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FOR POLITICAL AND ECONOMIC REALISM

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TELESLICK

TELEVISION AND THE MASS SLICKS

By GARY ALLEN*

(Continued)

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

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

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

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

And things aren't any better over at *Life*, despite a whopping circulation of 8.5 million. *Life* is now down to 68 pages, less than half its former self. *Time*, the leading newsmagazine,† with a circulation of 4.2 million (as compared to *Newsweek*'s 2.5 million and *U.S. News & World Report*'s 1.8) is healthy, as are Times Inc.'s *Sports Illustrated* and *Fortune*.

The Time corporation recently bought its first newspaper, the Newark Evening News, for \$34 million—then turned around and bought thirty-two more in the Chicago suburbs. It also owns Little, Brown & Company, an Establishment book publisher; 300,000 shares of Metro-Goldwyn-Mayer; 600,000 acres of timberland; and, is part owner of media in South America, West

Germany, Hong Kong, and Australia. In addition to all this, Time Inc. owns some thirty television stations in America, giving this mammoth conglomerate a voice in every form of mass media—newspapers, magazines, movies, television, book publishing, and even teaching machines.

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

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

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

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

(continued on page 4)

*From *American Opinion*, October, 1970.

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

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FROM WEEK TO WEEK

1945: "There is a working coalition between the scum of the underworld and the richest men in the world to murder those from whom redemption for the underworld can come, in order that any threat to the power of the financier may be removed. The underworld will be dealt with just as easily as Stalin deals with the opposition, when the underworld has done its job."—C. H. Douglas, *The Social Crediter*, Feb. 10, 1945.

1946: "Our first target is Great Britain, even though there may be a general impression that that country is only of secondary importance, and that all our forces should be directed against the United States. It should not be forgotten that Great Britain exerts a strong influence on four continents. Once this influence is extinguished, we shall have the masses at our disposal, and the field of action will be open. Everywhere we shall find allies in our fight against the British octopus, and against the head of that octopus, England herself."—Marshal Tito, reported in *Continental News Service*, Nov. 5, 1946.

1946: "It is not doubted today that Germany aimed at world conquest. What is not appreciated is the embracing nature of the strategy she followed. . . . 'Remembering how large Russia loomed on the political horizon in 1904, it is easy to see why Mackinder cast that country for a role it has only now [about 1942-43] begun to play. In revising his thesis after the war of 1914-18, he retained Russia as the pivot area, calling it the 'Heartland'. He then recognised Germany as the active force in a possible combination with Russia, extremely dangerous to maritime Great Britain'. (Derwent Whittlesey: *German Strategy of World Conquest*).

"As a result of the defeat of Germany, the 'Heartland' ['Eastern' Europe] is now in the absolute control of Russia. . . .

"In considering this situation, we must ignore ideology. Ideology is a weapon. As Stalin said, 'Words must have no relation to actions. . . . Words are one thing, actions another. Good words are a mask for the concealment of bad deeds'."—*The Australian Social Crediter*, March and April 1946.*

*Article *The State of the World*, republished with Introduction and additional Notes, 1967: Tidal Publications.

1970: "Britain at this moment is under attack. It is not surprising if many people still find that difficult to realise. . . . When we think of an enemy, we still visualise him in the shape of armoured divisions, or squadrons of aircraft, or packs of submarines.

"But a nation's existence is not always threatened in the same way. The future of Britain is as much at risk now as in the years when Imperial Germany was building dreadnoughts, or Nazism rearming. Indeed the danger is greater today, just because the enemy is invisible or disguised. . . .

"This country is today under attack by forces which aim at the actual destruction of our nation and society as we know them or can imagine them. . . .

"Have you ever wondered, perhaps, why opinions which the majority of people quite naturally hold are, if anyone dares to express them publicly, denounced as 'controversial', 'extremist', 'explosive', 'disgraceful', and overwhelmed with a violence and venom quite unknown to debate on mere political issues? It is because the whole power of the aggressor depends on preventing people from seeing what is happening and from saying what they see."—Speech by Enoch Powell, June 13, reported in the *Sunday Times*, June 14, 1970.

1970: "The week ending August 8, 1970, saw two gigantic strides towards the culmination of the conspiracy to establish an impregnable World Government: a renewed German-Russian non-'aggression' pact, and the adoption of the 'Nixon' plan for a 90-day cease-fire in the Middle East".—*The Social Crediter*, Aug. 22, 1970.

