



Give Light and the People Will Find Their Own Way



The Fort Worth Press

A SCRIPPS-HOWARD NEWSPAPER
Walter R. Humphrey, Editor George E. Carter, Business Manager

Full Report of
United Press NEA Service and Scripps-Howard Newspaper Alliance
Owned and published daily (except Sunday) by the Fort Worth Press Co., Fifth and Jones Streets, Fort Worth, Texas.
Entered as second class matter at the postoffice at Fort Worth, Oct. 3, 1921, under act of March 3, 1879. Member of Audit Bureau of Circulation.

By mail, \$6 per year in Texas, \$10.20 per year elsewhere.
By carrier, 25 cents per week, \$1.10 per month.

Telephone exchange, all departments, 2-5151.

Mission of Simplicity

By WALTER R. HUMPHREY
Editor, The Press

I've been talking to a man whose mission in life all who read should appreciate.

That mission is to make the written word more readable.

I'm deeply interested in what he's doing from two angles. As a writer, I want folks to read my stuff. As a reader, I want my material to come in easy doses.

The man is Bob Gunning of Columbus, O.

Bob is an intense, restless man of small stature, with a bushy head of hair he can run his fingers through. (I wish I could do the same!)

His business (or profession) is defined by a many-syllable word, readability . . . readability studies.

He doesn't go for long words like paradoxical. If he did, I'd say it was a paradox that a word of many syllables would be used to describe a job devoted to simplifying the language.

* * *

BOB GUNNING is an ex-newspaperman. I know he was a good one because his mind goes after facts with the agility of a good reporter's mind.

He has two kinds of clients: newspapers and industries.

He'll analyze the writing in a newspaper, show where it's wordy, complex, difficult to read. If a writer's worth his salt, he'll find the remedy is obvious. Obvious but maybe difficult!

Or, he'll study the reports, manuals, forms, instruction letters and other material sent out by a big industry. He'll show by simple arithmetic how many words are being wasted.

In the case of the industry, the results will be the saving of time in preparing material, saving of paper, simplifying the story.

More important, it will help the selling job. It will make the industry's job more completely understood by its own people.

* * *

IF IT WERE just a matter of picking the flaws in another fellow's work, I don't think Bob would be happy as he is.

That isn't the course he follows.

He devotes his studies mainly to pointing out what should be the obvious. Then he helps . . . or inspires . . . the writer to increase his market of readers.

Everybody who writes for a living wants many readers. He wants to reach out and grab a reader who maybe didn't intend to read him at all.

He wants a maximum audience. The reasoning applies to a man writing a sales letter as much as to an editor writing an editorial.

It's a matter of pride. It's a matter of getting the full job done.

Bob Gunning, in reality, is working for the reader. He wants to make his life easier, more pleasant, more profitable . . . because he enjoys what he reads and understands it.

* * *

MOST OF US who make our living of writing know these things Bob talks about: the complex words, the long sentences, the involved ones. We know they injure our style, reduce readability.

We just don't heed the danger signals. We don't challenge ourselves often enough to go out after every potential reader.

Talking to a fellow like this will wake you up. He'll make you remember the things you know but have forgotten or ignored.

Nothing mystical about it. It's just a practical kind of a job we ought to be doing every day.

The thing is, some stranger will come along and wake you up. To the obvious!

* * *

I THINK Bob has a high mission in life: just making it easier for folks to read, to understand what they read, to make reading a pleasure.

Barbs

By Hal

Start tooting your own horn if you want everybody to get out of your way when you approach.

* * *

Prisons in England have a mirror in every cell. Prisoners are locked up and left to their own reflections.

* * *

Girls who make faces for men with make-up got their training making faces at little boys.

By HAL COCHRAN

Dead Aren't Cynical

Pfc. John J. McCormick wrote a letter from Korea to his two daughters, one six and the other three.

The letter arrived at the McCormick home in Philadelphia three days after a defense Dept. telegram announcing that Private McCormick had been killed in action.

