapermen from other commonwealth countries?

R. A. FARQUHARSON: There have been none at all. None of them have delegates to NATO. There are none from Australia or New Zealand.

MARSHALL YARROW: Are any steps being taken to have the selections for the Niemen Scholarships brought back into the CMEC?

T. N. MORRISON: Yes, that is coming before the executive tomorrow.

R. J. CHURCHILL: I wish to express our very sincere thanks to Bob Farquharson for being with us today, and giving us this fascinating and informative address. Welcome home and God bless you.

BUSINESS SESSION — CANADIAN MANAGING EDITORS CONFERENCE

BUSINESS SESSION

The annual business session of the Canadian Managing Editors Conference was convened with T. N. Morrison, 1st Vice-President in the chair.

R. J. Churchill, chairman of the nominating committee, presented the following slate of officers and directors.

Past President, R. J. Churchill, London Free Press.

President, Irenee Masson, Le Soleil, Quebec.

1st Vice-President, T. N. Morrison, Welland Tribune.

2nd Vice-President, Claire Canong, Moncton Times-Transcript.

Secretary-Treasurer, M. McIntyre Hood, Oshawa Times-Gazette.

Program Chairman, Larry N. Smith, St. Catharines Standard.

Directors: J. W. Sancton, Fredericton Gleaner; J. M. Murphy, Truro News; F. W. Doyle, Halifax Herald; Herve Major, Montreal La Presse; P. P. LaFortune, Montreal Le Petit Journal; Harry Larkin, Montreal Gazette; Robert C. Hasson, Montreal Herald; W. Harold Vaughan, Windsor Star. Douglas McFarlane, The Telegram, Toronto; G. Wilson Craw, Peterborough Examiner; Eric Wells, Winnipeg Tribune; William Thomson, Regina Post-Leader; Fred Barnes, Victoria Colonist.

Place of the next meeting to be Montreal, Que.

Moved by R. J. Churchill, seconded by Howard Crawford, that the report be adopted. Carried.

RECOMMENDATIONS

The secretary presented a recommendation from the executive to the effect that in the case of managing editors unable for any reason to attend the conference, provision be made for them to remain members in good standing by paying a membership fee of $5. Fee for those who attend the conference will be included in the registration fee, and notice to that effect will be sent out in advance of the conference. Moved by M. M. Hood and seconded and carried.

A further recommendation was moved by M. M. Hood and seconded by L. N. Smith that any managing editor who subsequently advances to another title and has been a member of the CMEC shall be a continuing member if he so desires.

BUSINESS DISCUSSION

ROBERT OWEN: I wish to bring up again the question of the syndicate representatives. Are they going to be received at our conference?

R J. CHURCHILL: We accept their entertainment, and the syndicate representatives are certainly welcome here. We have never asked them to entertain us. They have done it out of the goodness of their hearts. The question is where to draw the line. There is not one syndicate in Canada doing newsgathering on its own. They are all agents for features. The BUP is a newsgathering organization in its own right, and it qualified under that stipulation in our constitution. The syndicate men are welcome to come here. They are welcome to our own functions and to our meetings. But we cannot speak for our hosts. Inviting them to special entertainments is up to our hosts.

W. H. VAUGHAN, Windsor Star: I am embarrassed by this discussion. We have here gentlemen opposed to a five dollar fee on one hand, and on the other, want us to pay for all our own entertainment. Here you have been entertained by Walker's, by the Windsor Star, yesterday by Ford's and today by Chrysler. Are you suggesting there is anything wrong with that? Have they asked you to do something for them? I do not think so. I myself brought up the question of favors, of the ladies receiving handbags and travelling clocks and the men lighters. I suggested that there should not be any gifts like these handed out. If you are going to have your convention in Montreal, you would want a sufficient fee to provide entertainment. Very few would come if the fee were $50 as it would have to be.

HUGH AGNEW, St. Thomas Times-Journal: My concern is that we cannot accept something that is going to obligate us. Entertainment might be their way of saying "Thank You" to us. There is one other thing, a subject I would like to see brought up at the next conference—the methods of setting salary scales. At present I think they are disgusting, and we should discuss that subject.

