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By Wayne Wolfe

Images of the United States in the Latin American Press

*A study of 20 leading dailies
in capital cities reveals that
U.S. news is dominated by items
on government and economics.
This country is shown as tending
to ignore Latin America and
as being uninformed about it.*

► For many decades, feeling in Latin America with respect to the United States has had wide fluctuation. In the 150 years since independence, Latin American attitudes toward the United States have had pendulum-like swings—from admiration to contempt, from friendship to hatred, from gratitude to mistrust. The pendulum has swung many times, never quite reaching the extreme, for even when *anti-yanqui* sentiment has been at its height there has been some reserve of good will toward this country and, at the opposite end of the swing, there has remained a measure of hostility.

Many Latin Americans have found much to admire in the United States. A number of Latin American constitutions have been patterned after that of this country. Yet, there is no denying anti-United States sentiment. It was perhaps best summed up by Gabriela Mistral, Chilean poet, who wrote:

Today we are Mexico, Venezuela, Chile,
but tomorrow our common suffering will
melt us into one. Let us direct all our
activity toward that inevitable future:
one Spanish America united by two stu-
pendous factors—the language God
gave us and the misery the United States
gives us.

How these differing attitudes were being reflected in Hispanic American newspapers is revealed in a study of 20 daily newspapers published during the first week of February 1959.

A content analysis was made of a leading morning newspaper in each of the capital cities with the exception of Guatemala, where no morning newspaper is published. Here, an evening newspaper was substituted. Because Brazil is the largest of the Latin American countries and because a great psychological difference exists between the people of Rio de Janeiro (then the seat of government) and those of São Paulo¹ (the financial and business center), a newspaper from São Paulo was added.

The newspapers used, with their place of publication, were: *La Prensa*, Buenos Aires, Argentina; *El Diario*, La Paz, Bolivia; *Correio da Manhã*, Rio de Janeiro, Brazil; *Diario de São Paulo*, São Paulo, Brazil; *El Mercurio*, Santiago, Chile; *El Tiempo*, Bogotá, Colombia; *Diario de Costa Rica*, San José, Costa Rica; *Diario de la Marina*, Havana, Cuba; *La Nación*, Ciudad Trujillo, Dominican Republic; *El Comercio*, Quito, Ecuador; *El Diario de Hoy*, San Salvador, El Salvador; *El Imparcial*,

¹ See Hernanez Tavares de Sá, *The Brazilians: People of Tomorrow* (New York: John Day Co., 1947) for a discussion of these differences.

► The author is professor of journalism and head of the journalism department at Wisconsin State College at River Falls. Research for this paper was done originally for a doctoral dissertation in the Latin American Area program at Indiana University.

Guatemala City, Guatemala; *El Día*, Tegucigalpa, Honduras; *El Universal*, Mexico City, Mexico; *La Prensa*, Managua, Nicaragua; *La Estrella de Panamá*, Panama City, Panama; *La Tribuna*, Asunción, Paraguay; *El Comercio*, Lima, Peru; *El Día*, Montevideo, Uruguay, and *El Nacional*, Caracas, Venezuela.

The content analysis was begun by establishing certain categories of items related to the United States which it was assumed would appear in the newspapers under study. These included:

1. News stories—apparently unbiased and factual reports of events that had taken place during the period of the study.
2. Pictures—reproductions of photographs related to the news stories or appearing independently with information carried in the caption.
3. Opinion—editorials, columns, or cartoons which were subjective in viewpoint and carried commentary and interpretation.

To help in establishing the image presented by the newspapers, these categories were also classified as to content, source and origin.

To deal with the subject matter, certain *a priori* classifications were established on the basis of what might logically be expected in the papers. Ten broad classifications were: government and politics, economic activity, social problems, accidents and disasters, cultural activity, science and medicine, sports, human interest and miscellaneous. However, in order to make some rather essential distinctions, a number of sub-classes were set up.

The simplest plan for making a quantitative content analysis appeared to be a measurement of "column inches" in each of the various categories, classifications and sub-classes. Despite discrepancies in type size and column widths, it was felt that the variations were not so great as to make this kind of measurement meaningless.