1970: "The present Middle East situation stems proximately from the Balfour Declaration, which made possible the virtual Soviet control of the area. At stake is Europe's oil supply. Thus the Cold War is almost over, and the permanent enslavement of mankind in sight. . . . Any idea that we may be saved by conflict between Washington and Moscow, or between Peking and Moscow, is a carefully inculcated delusion. But without the simulacrum of such conflicts, how could the present catastrophic situation have been brought about? If the Nazis were where the Soviet are, the world would know what to think. But brainwashing has blinded and paralysed the world to reality".—*The Social Crediter*, Oct. 3, 1970.

1970: "It has long been clear that there are people, with international connections, whose precise design is that 'the mob should take over' in industrial relations, in government, and in any other field where trouble can be fomented, whether it is race relations, or Miss World contests, or cricket matches. The purpose of this strategy is to destroy the fabric of capitalist industry and democratic government".—Angus Maude, M.P., in the *Sunday Express*, Nov. 2, 1970.

1970: "I pointed out that in each case [examples of enemies within Britain] the tactics and success of the enemy consisted in forcing everyone to speak and write as if what was self-evidently false was obviously true, so that law and order, reason and authority were themselves arraigned as responsible for the growth of anarchy and disorder.

"The reaction of the media to this speech was, with certain exceptions, hostile, and even violent. In fact the word violent is rather an understatement, since the burden of much comment was not so much dissent as the assumption that no one who was not actually deranged could hold such views, let alone voice them.

"Mr. Powell recalled that the *Guardian* had commented: 'No one will ever listen to him again on any subject of national importance'. The *Times* had accused him of 'dangerous nonsense'."—*Sunday Express*, Nov. 22, 1970.

In 1945, even when Germany's defeat was apparent, C. H. Douglas referred to the existing situation as the gravest crisis in the world's history: "It is essential to realise that the stakes which are being played for are so high that the players on one side, at least, care no more for the immolation of the peoples of a continent than for the death of a sparrow".

But even the Mr. Maudes and the Mr. Powells (if there are others like them) seem to miss the essential point, which is that the heart of the conspiracy which is so plainly obvious to them lies within the world of International Finance, and some of the most apparently respectable international persons—such, for example, as members of the U.S. Council on Foreign Relations, or the Royal Institute of International Affairs—are the arch conspirators. At the present time, the supreme power in the world is financial power, which means, of course, those who wield it. But this power is increasingly threatened by the progress of the industrial arts, and in the last resort can only be maintained by essentially military sanctions. That is why Russia, with the collusion of the U.S., has occupied the centres of strategic control of the world; that is why a defective financial system, whose most disastrous aspect is manifest in a wholly unnecessary inflation, is maintained at any cost—the cost being that growth of anarchy which alarms both Mr. Powell and Mr. Maude. Mr. Powell is as much constrained to take certain financial falsities as true as others are to take what is self-evidently false as obviously true—and for the same reason. He too can be made to play his part in destroying the fabric of capitalist industry and democratic government, because to fail to recognise the purposeful maintenance of a mathematically defective financial system as the basic cause of the discontent which is organised and manipulated by lesser conspirators (*but under the overall strategic direction of the Inner Conspirators*) to produce the anarchy which is the prelude to a Communist take-over, is to play into the hands of the enemy. The Communists can handle anarchy. But they cannot withstand full-scale exposure—yet. Later they will boast of it.

Finance and Soviet-style Communism are two components of a single strategy; and any counter-strategy which fails to take that well-documented fact into account ultimately plays into the enemy's hands. Mr. Powell sees some of this: "We are told that the economic achievement of the Western countries has been at the expense of the rest of the world and has impoverished them, so that what are called the 'developed' countries owe a duty to hand over tax-produced 'aid' to the governments of the undeveloped countries. It is nonsense—manifest arrant nonsense. . . ." Yes: but who tells us, and why? It is quite certain that those who "deluge and saturate" us with this nonsense know quite well what they are doing; it is anything but nonsense to them.

The facts of the present situation are so painfully plain that they are almost universally overlooked. On the one hand we are constantly "deluged and saturated" with the fabricated falsities, particularly economic and financial falsities; on the other, Russia is occupying strategic world stations by which it will be possible to maintain World Government when it comes

in the wake of economic break-down and anarchy, which is the objective of the Financiers who, after all, financed the Russian Revolution, and have supported it, openly or covertly, ever since.