There was no further discussion and the business session was adjourned.

SUNDAY, FEBRUARY 7

LUNCHEON MEETING

The delegates were entertained at luncheon by the City of Windsor and the Union Gas Company, Limited.

MAYOR A. ARTHUR REAUME of Windsor presided over the luncheon:

MAYOR J. A. REAUME: I am glad to see all you editors looking happy and well after your sessions. I hope you have not spent all your time in work, but had some time for play, and will go away taking with you fond memories and thoughts. We are having open house in Windsor in 1954, and we will play host to thousands of people. We will go out of our way to make you welcome. This is a joint dinner with the Union Gas Company, and I would like to call on Russel Perkins, of that company.

RUSSELL PERKINS: We are very happy indeed to join with the city in being your hosts, and to meet so many nice people. I hope you will all come back again to visit us.

Mayor Reaume then turned the meeting over to T. N. Morrison, 1st vice-president of the CMEC.

PRESENTATION TO ARTHUR R. FORD

T. N. MORRISON: It has been our intention to give some recognition to Arthur Ford, of the London Free Press, but unfortunately he is unable to be here because of health reasons. We are, however, going to ask R. J. Churchill, his associate on the Press to accept the presentation on Mr. Ford's behalf.

A GREAT CANADIAN

Arthur R. Ford has been known nationally for many years for his interests outside the publishing sphere as well as for his newspaper activities. Truly he has been a great Canadian.

He was the first Londoner to be appointed chancellor by the University of Western Ontario. The appointment, which culminated 19 years' service on the board of governors, came in 1946 just when the University was undertaking the greatest expansion in its history.

In 1931 Mr. Ford was named a member of the Royal Commission established by the Ontario Government to make an extensive study of what was being done concerning cancer in other countries. The result of the study, which took the commission to several European countries and the United States, was formation of the Ontario Cancer Research and Treatment Foundation. Mr. Ford became chairman of the foundation, a position he still holds. He has seen the installation of the Cobalt Bomb at Victoria Hospital in London as the direct result of the foundation's establishment.

A graduate of Victoria College, Mr. Ford received the honorary degree of doctor of laws from the University of Toronto just 46 years later, in 1949. He is a member of the London Public Library Board and has been on the boards of the Western Fair and the London Hospital Trust. He was responsible for the organization of the Y's Men's Club by the YMCA in London and is a former president of the Canadian Club.

An ardent Kiwanian, when he went to San Francisco in 1945 to cover the formation of the United Nations for the Free Press, he also took on the duties of an associate consultant for Kiwanis International.

50 YEARS' CAREER

But it is as a newspaperman who has exerted influence through his accurate reporting and sound judgment on both the local and national scenes for practically his entire 50 year career that Arthur Ford is best known. He has been the friend of most of the great Canadian leaders during that time.

A summertime, $6 a week job on the old Stratford Herald determined his career. He went subsequently to the Ottawa Journal, the Winnipeg Telegram and Winnipeg Tribune, then to the Toronto News and he was correspondent for the London (England) Times and several Western Canadian newspapers while he was Ottawa correspondent for The News, in the momentous years of World War I. He heralded the formation of the Union Government of Sir Robert Borden, one of two reporters to believe with Borden that it was inevitable. Conferring on him of honorary membership in the Parliamentary Press Gallery, in 1951, was a tribute to his accurate forecast of this and other political events, which he continued to watch with keen interest and write about after he became editor-in-chief of The London Free Press in 1920.

NOTABLE SCOOPS

Among the big stories "A.R." covered in his career, were the Regina cyclone, a "scoop" he got while in that city to cover a political campaign; the Quebec bridge disaster of 1912, which cost 12 lives; the sinking of the Titanic, the same year, the House of Commons' fire in 1916 in which he was nearly a victim, and the birth of the United Nations.

Mr. Ford was named president of Canadian Press in 1943 and that year was chosen by the Department of External Affairs to head a three-man delegation of a goodwill trip to Australia. He was president again in 1944. In 1948 he was in the Canadian delegation to the World Conference on Freedom of Information at Geneva, at which 55 countries were represented.