However, as a kind of "correction factor," a percentage analysis of the

various categories was made to determine what percentage of the total had been devoted to each of the categories, classifications and sub-classes.

As another type of measurement, an "item count" was made—the number of individual items appearing in each category. Markham and Stempel in a study of political news in 24 Pennsylvania dailies prior to the 1956 election used space measurement, headline size analysis and counting of mentions of themes or issues in the news. They concluded that "space measurement would seem to be the single technique that might produce the most meaningful, valid and reliable results."²

► The study showed three primary sources of news about the United States; the two major U.S. news services—the Associated Press and United Press International, and the French news service—Agence France Presse. A check of materials sent to Latin America by these agencies during the period of the study indicated that, in coverage of the United States, economic news accounted for from 40 to 50% of all items and that news of government was the next largest category. Economic and government news together accounted for from 65 to 70% of the items.

With far smaller percentages, sports was in third place and social problems in fourth place. These were followed, in order, by accidents and disasters, entertainment, science and medicine, human interest and cultural activities. There was almost no news of Hollywood.

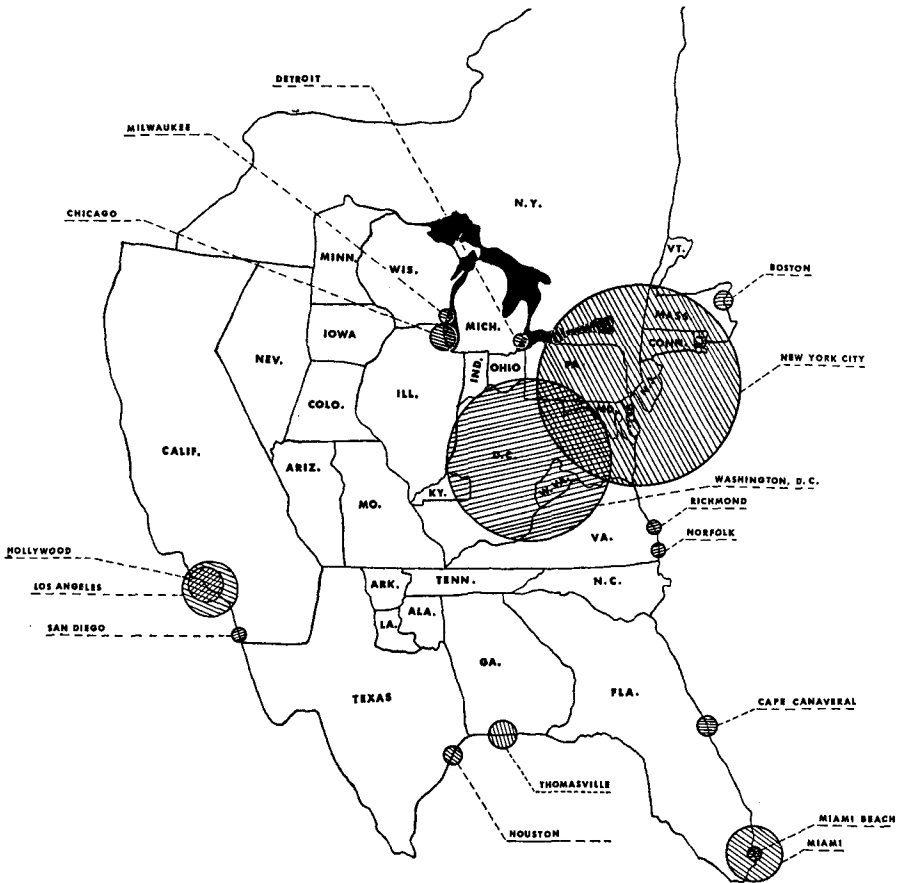
It is difficult to generalize from the findings in the 20 newspapers. However, if one were to invent an "average newspaper" from the 20 in the study, this would be its content concerning the United States:

During the week, this hypothetical paper would have carried more than 1,300 column inches of news about the United States and some 200 inches of

² James W. Markham and Guido H. Stempel III, "An Analysis of Techniques in Measuring Press Performance," *JOURNALISM QUARTERLY*, 34: 187-190.