Bonn has made a 'deal' with Moscow. On Nov. 27 it was reported in a news broadcast that Mrs. Meir, of Israel, had said that Israel may resume peace-talks despite the advantage taken by the Soviets to improve their control over the Suez Canal during the cease-fire. Let nobody be surprised by a 'deal' between Israel and the Soviets—in the interests of World Peace, of course, and with the tacit approval of Washington. We hope Mr. Powell does not feel we are "actually deranged" for holding the view that the creation of the State of Israel was a key move in a very long-term strategy, aimed at placing armed Communism at the centre of world communications.

There is practically nothing that most of our readers can do about the present situation, except to let their Parliamentary Representatives know that they know what is going on, and attempt to force a disclosure in the House of Commons of information which Mr. Maude, for one, believes to be in the possession of the authorities. The elaborate pretense that anarchy is spontaneous; that Russia represents nothing more than a potential conventional military threat; that we are really in danger of a completely annihilating World War, after which, if they survived, the would-be World Governors would have nothing left to govern, and the productive resources of the world would be destroyed—all this must be abandoned. We are confronted with a gigantic conspiracy for World Government. The sole way out is to recognise that fact; rectify the defective financial system which is the chief mechanism of our disasters; and name, expose, and if possible, punish those traitors within reach.

Mr. Powell has claimed that his predictions, which caused such a furore, have come true within five months—and even that Mr. Heath is coming to agree with him. We claim that we made the predictions more than twenty-five years ago, and have been documenting them ever since.

If nothing drastic is done, it is now only a matter of time—and not much time at that—before Finance-Communist domination of the world is openly proclaimed—and enforced, with any degree of ruthlessness required. *The extermination of the middle-class*, precisely as it was carried out in Russia and Russian-dominated 'satellites', has always been, and remains, the Order of the Day for Communist revolution, whose approach in Britain, and elsewhere, is now visible to anyone who has not been brain-washed—by the 'Capitalist' press—into insensibility.

THE STATE OF THE WORLD

This review of world affairs was originally published in 1946. It was reprinted in 1967 with some added notes. The essential thesis remains unimpaired; and fore-sight is more convincing than hind-sight.

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Whose Policies?

Another deplorable attack on Britain—called “a stirring call” (*Church Times*, Oct. 23, 1970)—was voiced in a sermon by Lord Boyle (a former Conservative Minister of Education!) in Westminster Abbey at a service which marked the twenty-fifth anniversary of the foundation of the United Nations. We live in an age, he said, “when it is not enough to be a nationalist: it is plain that we must be internationalists too”. He further believed that “the world is well set on the road towards the establishment of a world authority”, and spoke of “the compelling duty of all countries to subordinate their national interests to global policies”. One can hardly believe Lord Boyle to be ignorant of the communist-financial powers of the world with their undoubtedly “global policies”, but even if he were, he should be made to answer the question, “To whose policies are we to bow?”

Meanwhile we read (*U.S. News and World Report*, Oct. 19, 1970) of the decline of ‘liberal’ religious bodies in America and of the remarkable revival of the “evangelicals” who, even in the large churches, “constitute a hard core of resistance to ‘liberal’ leadership”, while the American Council of Christian Churches is called “a militantly right-wing association”. The evangelicals share a strong belief in personal piety and morality and most of them take a somewhat “conservative” view of political and social issues. Nor do they look on “social activism” as the church’s mission to the world.

The barbaric crime in Quebec shows, of course, how terrorists or so-called “liberators” go to work, but doubtless the liberators’ sponsors will remain impervious to facts.

—H.S.

**A Merry Christmas
to All Our Readers****TELESLICK**

(continued from page 1)

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

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

Luce’s involvement with the Communist I.P.R. helps explain why his magazines went to every length to smear Senator Joseph McCarthy. *Life* and *Time* have always attacked and ridiculed anyone who pointed out that the successes of Communism around the world have been a result of the policies of our own government. The fact that Luce was himself deeply involved with the men making those disastrous policies was undoubtedly a motivating factor.

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

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

Editor-in-chief of all Time Inc. publications is Hedley Donovan, a Rhodes Scholar, former reporter for the Leftist *Washington Post*, and a member of the C.F.R. and The Pilgrim Society. Other Establishmentarians in the Time Inc. hierarchy are vice chairman Roy Larsen (C.F.R.) and directors John Gardner (C.F.R.) and Sol Linowitz (C.F.R.). The late C. D. “Jackson” (C.F.R.) divided his time between the Luce interests and his role in President Eisenhower’s “palace guard”, where he was leader in the “get McCarthy” movement.

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

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

* * *

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

(Concluded)