For years, "A. R." put his views on national and international affairs and reminiscences of days gone by into columns titled "Over the Weekend" and "As the World Wags On," carried on the Free Press editorial page. In 1950 much of the content of these columns was published in a book bearing the title of the latter column.

Mr. Morrison read the following citation on the illuminated address being presented to Mr. Ford.

"TO ARTHUR RUTHERFORD FORD:

"For outstanding service to the newspaper profession over a period of 50 years, during which he at all times exemplified its highest ideals;

"For the high standards he set as one of Canada's great reporters, which today are an inspiration to those who have followed him;

"For his insatiable curiosity and boundless energy, which enabled him to unearth stories of significance at home and at the ends of the earth;

"For his defence of the Freedom of the Press;

"For his achievements as editor for more than 30 years;

"For his ability to walk with kings without losing the common touch, and his faculty for making friends in all walks of life;

"For his service in the formative days of the Canadian Press, and his continuing interest on behalf of this enterprise;

"For his service to his country and to the communities in which he lived.

"THE CANADIAN MANAGING EDITORS' CONFERENCE wishes to put on record this citation of meritorious service to ARTHUR RUTHERFORD FORD

Mr. Morrison presented the address to Mr. Churchill, who, in accepting it, read a reply and acknowledgment which had been prepared by Mr. Ford, as follows:

MR. FORD'S APPRECIATION

"I am deeply disappointed that under doctor's orders, I am unable to attend the Managing Editors' Conference. I had such a severe illness last year and I am making such a fine recovery, I do not want to take any chances.

"I cannot tell you how much I appreciate the honor you wish to pay me. It is hard to believe that I have been in active newspaper work for over 50 years. I have held every job on an editorial staff from a very junior reporter to editor-in-chief. I think I can say my greatest pleasure was as a reporter. I was very fortunate in covering some of the great stories of my time—the Regina Cyclone, the collapse of the Quebec bridge, the sinking of the Titanic, the burning of the Parliament Buildings and in recent years the founding of the United Nations at San Francisco and the visit of Churchill to Washington. The life blood of a newspaper is good reporting.

"The principles of newspaper reporting and editing have not changed much over the 50 years. Good writing and close editing and initiative and enterprise on the part of reporters and editors are as important today as they were when I started work.

"There have been great improvements over the years. Newspapers today are typographically tremendously improved. There is no comparing Canadian and world news services of today with the serice that was received 50 years ago. This has been largely due to the development of the national co-operative news service of the Canadian Press. The use of pictures is another of the great advances. Today news pictures are as important as news itself. There are many other changes, particularly in the development of women's pages and sports pages. These are only a few of the improvements over the years.

"I was brought up in the days when no one ever heard of an eight-hour-day or five-day-week. Newspapermen were a pretty Bohemian lot. I'll admit it is hard for me to become accustomed to the modern developments, but there have been great steps forward in recent years both in wages and working conditions, which are all to the good. Let us not however lose the spirit of the old school of newspapermen.

PROFESSION STANDS HIGH

"The changes, though, are all for the best. The profession—if it can be called a profession—never stood so high.

"The merging of papers and the growth of chain papers have placed an added responsibility upon editors and publishers—a responsibility to give the public honest, fair and unbiased news and to maintain what we should regard as a precious heritage, Freedom of the Press.

"I have had fifty happy years. I deeply regret that I am unable to be with you. Your own organization in my opinion is doing a splendid job for the newspapers of Canada and I congratulate you upon the contribution you have made to the press of the country."

GUEST SPEAKER — ROGER LEMELIN

Author and Journalist, Quebec City

ROGER LEMELIN: Ladies and Gentlemen: For a few minutes, you will be listening to a man from the east, who is not a communist. This is not a paradox, this is a Canadianism. I explain: Windsor, for a French Canadian, specially for a Quebecer, is a far away city out west. The little boy I was, not so long ago, in my suburb of Quebec, used to think that Montreal was not far from the Pacific, and had I not been victim of outside contacts and listened only to our great Duplessis, I would imagine that Ottawa is a kind of island near Hawaii, and Windsor an agglomeration of houses, chimneys and people somewhere near Japan. Dear westerners, we, in the east are not communists. I do not think there is an urgent need to prove it. Ask Mr. McCarthy.