Figure 1

GEOGRAPHY OF THE UNITED STATES AS SHOWN BY LATIN AMERICAN NEWSPAPERS



(Map by Kurt Wild, Assistant Professor of Art, Wisconsin State College at River Falls.)

editorial comment. The 1,300 inches would have been made up of 169 items including 27 pictures and would account for about 12½% of the total news space in the paper.

The newspapers did not follow the wire services in their allocation of space to the various categories of news, for the greatest emphasis was on government, which received about 40% of the

total space. Next were economic news and sports with about 12% each, entertainment (mostly about Hollywood) with 11%, and then about 5% each to social problems, accidents and disasters, and cultural events. The remaining 10% was fairly evenly divided among science and medicine, human interest and miscellaneous items. (For details of the relative position of categories in each

newspaper as determined by the number of column inches and the number of items, see Tables 1 and 2.)

From the news, the opinion columns, and editorials, there were certain impressions of the United States that seemed to emerge with some consistency.

First was the geographic picture of the United States. Dominating the news were Washington, D.C., and New York City, reflecting the emphasis on govern-

ment and economic news. Figuring prominently also were Florida with Cape Canaveral and Miami, California with Hollywood and Los Angeles, and Virginia where school integration got a fair amount of play. But whole areas of the country were missing from the news picture. Not a single dateline came from the area of the United States starting at the western border of Minnesota and going to Washington and Oregon. (See Figure 1.)

TABLE 1
Relative Position of Categories as Determined by Column Inches

	1	2	3	4	5	6	7	8	9	10
Argentina: La Prensa	Gov't & Pol.	Econ. Act.	Enter- tain.	Acci- dents	Spts.	Misc.	Soc. Prob.	Cult. Act.	Sci.& Med.	Human Int.
Bolivia: El Diario	Gov't & Pol.	Spts.	Econ. Act.	Enter- tain.	Sci.& Med.	Soc. Prob.	Acci- dents	Misc.	Cult. Act.	Human Int.
Brazil: Correio	Gov't & Pol.	Enter- tain.	Econ. Act.	Spts.	Sci.& Med.	Acci- dents	Misc.	Soc. Prob.	Human Int.	Cult. Act.
Brazil: Diario	Gov't & Pol.	Econ. Act.	Spts.	Sci.& Med.	Cult. Act.	Soc. Prob.	Acci- dents	Enter- tain.	Misc.	Human Int.
Chile: El Mercurio	Gov't & Pol.	Econ. Act.	Cult.	Spts.	Acci- dents	Soc. Prob.	Sci.& Med.	Human Int.	Misc.	Enter- tain.
Colombia: El Tiempo	Gov't & Pol.	Spts.	Enter- tain.	Econ. Act.	Acci- dents	Misc.	Sci.& Med.	Cult. Act.	Human Int.	Soc. Prob.
Costa Rica: Diario	Gov't. & Pol.	Enter- tain.	Econ. Act.	Soc. Prob.	Spts.	Sci.& Med.	Misc.	Human Int.	Acci- dents	Cult. Act.
Cuba: Diario	Spts.	Gov't. & Pol.	Econ. Act.	Enter- tain.	Misc.	Soc. Prob.	Cult. Act.	Acci- dents	Sci.& Med.	Human Int.
Dominican Rep. La Nacion	Gov't. & Pol.	Econ. Act.	Enter- tain.	Spts.	Misc.	Soc. Prob.	Cult. Act.	Sci.& Med.	Acci- dents	Cult. Act.
Ecuador: El Comercio	Gov't & Pol.	Enter- tain.	Soc. Prob.	Econ. Act.	Acci- dents	Cult. Act.	Sci.& Med.	Misc.	Spts.	Human Int.
El Salvador: El Diario	Gov't & Pol.	Enter- tain.	Misc.	Econ. Act.	Cult. Act.	Sci.& Med.	Soc. Prob.	Acci- dents	Spts.	Human Int.
Guatemala: El Imparcial	Gov't & Pol.	Cult. Act.	Spts.	Econ. Act.	Acci- dents	Misc.	Soc. Prob.	Enter- tain.	Sci.& Med.	Human Int.
Honduras: El Dia	Gov't & Pol.	Spts.	Human Int.	Sci.& Med.	Soc. Prob.	Misc.	Enter- tain.	Econ. Act.	Acci- dents	Cult. Act.
Mexico: El Universal	Gov't & Pol.	Spts.	Econ. Act.	Enter- tain.	Soc. Prob.	Acci- dents	Human Int.	Cult. Act.	Misc.	Sci.& Med.
Nicaragua: La Prensa	Gov't & Pol.	Enter- tain.	Misc.	Cult. Act.	Soc. Prob.	Spts.	Acci- dents	Econ. Act.	Human Int.	Sci.& Med.
Panama: La Estrella	Gov't & Pol.	Econ. Act.	Spts.	Enter- tain.	Cult. Act.	Soc. Prob.	Acci- dents	Misc.	Sci.& Med.	Human Int.
Paraguay: La Tribuna	Gov't & Pol.	Enter- tain.	Econ. Act.	Cult. Act.	Acci- dents	Spts.	Sci.& Med.	Soc. Prob.	Human Int.	Misc.
Peru: El Comercio	Gov't & Pol.	Acci- dents	Econ. Act.	Enter- tain.	Soc. Prob.	Spts.	Misc.	Cult. Act.	Sci.& Med.	Human Int.
Uruguay: El Dia	Gov't & Pol.	Enter- tain.	Cult. Act.	Econ. Act.	Sci.& Med.	Acci- dents	Soc. Prob.	Spts.	Misc.	Human Int.
Venezuela: El Nacional	Gov't & Pol.	Spts.	Econ. Act.	Enter- tain.	Soc. Prob.	Acci- dents	Cult. Act.	Human Int.	Sci.& Med.	Misc.

