

Carter's endorsement is a substantial retreat from the measure introduced last year by Senator Humphrey and Rep. Hawkins but it probably represents the most that can be expected in the present political climate, a 7

percent unemployment rate notwithstanding. . . . If that is not a giant step toward full employment, it is superior to the alternative which, it appears, is not legislation at all.

The British Invasion of U.S. Media

Rumors are flying that following British Lord Beaverbrook protégé Rupert Murdoch's "success in taking over the *New York Post*, big British names and money are hungry for more media "buys" in the U. S. The Hon. Vere Harmsworth, who recently bought *Esquire* magazine for his London-based Associated Newspapers firm, with Clay Felker as his American editor, is now considering taking over the DuPont family press in Wilmington, Delaware.

The DuPonts, once a leading American industrial family, has put its four Wilmington papers up for sale, and Harmsworth says he just can't think of a "nicer, pleasanter prospect" for U.S. acquisitions. The Hon. Vere Harmsworth is a descendant of Lord Beaverbrook's confrère, British journalist Lord Northcliffe, ne Alfred Harmsworth. Together, Beaverbrook and Northcliffe founded a British press empire at the end of the last century which included all of Britain's major national daily press and Commonwealth publications. While billed as "competitors" for public consumption in their lifetimes, the two were close political allies dating from before World War I.

Harmsworth's hunt for U. S. press now marks the first anniversary of Australian-born Rupert Murdoch's acquisition of the *New York Post*, the *Village Voice*, with the magazines *New York* and *New West* out from under their former editor, now Harmsworth-employee Clay Felker.

The new editorial tone at the *New York Post* is best characterized by a recent front-page headline screaming "Sam Sleeps" over an "exclusive" picture of a mass murderer sleeping.

"Mr. Murdoch's impact on New York has been (so) massive" since he took over the *Post* from Dorothy Schiff and the Kuhn, Loeb banking house last year, comments the British *Guardian*, that "hard on the heels of Mr. Murdoch is the Hon. Vere Harmsworth and his Associated Newspapers . . . creating another British, or Commonwealth if you prefer, publishing empire, like Mr. Murdoch's" in New York.

But that may not be all the Hon. Vere Harmsworth is after. New York press columnist Jane Perlez reports he has already shelled out some \$400,000 for a "financial survey" conducted by the British-based Morgan Stanley investment bankers in New York — for a newspaper acquisition that comprises only 350,000 readers all told! It is more likely that that kind of investment and homework may auger interest in more than just the DuPont press. The family is still a major industrial and political force in Delaware, and a number of leading U. S. press companies are also in the bidding, which closes Jan. 28, for their papers.

Back to Basics

The Hon. Vere and his wife "Bubbles" have been shopping around for newspapers in the U.S. for some time now, already acquiring the male magazine, *Esquire*. That magazine his Honor intends to turn into a "fortnightly" in order to orient "away from a monthly literary journal" toward "more of a news magazine," emphatically in the British mode. "We intend to take *Esquire* back to its beginnings as a men's magazine," an editorial spokesman for the new owners told a reporter last week, adding "but I don't mean a girlie magazine or anything like that."

New *Esquire* editor Clay Felker says he will return the magazine to "basics" and restore its former subtitle, "Magazine for Men." Felker should know. As editor of *Esquire* from 1957 to 1962, he introduced what he called the "New Journalism" to *Esquire*. Felker now promises to make *Esquire* a "new kind of news magazine" on the model of what Rupert Murdoch did to the "new *New York Post*."

Peers of the Press

Northcliffe and his "junior partner" Lord Beaverbrook first introduced the "New Journalism" to Great Britain in the late 19th century. Alfred Harmsworth then earned his peerage by mutilating the "Old Journalism" newspapers of record into a hybrid of petty gossip, rumors, sensation, and gimmickry called the "New Journalism." His emblem was: Give the crowd what will make 'em drool and "hand the paper about."

In fact, the premise of Northcliffe's New Journalism was conditioning the public to a steady diet of dribble in the press. Build up the "talking points" and banal items that the "props of the Old Journalism" would never print, Northcliffe instructed his editors. And play up these points "a hundred fold." Today, Rupert Murdoch terms this the revolution of the "new" news that "people will . . . react to and will talk about," against the old "mannered and reflective journalism . . . that belongs to the magazines and Sunday papers," but not the daily press.