After all, we have something in common: words. That is why, when asked to deliver this lecture, the title: "Writing, Communications and Frustration" came naturally to my mind. Let us not be fooled and let us not have inferiority complexes towards one another, Novelists, journalists, reporters, scriptors, dramatists, we are all in the same mess from coast to coast: we have to communicate with the public. This means that we all suffered painful frustrations.

ALWAYS SUCCESSFUL

At first sight, it might appear pretentious on my part to treat a subject of which you are the moguls, but since up to now I have made a certain success of talking about things I knew nothing of, please permit me to be logical with myself. In the domain of words, though, I have gone through a few experiences. I wrote novels, short stories, I made a movie, wrote features for some of your magazines, worked five years as a reporter, I gave lectures. Since two years, I am a radio author and since last fall, I have become a TV dramatist. I have four children including twins. I was always successful. During these trips on the back of words, I have encountered many a frustration, and as we are not here to settle any problem, I will just relate some of them to you. I guess my frustrations will remind you of yours.

Let us start at the beginning. Most of us here had a first professional experience with written words when time came to find a job, choose a career or earn some money. It was the same for me as to the question of money, but there was another spicy circumstance: it was also because I had fallen in love for the first time. Those things happen, too, and it is serious when the young fellow is healthy. I was.

I was sixteen years old, and my dear father had told me in September 1935: "Roger, it is not because we live in downtown Quebec, it is not because we are poor that you are not going to continue your studies. It is not because I have ten children and never attended a convention at the Chateau Frontenac, that you are going to follow some secreterial studies at this specialized commercial school upper town. I earn thirty dollars a week, but just the same, I will pay $10 a month to the school even if I have to work all my evenings."

We do not quite appreciate the nobility of such sacrifices from our father when we are sixteen years old. I said: "O.K. p'pa". P'pa wore a leather cap for some ten years, even on Sundays, but he bought me a nice pale grey felt hat for $6.75. No provincial sales tax of 5 per cent at the time. At the school, the class was, to my great delight, mixed. I guess this delight was due to the fact that we were ten boys and only one girl at home. So, even if I had read somewhere that there was two women for a man in the world, I could not quite believe it. I found out later that there were at least ten women for a man. . . with a good job.

FIRST DAY IN CLASS

Let us go back to my first day in the mixed class. I wore no glasses at the time. My alert eyes immediately spotted the most beautiful girl you ever saw. . . .at the time. Checking is now impossible. She was a blonde with dark eyes. Her lungs were well developed. You could guess that by her sweater. . . .and she was fresh as a fresh peach. But she was from upper town. Her father brought her to school in a Packard. I kept silent, since I never had a nickel in my pocket. I soon discovered that my schoolmates went farthern than admirating glances. There were mysterious exchanges of love letters between boys and girls. The small pieces of paper were hidden under the benches or in empty inkpots.

FIRST MONEY FOR WRITING

My neighbor on the same bench was a rich fellow. He was receiving two dollars a week for his petty expenses. On the third day in school. I saw him sweat while writing on a sheet of paper. He was writing to a girl in the class, but he had no literary ability with words. He became a bookkeeper and today he figures my income tax. But let us go back to 1935. I offered him to write his love letters for ten cents a piece. He accepted. This was the beginning of my literary career. Pencil in mouth, glancing romantically at m blonde pin-up with the sweater in order to catch the spell of inspiration, I began the first letter like this: "At the very first instant my eyes met your eyes, my blood began boiling, and my burning veins were swollen with torrents of love,' and so forth. My customer ordered some more letters, but I refused. His sweetheart was my very blonde pin-up with the sweater, and he won her with the first letter. This was the beginning of a series of frustrations in some twenty years of writing.