From the emphasis on news of government and particularly of foreign affairs, there was a picture of the United States as a major power playing a decisive role in world affairs and as one of the chief antagonists in the "cold war."

But the image was of a United States facing primarily toward Europe and resting its foreign policy on two basic problems: reaction to Soviet Russia and the maintenance of unity and coopera-

tion among its European allies. Latin America, consequently, was seen as playing a minor role in the thinking of the State Department and other governmental agencies.

► A theme of resentment of Latin America's inferior role appears in editorials and columns of opinion. It was, perhaps, most simply expressed by "Caliban" in his column in *El Tiempo* of Bogotá:

TABLE 2
Relative Position of Categories as Determined by the Number of Items

	1	2	3	4	5	6	7	8	9	10
Argentina	Gov't	Econ.	Enter-	Spts.	Acci-	Misc.	Soc.	Cult.	Sci.&	Human
La Prensa	& Pol.	Act.	tain.	Act.	dents		Prob.	Act.	Med.	Int.
Bolivia:	Gov't	Econ.	Spts.	Soc.	Enter-	Cult.	Acci-	Misc.	Sci.&	Human
El Diario	& Pol.	Act.	Prob.	Prob.	tain.	Act.	dents		Med.	Int.
Brazil:	Gov't	Econ.	Enter-	Spt.	Acci-	Sci.&	Misc.	Cult.	Soc.	Human
Correio	& Pol.	Act.	tain.		dents	Med.		Act.	Prob.	Int.
Brazil:	Gov't	Econ.	Spts.	Cult.	Sci.&	Soc.	Acci-	Enter-	Misc.	Human
Diario	& Pol.	Act.		Act.	Med.	Prob.	dents	tain.		Int.
Chile:	Gov't	Econ.	Spts.	Cult.	Acci-	Enter-	Soc.	Sci.&	Human	Misc.
El Mercurio	& Pol.	Act.		Act.	dents	tain.	Prob.	Med.	Int.	
Colombia:	Gov't	Spts.	Inter-	Econ.	Acci-	Misc.	Cult.	Human	Soc.	Sci. &
El Tiempo	& Pol.		tain.	Act.	dents		Act.	Int.	Prob.	Med.
Costa Rica:	Gov't	Econ.	Enter-	Soc.	Misc.	Spts.	Sci.&	Cult.	Acci-	Human
Diario	& Pol.	Act.	tain.	Prob.			Med.	Act.	dents	Int.
Cuba:	Spts.	Econ.	Gov't	Enter-	Misc.	Soc.	Cult.	Acci-	Sci.&	Human
Diario		Act.	& Pol.	tain.		Prob.	Act.	dents	Med.	Int.
Dominican Rep.	Gov't	Spts.	Econ.	Enter-	Soc.	Cult.	Sci.&	Misc.	Acci-	Human
El Nacion	& Pol.		Act.	tain.	Prob.	Act.	Med.		dents	Int.
Ecuador:	Gov't	Enter-	Soc.	Econ.	Acci-	Cult.	Spts.	Sci.&	Misc.	Human
El Comercio	& Pol.	tain.	Prob.	Act.	dents	Act.		Med.		Int.
