

GOOD NEWS FOR BOOK LOVERS. PRICES SLASHED

Mayor Ziedler Challenges Nation to Produce for Peace

Milwaukee's Socialist Mayor Frank P. Ziedler last week challenged the nation to produce for peace as it has for war.

At a conference with Leon H. Keyserling, vice-chairman of the President's Council of Economic Advisers, Ziedler proposed a nationwide continuous six year program of public works which, he said, might well become "the core of peacetime prosperity."

In effect, the program suggested by Ziedler would be an extension on a country-wide scale of Milwaukee's public improvements program. Under the Milwaukee plan, public improvements for a six year period are charted and an additional year's work is projected as each year's work is completed.

Pointing out that such a proposal would afford a means of meeting unemployment if the present layoffs in industry increase, the Socialist Mayor stated that a Federal program should be based on a "list of needs prepared by urban and rural branches of government, by States and by the Federal Government. In addition, the permanent improvement needs of areas, as distinct either from municipalities or states, might be included."

McCormick Gets Peronista Medal

We see by the papers that President Juan Peron, who killed freedom of the press in Argentina, has awarded the Peronista medal to Col. Robert R. McCormick, publisher of the Chicago Tribune.

There are rumors that Peron wants a loan from the United States. In that connection it's worth recalling that back in 1946, when Congress was considering the British loan, the

A.M.A. War Chest

Doctor's Lobby "Buys" California Newspapers to Smear State Health Insurance

A startling story of how the "Doctors' Lobby" put cash on the barrelhead to buy support of newspapers for a fight against health insurance came to light last week and from an unexpected source.

A radio commentator — Don Hollenbeck, who pilots the program, "C.B.S. Views the Press" — told the details the other day.

Hollenbeck obtained a transcript of discussions that were held at a nationwide conference of the secretaries and editors of state medical associations. A California delegate at that party told how the Medical Association of his state licked a health insurance plan sponsored by Governor Earl Warren, Republican.

Here are the direct quotes from the delegate:

"We have 700 newspapers in the state, a great many of them small weeklies. Never before have we been able to get any real support from the newspapers because the answer constantly came back: 'Why should we give the doctors any support when they don't advertise?'"

"We now have an answer to that. We went to the California Newspaper Publishers' Association and said: 'Gentlemen, we are going to spend a lot of money with the newspapers. We are going to advertise in every one of the 700 newspapers.'"

"Each of the 700 newspapers in the state received a minimum of 100 column inches of advertising in a period of 12 months. We found that the response from editors, in publicity, has been far beyond anything we expected when we started the campaign."

In short, every newspaper in California, gave columns of news space to publicity hand-

IT'S UNBELIEVABLE! PRICES ON ENGLISH BOOKS REDUCED FROM 25% TO 50%. IF YOU CAN'T BELIEVE IT, SEND IN AN ORDER AND WE'LL PROVE IT TO YOU

Why don't people buy more books? That is what I always wondered. But then it dawned on me that the price of the books must be too high for most people to afford.

The only thing that I could do (something has to be done to improve the financial condition of PROLETAREC) was to slash prices. The last time I altered the price list, I did it by cutting a dime or two here and there. But THIS TIME I

THE MARCH OF LABOR

Labor-Owned Radio Station Dedicated To Memory of FDR

New York City—The first labor-owned radio station in the metropolitan area, one dedicated to the memory of President Roosevelt, will open officially in April by the International Ladies' Garment Workers' Union. The station, which will broadcast on an FM frequency, will be called WFDR.

It will be located in the heart of the city's radio district and will utilize the vacated FM facilities of WOR, New York outlet of the Mutual Broadcasting System, which is building another station in New Jersey.

Under a lease granted by the Federal Communications Commission the ILGWU nationally has 49 percent of the station's stock, while New York unions, among them Local 802, American Federation of Musicians; the Hat, Cap and Millinery Workers Union and non-profit groups like the Co-Operative League will purchase the remaining stock.

A Satisfactory Explanation

A young lady, finding herself stranded in a small town, asked an old man at the station where she might spend the night.