FIRST NOVEL ATTEMPT

I did not lose time after this first frustration. I had to take revenge against this girl. In about two weeks. I wrote a thirty-five thousand words novel, of which the heroine was my pin-up. I remember the story said she had deceived her lover, I, Roger Lemelin, naturally, and the author, I, Roger Lemelin, killed her at the end of the story, taking care, during her agony on a beach, to permit the hero to forgive her in a noble explosion of dignified words. I sent the manuscript to a magazine in Montreal. The manuscript came back with the words: impossible to print because of. . . .censorship.

I was very surprised, because I used to go to Mass three times a week. But when the devil is in you. . .nothing to do against it. I found my first job at a grain's merchant office. Five dollars a week. This man was a kind of miser who had become rich by selling grain to convents and religious orders owning large farms. As soon as a priest or a nun came in the office, he rushed towards the visitor and bent so low that you would have thought the visitor was Jesus Christ himself. The first day, he dictated me a letter as follows: "Dear Mother Superior: Please find enclosed my cheque for $20 a box of these blessed small breads that you bake so well. I hope you will not forget your old friend when time comes next fall, to buy this $5,000 stock of grain for your wonderful pigs. You very catholic friend in our Lord. . . .etc."

I could not but admire this shrewd way of doing business with convents, but I was not as enthusiastic about the style, the grammar and the sentences. I immediately took the liberty to rewrite the whole thing completely. When the merchant saw the copied letter, ready to sign, he burst with anger. "This is not the letter I dictated." "No, I said, naturally. It was full of grammatical mistakes, and I corrected them. I lost this first job, the first day.

FRUSTRATED DREAMER

In spite of the fact that I had not been very lucky with my taste for writing, I decided, some time later, to write a novel. A novelist, at his first novel, scarcely does it with the view of making money. He is a kind of frustrated dreamer who sees in his work, the supreme weapon that will avenge him, a kind of loudspeaker that will convey his previous and original points of view to the rest of the world, a world of a couple of thousand people. I showed the manuscript to my neighbor, a shoe repairer. He read it between a left and a right boot and told me: "Why don't you write some good cowboy stories" You did not like it, I asked? "No, rather dull," and he went on hammering.

Well. . . .I was not as successful as I had hoped in my communication with the world. A publisher from Montreal made me feel more optimistic. He accepted the book for publication. The day the novel was published, I was so happy that I could not eat. I was surprised that nobody looked at me on the streets. I stood nearly all day in front of the window of a Quebec bookseller where some of my novels were set, with my name well printed in black on the top of the cover. As soon as somebody stood aside me to have a look at the book, I watched him with an intense look. The man or the woman would then be embarrassed by this insistence, and then I would smile candidly, eyes twinkling with pride, "I am the author, you know." I wore no tie, no long air, I was clean, and I was eating an apple. The guy would stare at me with a despising look and grumble. . . ."Eh. . . .You don't say so". . . .and would depart.

I entered the shop and said timidly: "I would like to buy this new novel: "The Town Below" The clerk frowned. "Poor young man, he said, "this is a bad book, written by an old disgusting bum with no university diploma. This is badly written . . . and moreover, the rumor says that the cardinal is going to excommunicate the author in a few days."

FROM JOY TO DESPAIR

I grew pale. My supreme happiness was turning into profound despair. Oh! Gosh, what would my mother say! When somebody asked me the next day if I was the Roger Lemelin who had written this filthy novel. I said "No."

The next Sunday, at high mass, the parish priest climbed into the pulpit with the solemn attitude he had had when the former cardinal had died.

"My dear brethren," he said with a trembling voice: "Since the birth of our parish, we have produced fifty six priests, eighty-four brothers and a hundred and five nuns. Now, a terrible disaster is falling on us. We have a black sheep among our flock. This commercial traveller of evil has dipped his pen in the red ink of inferno, and has written a dangerous book."

The commercial traveller was Roger Lemelin. Some women fainted and I hid behind a column. My mother had to give her resignation as president of the Ladies of the Holy Family. I was the shame of the parish, the shame of my family. But my father was all right. He said: "You are causing us some trouble, Roger. But just the same, you're a fighter and I am darn proud. Chin up."