El Salvador:	Gov't	Enter-	Misc.	Cult.	Econ.	Sci.&	Soc.	Spts.	Human	Acci-
El Diario	& Pol.	tain.		Act.	Act.	Med.	Prob.		Int.	dents
Guatemala:	Gov't	Cult.	Econ.	Spts.	Misc.	Enter-	Soc.	Acci-	Sci.&	Human
El Imparcial	& Pol.	Act.	Act.			tain.	Prob.	dents	Med.	Int.
Honduras:	Gov't	Spts.	Human	Econ.	Enter-	Sci. &	Soc.	Misc.	Cult.	Acci-
El Dia	& Pol.		Int.	Act.	tain	Med.	Prob.		Act.	dents
Mexico:	Gov't	Spts.	Econ.	Enter-	Soc.	Acci-	Human	Cult.	Misc.	Sci.&
El Universal	& Pol.		Act.	tain.	Prob.	dents	Int.	Act.		Med.
Nicaragua:	Gov't	Enter-	Misc.	Soc.	Cult.	Spts.	Acci-	Econ.	Sci.&	Human
La Prensa	& Pol.	tain.		Prob.	Act.		dents	Act.	Med.	Int.
Panama:	Gov't	Spts.	Econ.	Enter-	Cult.	Soc.	Acci-	Misc.	Sci.&	Human
La Estrella	& Pol.		Act.	tain.	Act.	Prob.	dents		Med.	Int.
Paraguay:	Gov't	Econ.	Enter-	Spts.	Cult.	Soc.	Acci-	Sci.&	Human	Misc.
La Tribuna	& Pol.	Act.	tain.		Act.	Prob.	dents	Med.	Int.	
Peru:	Gov't	Econ.	Enter-	Acci-	Spts.	Cult.	Soc.	Misc.	Sci.&	Human
El Comercio	& Pol.	Act.	tain.	dents		Act.	Prob.		Med.	Int.
Uruguay:	Gov't	Enter-	Econ.	Cult.	Acci-	Soc.	Sci.&	Spts.	Misc.	Human
El Dia	& Pol.	tain.	Act.	Act.	dents	Prob.	Med.			Int.
Venezuela:	Spts.	Gov't	Enter-	Econ.	Soc.	Acci-	Misc.	Cult.	Sci.&	Human
El Nacional		& Pol.	tain.	Act.	Prob.	dents		Act.	Med.	Int.

In reality there is no hostility toward the Nation to the North. . . . There is simply the natural resentment produced by the permanent oblivion to which we are assigned while the other four continents get not only money but technical assistance. We Latins want nothing more fervently than a reciprocal friendship between North and South. Not of words. Not of promises. Not platonic love but the sort that moves the powerful to come to the rescue of the weak without humiliating him or exploiting him.³

A second theme that shows the U.S. as not only ignoring Latin America but being ignorant concerning it also appears. One example was written by *El Tiempo's* U.N. correspondent in New York. He said:

Several examples of the lack of interest that officials and the press of this country have for Latin America have shown up recently in a way that cannot fail to alarm residents of the various countries of the hemisphere.