Through a phony "competitor" relationship, Northcliffe and Beaverbrook bought up all the major newspapers of record, the major British national daily press, between them. They also collaborated in running Anglo-American private intelligence propaganda operations in World War I, with backing from the English branch of the Rothschilds. Beaverbrook carried this tradition into World War II, working with British intelligence czar Sir William Stephenson camouflaging the British-Nazi alliance through publishing disinformation in his press. Beaverbrook was a warm friend of the Nazi

Führer and lamented the change in British policy and outcome of the war in his memoirs years later.

Still In The Family

In keeping with the tradition of the peerage, Vere Harmsworth is now opening up shop in New York through an American front, the gullible Clay Felker. The Felker front gives the appearance of competition between the Harmsworth-Murdoch New York concessions. However, relations will probably be "friendly." Murdoch and Harmsworth share the same financial backers, through two branches of the multifaceted British-based Lazard Freres investment Bankers. Murdoch's private financial agent in his *Post* acquisition, Stan Schumann, this year became a member of Felix Rohatyn's Big MAC financial-control board for New York. Moreover, Rohatyn is the leading partner of the New York offices of Lazard Freres.

Harmsworth and Felker's financial advisors in the *Esquire* acquisition are the U.S.-based branch of Max Warburg and Sons, international bankers. E.M. Warburg, son Eric, runs the E.M. Warburg and Pincus Co., Inc., the New York branch of the family bank who financed the *Esquire* transaction. Sons Felix and Paul run another U.S. Warburg banking affiliate, Kuhn, Loeb — the same banking house from which Rupert Murdoch purchased Dorothy Schiff's *New York Post* last year! Son Sigmund heads up the London branch of the bank, popularly known as *the* bankers to the British government. Through this British operation, the Warburg family codirects Lazard Freres' "Chatham House," a major British financiers' think tank, officially known as the Royal Institute for International Affairs. The Crown's invasion into the New York journalism field promises to remain in the family.

— Fay Sober

NBC's New Smear Job

Exclusive to the Executive Intelligence Review

When NBC-TV producer Paul Altmeier called the U.S. Labor Party's Boston office to ask a few leading questions about the Party's role in exposing the environmentalist Clamshell Coalition's planned "green" terrorism campaign, reporters for this news service started checking around. Cause for concern stemmed from NBC's aborted "dirty trick" of last summer, when the network hired professed FBI informant Greg Rose to pose as an "expert" on the USLP in a projected slander,

to have been conducted through NBC's feature "Weekend" show.

When asked if NBC was back for more of the same, producer Altmeier heatedly refused to provide any information. Other NBC executives were more diplomatic, but equally closemouthed.

A round of calls to sundry lower life forms acting as public relations personnel for a variety of environmental groups turned up nothing. Calls to representatives of the nuclear industry revealed that they had been fed a cover story about a feature in the words involving "technical data."

Finally, however, the source was uncovered.

"You must mean Paul Altmeier's piece on my project," said Donna Warnock of Ralph Nader's Center for Science in the Public Interest (CSPI). Warnock proceeded to describe The Nuclear Surveillance Project, a CSPI operation designed to accuse the nuclear industry and power companies of conducting illegal spying on environmentalists.

Indeed, Warnock is something of an authority on spying. As a go-between coordinating the Institute for Policy Studies terrorist command center with the Federal Elections Commission, Warnock engaged in extensive exchange of information with FEC Public Information officer David Fiske — including gaining access to FEC records on the Labor Party.

When apprised of the fact that the attempt to link the Labor Party with a phony story on Utility Company spying was blown, NBC furiously backtracked, and offered promises that the USLP would not be mentioned — or if so, only in passing.

Producer William Wheatley later confirmed that NBC still intends to go ahead with a toned-down version of the utility spying slur. "This is not about anything nuclear," he said. "It's about the utility industry. Your concerns (about environmental terrorism) are well founded, but misplaced here. We interviewed a lot of people, but no 'Clammies' or protesters." Thus, NBC is putting the environmental terrorists on the back burner — for the moment — in favor of their "respectable scientific" frontmen.

The forthcoming feature, which is to be aired the week before Christmas, will cap a series of "nuclear waste and proliferation" hoaxes trumpeted by NBC, including last winter's much-derided "Danger: Radioactive Waste" and a news presentation on the same topic Dec. 1. NBC is rapidly establishing a reputation as the principle media outlet for environmentalist trash, and a chief character witness for the "respectability" of terrorism.

— Charles Tate