CHANGED RECEPTION

The father of my girl friend threw me out of his house. I forgot to tell you that the novel was set in my very parish, and that the characters had also been picked up there. A few months later, my troubles were pretty well patched up. My book was awarded the novel prize of l'Academie Francaise in Paris. My brother was back as president, my father bought a nice felt hat of 12 dollars, and my future father-in-law organized a reception in my honor at his home. Quebec is a wonderful place to live. Some say that our freedom of speech is rather poor, but by personal experience, I know we can print and say anything within the limits of morals and truth. You can't expect to treat somebody as being a filthy dictator and hope that he will applaud. Human nature is a little bit spicier in Quebec. It has more color and zest. That is why we are often.

I got married a few months after the publication of the Town Below. A novelist, a journalist or a politician is always a man who gives an indirect answer to a direct question. At the church, when the priest asked me if I was to take this girl as wife, I replied "O.K." He said this answer was not mentioned in the Holy book, so I had to formulate a plain "Yes."

BABIES AND WRITING

I had made a series of attractive promises to my wife. "Dear, I told her, while I will read and write, you will study, go skiing, etc. After nine months of marriage, we had our first child. He was the result of a romantic explosion of adverbs and locutions describing my love to my wife. The child kept crying for milk, I guess . . . for some six months, before he could pronounce his first word. On the other hand, he stopped me from writing a single word during these six months. Then, we had another one who was the result of the view of a canoe alone on a lake at the end of a rope. Nice title for a novel; "The End of the Rope." I worked feverishly on a new novel, because I had promised I would write a book for each child. I started a third one, I mean a novel, and I felt comfortable and superior because soon I had three books published and only two children. So when I saw my wife expecting the visit of the Indians for the third time, I took it easy. My superiority did not last long. We had twins.

BECAME A REPORTER

Then, empty, discouraged, I decided to become a reporter. A French saying pretends that journalism leads anywhere, inasmuch as we get out of it. I do not know what kind of novels I had written, but they led me to journalism, because my twins were not the only reason. The novels had brought on my shoulders an embarrassing reputation. I was invited to deliver lectures here and there. I was interviewed by serious people and I had to answer seriously. Was there a banquet, a [illegible] celebration of some sort, I was to sit with the guests of honor. At social and literary gatherings, I would see old men of forty years old come to me and very politely call me: "Master." "Master, what do you think of James Joyce?" At 29, I received the last blast: I was elected member of the Royal Society of Canada.

I decided to drop the burden of being important, and because I had read somewhere that Emile Zola, the great French novelist, had said to a young novelist: 'Go and work for a newspaper, young man," I started looking for such a job. I was too timid to go and ask a job at Le Soleil. At the time I did not know that our friend Irenee Masson was such a nice guy. Nor did I think of l'Action Catholique. I joined Time Inc. as a part-time correspondent and had to rush learning this basic English I am using today. These five years staged with the boys have been the richest and the happiest in my life. The world of journalism is a world where you make real friends. There is a human warmth, a sense of honor that you do not find in any other field. It is because, shoulder to shoulder, the boys do really have to suffer and sweat to do a good job. It is an activity in which you are no good if you make only friends with the interviewed people. You have to make enemies and sometime it is tough; would one be left alone with his fatigue and nervousness, it would not be worth enduring that much for the pay you receive. But there is this wonderful fraternity of the boys who come and tap your shoulders: "Come on, chin up. This was a wonderful report."

WANT GOOD REPORT

A good report is what the public wants, no matter if some feelings are hurt. The reporter is the intermediary between the news and the public, and if he is honest and talented, he will convey, as clear and pure as he took it, the juice of the news that it is his job to give the public in a clean glass. Some newspapers resemble some insurance companies. At the beginning of their tremendous career, the aim of these insurance companies was to sell straight insurance on life. But, when they became almost richer than the banks, they went on selling insurance, all right, but not exactly as at the beginning. They have become lenders of money at an interesting rate, and the insurance they sell you is less a straight insurance on your life than a deal by which they borrow your savings at a very much lower rate than they lend it. That is why it is easy to obtain a loan for the purchase of a house, and that is also the reason why your daughter is speechless.