During the visit of President Arturo Frondizi of Argentina, newspaper correspondents who accompanied him were amazed when the State Department refused to give them press cards because they were from Tucumán, Mendoza, Mar del Plata and Córdoba, which, according to the department, belong to Brazil. But, worse yet, the Department of State itself didn't seem much disturbed by the geographical ignorance that gave to another country four of the richest provinces of a nation whose president was a guest of honor of the Washington government.⁴

There was a favorable side-effect of the Latin American newspapers' emphasis on governmental news, because a third image that emerged was that of "The Democratic American."

This came from stories indicating obvious freedom of expression in this country, even within the government. Senators Kennedy and Smathers and Representative Porter all were making speeches critical of U.S. foreign policy and these were reported in detail.

La Prensa of Buenos Aires com-

mented on the closing of a newspaper by the government of Argentina and said: "This could not have happened in the United States, where freedom of expression cannot be limited by executive action."⁵

The image of "The Affluent American" was revealed in the second largest category of news—the reporting of economic affairs. The American was shown to be well-off in a material sense. In the São Paulo newspaper, Guilherme Luis Ribeiro wrote:

In the United States, a refrigerator costs about one month's salary of a worker. In Brazil, a refrigerator is about ten times the present minimum monthly salary.⁶

"The Affluent American" was seen also in a news story reporting that Dr. Louis L. Dublin, director of statistical studies for the Metropolitan Life Insurance Company of New York, said that fat persons are extremely numerous in this country. He said that if only 25 million were overweight and if each were only 9 kilos too heavy this meant that the United States had 200,000 tons of surplus fat. The same story reported that, a North American seldom walks and that the automobile substitutes completely for his legs.⁷

► This image of "The Affluent American" was, in reality, a double image. One face was presented as "The Imperialist American" and the other face as "The Generous American."

Economic imperialism was seen in stories concerning the *braceros* and in items such as General Almazán's memoirs in which he discussed the United Fruit Company and wrote:

While it has performed constructive tasks, this powerful company has ruined competitors, has dominated governments, has taken over railroad companies, has exploited workers, has fought labor unions and has taken advantage

⁵ *La Prensa*, Feb. 6, 1959, p. 6.

⁶ *Diário de São Paulo*, Feb. 6, 1959, p. 11.

⁷ *Correio da Manhã*, Feb. 1, 1959, p. 6, Section V.

³ *El Tiempo*, Feb. 1, 1959, p. 4.

⁴ Enrique Millan, *El Tiempo*, Feb. 4, 1959, p. 9.

of consumers. This use of the power of a highly industrialized nation in relatively weak foreign countries constitutes a definite type of economic imperialism.⁸

The image of "The Generous American" appears in news stories such as one concerning the 1,496,000 tons of surplus food being sent to countries of the free world and in stories of loans to Guatemala, Argentina and Chile and of American personnel assisting in rural development and educational programs.

The other two major news categories, entertainment and sports, blended together to give yet another impression that might be termed "The American at Play." This relatively large volume of news portrayed the *norteamericano* for the most part as a spectator. His chief relaxation, his leisure time activity, seemed to be ready-made entertainment—the movies and spectator sports such as baseball and basketball.

This was the period immediately after the U.S. had lost to the U.S.S.R. in a world championship basketball tournament in Chile and the Latin American certainly would gather that the North American took his sports seriously.

The Hispanic American newspapers reprinted numerous comments of U.S. sports writers that the Air Force team we had sent was not a very good one and that we had many better teams that could have handled the Russians easily.

Senator Homer Capehart's speech on the floor of the Senate asserting that "in Indiana basketball assumes a role little less than a religion" was the basis for the only cartoon about the United States during the week. In it, Senator Capehart was shown saying: "Never mind that they beat us with Sputnik. But that they beat us in basketball is intolerable."⁹

A similar image was that of "The Shallow American"—the *yanqui* without inner resources of art, literature, or philosophy.