"There ain't no hotel here, but you can sleep with the station agent."

"I'll have you know I'm a lady."

"So is the station agent."

FREEDOM!

Under a headline, "New Haven Lays Off 1,150," the New York Times continues with the following sub-heading:

Repair Shop Workers Freed, Effective Wednesday.

Freed: Well, Mr. Wage-earner, if unemployment is freedom, where do you prefer to live, in the land of the free or the home of the slave?

Shoe's On The Other Foot

Somewhat, those newspaper editorial writers who talk so learnedly about "union irresponsibility" never seem to be much interested when a clear-cut case of corporate finagling comes to light.

When a union of 200 members goes on strike, any editorial writer worth his salt can talk knowingly about "loss to the entire community."

But when a corporation destroys 10,000 jobs, permanently, that always seems to be just "the normal workings of our free enterprise system."

Thus, we haven't seen very many angry editorials about the speculative activities of one Mr. Royal Little, who closed down his Textron, Inc., plant in Nashua, N. H., last September and left thousands of workers jobless. There hasn't been much criticism of a loophole-ridden tax law which allowed Mr. Little to keep his speculative profits in "charitable trusts," free from the inroads of normal corporation taxes.

A Senate committee headed by Sen. Tobey (R., N. H.) has investigated Textron's monkey business and put the blame squarely where it lies—on corporate irresponsibility and on weak-kneed tax laws.

Pres. Emil Rieve of the CIO Textile Workers Union is justifiably angry at what Textron's irresponsible policies have done to the lives of thousands of Nashua textile families.

He's also correct when he says a "remedy must be found, not directed at one company alone, but the thousands of others which have adopted the same methods, or which might do so in the future."

Every man has his devilish moments.—Layster.

DOCTORS REJECT PROPOSAL

Opposition to the American Medical Ass'n battle against compulsory national health insurance came from rear echelons last week when Brooklyn doctors rejected an AMA proposal for a \$25-per-individual assessment to finance its campaign.

Also voicing opposition to AMA's counterplan to the President's program, the Kings County Medical Ass'n vetoed a 12 point plan setting up a Dept. of Health headed by a cabinet-ranking doctor. Previous to this rebuff, AMA had announced it planned a \$3,500,000 war chest to fight the federal plan.

"How long have you been working here?"

"Ever since the boss threatened to fire me."

REFLECTIONS

By Raymond S. Hofses

THERE IS A wite saying: "A radical stands for something. A conservative also stands for something. But a liberal stands for anything."

If the above paragraph is correct, then it must be that the American people are the world's number one liberals.

I reached that conclusion this week when I read the pronouncements of the 63rd annual convention of the Patriotic Order Sons of America of Berks County, an area in which our own city of Reading is the "capital."

The "Sons," according to the convention—

FAVOR continuation of the House Un-American Activities Committee.

FAVOR universal military training.

OPPOSE world government.

OPPOSE national health legislation.

OPPOSE federal aid to education.

And the newspapers report that they took their stand unanimously.

AT THIS TIME I am not writing to discuss the merits or demerits of the matters upon which the Patriotic Order Sons of America took their unanimous stand; they may be good or they may be bad.

However, I do point out that the stand taken at the convention was altogether at variance with the way the majority of people voted last November. What the Sons of America are for, President Truman and the Democratic Congressmen from Berks are against. What they are against the people they elected are for.

This issues in this case should have been plainly understood throughout the recent election campaign and on the day the vote was taken. The one exception is on the matter of universal military training. President Truman also favors that. But the Congressman whom the "Sons" helped to elect, whatever he thinks now or may do in the immediate future, has a long record of opposition to peacetime militarism as a former member of the Socialist Party.

I SUBMIT THAT one has a right to expect consistency on important matters of state—at least on a short-term basis. But what is consistent about people who upset trends to elect a set of officials in November and, less than four months later, write a platform of their own which is so utterly hostile to what they voted for?

What did they mean in November? What do they mean today? What will they mean a week from now?