Maybe I am wrong, but I think that some papers have followed a parallel evolution. At the beginning, their aims was to convey the news to the public, but as they got rich and had a wide circula-

tion, they acted in a way that was very near to hiding the news. Maybe because they have become important and have first to oblige large companies by printing their large advertising, or still think they have to support strong political parties with strong influences for nominations at the senate. As strong as religions, they have become the apostolic champions of sundry crusades, — crusades that do no harm to their circulation. My humble opinion is that a partisan always deforms facts and news in the name of his cause. He cannot act as a good conveyor between the news and the public. But what is none of my business.

TROUBLE MAKES MAN

During my stage in journalism, I have made a lot of enemies, but also great friends. Some of the enemies were imbeciles and my job has permitted me a profitable short cut: to know them faster. It has caused me some trouble, but trouble, I think, makes a man and enriches a novelist. A reporter learns to judge his near important contemporaries. It often permits him to lose his inferiority complex towards those who are talked about, and to speak to them looking them in the eyes. It helps him become a man. That is why the newspaper man, even the poorest and the most unknown, has something in his personality that commands respect.

But I am here to talk about some of my frustrations in writing.

I have suffered and enjoyed a lot of tragic and funny ones as a reporter. Because my time is limited, I will recall only my last. As a reporter, I had developed my own technique for obtaining a good interview or story: I nearly fainted with ecstasy and admiration before the guy I interviewed, or his work. I must say that most of the time, the technique worked wonderfully.

STORY OF BIG CHEESE

It was sometime in September 1953. I had to cover the story of a 12,000 pound cheddar cheese made by Quebec dairies. This was the second biggest cheese ever fabricated, and it was the main attraction at the Quebec fair. To tell you frankly, I am allergic to cheese and I hate it. But since I want to be up to date with the tastes of the civilized world, I have tried for a couple of years to get used to it I had started with very sweet cheese with nearly no perfume. In his query, the editor asked me to taste a piece of the 12,000 pound cheddar, and report on its finesse and value. I had intended to have somebody else taste it for me.

I went to the fair and met the man responsible for the fabrication of the cheese, a man named Camirand. Indeed an enthusiastic fellow, very proud of his opus. We both stood in front of the cheese, admiring it. Because, you know, I was using my admiration technique. Since the piece was caged in a kind of glass cube, I told Camirand it was too bad I could not taste it, because the editor wanted my opinion, and since I was myself one of the hottest maniacs on Canadian Cheddar cheese in the world.

He said: "Oh! my God, wait a minute, so am I. We have kept some pieces for our guests. They have been taken off before the final shape and weight was given to the cheese."

He ran and came back with a piece as big as my fist. You could smell it twenty-five feet away. My allergy awakened. He handled me the piece of cheese and made a gesture to put it in my pocket. I said: Well, I am going to taste it at home."

"No! he said, I want you to taste it right now, please! I want to witness the expression of contentment on your face when you put your teeth in it. We so scarcely meet real connoisseurs in cheese!"

I was desperate. He was watching me with the burning eyes of a cheese maniac, my brother. At that moment, I thought my technique was playing a very bad trick on me. I made a supreme effort, closed my eyes and ate some of the cheese. I tried to change my feeling of profound disgust into an ecstatic expression of delight. I think my face worked, because, two days later, Mr. Camirand came to my home and brought me another piece of five pounds as gift.

After the interview, I went home. I was so sick that I could hardly write the story. My indigestion lasted two days. I do not eat cheese any more, even sweet cheese. The only mention of cheese makes me shiver. This was my last job as a reporter. I jumped into radio and television. My worst frustration in these domains up to now is that each of my words are censored by three organizations, the CBC, the advertising agency and my sponsor. In a way, I have imitated the insurance companies and these newspapers with the large advertising.