Luis Alberto Cabañales in a paper of El Salvador wrote:

The first thing that startles one in the milieu of North American life is a clearly anti-intellectual attitude. It is something inherent in the culture, part of the way of life. It appears in the street, in the office, in the home and in the school. Above all, and this is very significant, in the schools—elementary, secondary and even, in a special form, in institutions of higher learning. The man in the street has no idea what an intellectual is or ought to be, but the word makes him suspicious, arouses misgivings and ends by being interpreted, through a deeply-rooted, vague intuition as something foreign, an intruder not fitting into the general atmosphere.¹⁰

► These were what might be termed the major images of the United States that appeared in Latin American newspapers. But there were also some images that, while not quite so prevalent, occurred frequently enough to merit mention.

Occasionally there appeared "The Arrogant American." He was reprimanded by Latin American comment on an editorial that had appeared in the New York *Herald Tribune*. It had said:

The Argentine president, Arturo Frondizi, is one of those happy rarities, a visiting dignitary who doesn't seek alms from the United States.

And *El Diario de Hoy* of San Salvador commented:

It was a good, direct way of calling the foreign statesmen who come to Washington on official visits unworthy beggars.¹¹

However, there was also the image of "The Friendly American." A number of newspapers picked up President Frondizi's phrase concerning "the friendly people of the north." At the same time the Argentine president admitted, "These friendly feelings are not well-known in our country. To encourage them and given them needed publicity

⁸ *El Universal*, Feb. 2, 1959, pp. 1, 5.

⁹ *El Comercio*, Quito, Ecuador, Feb. 5, 1959, p. 4.

¹⁰ *El Diario de Hoy*, Feb. 2, 1959, p. 13.

¹¹ *El Diario de Hoy*, Feb. 3, 1959, p. 22.

is a thing of great importance for all nations of the hemisphere."

Unfortunately, beside the friendly American appeared the American friendly to dictators. This was most in evidence in the newspaper of the Dominican Republic. *La Nación*, a newspaper supporting Dictator Leonidas Trujillo (and there were no newspapers in the country that didn't support him) had a field day because two Congressmen, Donald Jackson of California and Gardner Withrow of Wisconsin, seemed to be vying with one another in praising the "great man" when they visited his country. During the week, *La Nación* ran 12 pictures of the Congressmen and 428 column inches of news stories and editorial comment about them.

But perhaps as interesting as the images that were presented is the image that did not occur. Despite frequent charges to the contrary, there was little emphasis on crime, vice and social problems. If anything, they were underplayed. This was true even of the more

sensational newspapers that played local crime stories heavily.

There were a few columns of comment on the exposé by a U.S. radio network of the role of call girls used by large businesses to influence potential customers and one columnist said that anywhere else this would have caused public indignation—but not in the United States.

Of the images presented some are contradictory and the blacks and whites tend to merge to gray. There were twelve clearly distinguishable images. Three—the democratic American, the friendly American, and the generous American—were favorable. Three—the powerful American, the affluent American, and the American at play—were neutral. Six—the American looking to Europe, the ignorant American, the imperialist American, the shallow American, the arrogant American, and the American friend of dictators—were negative images.

The World's Last Chance

► It is any man's right to join the John Birch Society. It is also any man's right to join the Americans for Democratic Action. But it is a violation of those rights for a man to castigate, unjustly condemn or vilify, in the name of his group, any man who might hold other viewpoints. We didn't become the world's mightiest free society through slander of our brothers.

Loose, aimless talk has become far too prevalent. Irresponsibility on any level is the last thing we need in these urgent moments of history. Never has there been greater need for honesty, integrity and respect for truth.

I have no patience with those of the newspaper business who do not admit to the true mission of the newspaper—to inform, to enlighten, to serve. I disclaim newspaper men who violate this concept through shim-sham reporting and editorializing designed to distort facts and mold selfish viewpoints. Remedies for irresponsibility must originate with the American press.

Let there be a fresh breeze, a breeze of new honesty, new idealism. It is the world's last chance.—FELIX R. MCKNIGHT, editor of *Dallas Times Herald* and immediate past president of American Society of Newspaper Editors, to 1963 national convention of Theta Sigma Phi.