MORE TOP REPORTERS

You see, I have a bit of experience in many a medium of communication. Since a novelist is a frustrated reporter and vice-versa, I think that no channel will ever equal a good book or a good newspaper. There is no question about the fact that a good book is good because the author is good. Why would we have to question the fact that a newspaper is good because of its capable and good reporters? Observe a reader: his eyes immediately jump to a signed news report. It is none of my business, again, but my opinion is that newspapers should develop and pay the price for top reporters, and not fill the pages with these impersonal, dry dispatches that do not convey the rich juice of the news, and account for the fact that some readers are lost, who prefer a pleasant voice over the radio, or any moving news image on TV, even if it is dull. I heard and you have heard many times that Canadian papers had a tendency to be dull. In a country like ours, there is no reason for such a state of things.

A great and interesting task likes ahead the Canadian newspapers, and I think it is mainly on the shoulders of the editors and reporters. Hoping that one day, I will be able again to join the team to work in the channel of communication I prefer most of all, I lift my glass, gentlemen: with yours, to the newspapermen of Canada.

M. McINTYRE HOOD: We have now reached the closing moments of our 1954 Conference. It has been a splendid conference, and we have all benefitted greatly from it. It is my happy duty to express the sincere thanks of our members to all those who have contributed so much to our enjoyment of the occasion.

First of all, I feel that we owe a special debt of gratitude to Harold Vaughan of the Windsor Star who has labored unceasingly to make this Conference a success. His handling of all the arrangements was admirable. To him, and to Mrs. Herman and his other associates of the Windsor Star for all they have done for our conference, I express our heartfelt thanks.

I would like also to thank all of those who have been our hosts, Hiram Walker and sons, the Ford Motor Car Company of Canada, the Chrysler Corporation of Canada, the Windsor Star management, and last but by no means least, the city of Windsor and its mayor and the Union Gas Company. They have all contributed much to the enjoyment of our stay in this city.

This conference began under difficulties because of illness of some of our officers. But we were fortunate in having a man ready to step into the breach and carry the conference through successfully. I think we all wish to pay our tribute and express our thanks to our 1st Vice-President, Tommy Morrison.

With his name I would couple that of Larry Smith, the chairman of our program committee, who worked hard and conscientiously to prepare for is the splendid program we have enjoyed. And then, of course, we all know that our conference would not be a success without the guiding hand and skilful efforts of our executive secretary, Miss Marjorie Budd, whom we thank whole-heartedly for her useful services.

To all of those who were guest speakers, Raymond Daniel, Norman Isaacs, Roger Lemelin, Walter P. Reuther, J. Stuart Richardson and Angus Munro, we extend thanks for their valuable contributions to our program.

Next year, we meet in Montreal and it is my hope that you will all be there to enjoy the 1955 conference of the Canadian Managing Editors' Conference.

The Conference was then adjourned.

CANADIAN MANAGING EDITORS' CONFERENCE

Financial Statement, 1953 - 1954

RECEIPTS

February 5, 1953 — Balance on hand	$585.59

EXPENDITURES

Deficit on London Conference, including Honoraria ($175.00)	$ 29.67	
Postage, telephone and telegrams	39.64	
Printing Conference circulars	13.80	
Expenses re organization, Windsor	34.75	
Letterheads and envelopes	22.55	
Room for executive meetings	21.50	
Executive Dinner	40.15	
Floral Tributes	25.00	
Conference Supplies	14.30	
Total		$241.36
Balance on hand		$344.23

Financial Statement, 1954 Conference, Windsor

RECEIPTS

Registrations, (57 x $10)	$570.00

EXPENDITURES

Expenses for guest speakers—		
Norman Isaacs	$ 8.50	
J. S. Richardson	17.10	
Roger Lemelin	131.25	
	$156.95	
Expenses, headquarters, phone calls and entertainment	42.90	
Postage for notices, etc., to M. Budd	20.00	
Long distance calls — to M. Budd	7.70	
Prince Edward Hotel, meeting rooms, telephone	37.70	
Telegram	.86	
Exchange on cheques	1.07	
Conference programs	10.50	
Flowers, Irenee Masson	10.00	
Total expenditures		$437.68
Surplus		$132.32
Balance from 1953-1954		344.23
Balance to carry forward		$476.55

M. McINTYRE HOOD,
Secretary-treasurer.