It was a heart-breaking, sentimental letter, composed with never an inkling that some day it might be published in newspapers all over the country—as it was.

But, written with a premonition of death, the letter expressed a father's poignant love for his daughters, reminiscenced in tender memory of their babyhood and urged constant obedience to their mother. Then it said:

"I want you both to know that I'd be with you if I could, but there are a lot of bad men in the world, and if they were allowed to do what they wanted to do, little girls like you wouldn't be allowed to go to church on Sunday or be able to go to the school you wanted to.

"So I have to help fight these men, and keep them from coming where you and I live. . . . The reason I am where I am today is because I am fighting for what I think is right."

The letter needs no memorializing here, no pointing up to sharpen its pangs or its lucid thinking.

But the thing that should not be lost to sight is this: Pfc. McCormick had been a GI most of his adult life. He joined the Army at the age of 17, in 1939. In World War II he served with the paratroopers who pride themselves on their toughness. He was wounded in Germany, came back to civilian jobs and re-enlisted last year.

Sometimes you hear that our so-called professional soldiers and "real GIs," are full of cynicism and bitterness, scorning higher concepts of duty, little knowing why they fight and caring less.

Remember Pfc. McCormick's letter when you hear that again.

Politics Over Country

The House of Commons may have made one of the most fateful decisions in Britain's history when it approved the labor government's plan to proceed with nationalization of the steel industry at this critical time.

The plan is a wholly political concession to the left-wing Socialist element which has been dragging its feet against mobilization of Britain's war potential.

The sharp division on the issue in the country was indicated by the vote of 306 to 300.

The British steel industry has been operating with high efficiency. For the first eight months of this year production has been at an all-time high. The industry has been surpassing government targets for three years in support of Britain's heroic struggle to balance her economy. Now private management is being repaid for its contributions to the national welfare by a kick in the teeth. That is socialism—ever reaching out for more power for power's sake.

Government cannot be expected to do a better job than private management. There is a dangerous probability that political meddling will create chaos in the industry at a time when full production is essential to British rearmament and the world's hopes for security and peace.

* * *

THE SEVEN-MAN board named to run the nationalized steel mills includes not one prominent figure in the industry. None would accept appointment.

Ninety-two of Britain's biggest firms will be taken over by a government corporation. But 400 companies producing most of the finished and semi-finished steel products are left in private hands, a situation neither fish nor fowl.

Nationalization of an industry of this kind would be a hazardous adventure under any circumstances. In the present emergency it seems almost incredibly unwise. This is of vital concern to Americans, for we are riding in the same boat which the British Socialists are rocking.

The Texas Listening Post

By NORTON MCGIFFIN

A friend of mine has recently been separated from his job after holding the position for many years with credit to himself and to his company. His concern is in a highly competitive field, and the axe has fallen because some of the higher ups are not as enthusiastic about his work as they might be.



Mr. McGiffin

AT A TIME when there are jobs to be had, because so many men are being inducted into the armed services, my friend's plight is not as serious as it might be. However, even an employee has feelings, especially one who can get "bumped" without consulting a union. There is a certain type of white-collar worker who is a sitting duck, if his boss figures he

Thoughts for Today—

All things were made by him; and without him was not any thing made that was made.—John 1:3.

* * *

The spacious firmament on high,
With all the blue ethereal sky,
And spangled heavens, a shining frame
Their great Original proclaim.

Forever singing as they shine
The hand that made us is divine.
—Addison.

Partial Payoff

President Truman has asked and received the resignation of Robert N. Denham as general counsel of the National Labor Relations Board.

That, coming just ahead of the congressional elections, is an obvious payoff to Philip Murray, William Green and other union leaders for their political support, given in the past and avidly desired in the future, of the President and his branch of the Democratic party.

It is, to be sure, only a partial payment.

* * *

MR. TRUMAN has not been able to deliver on his promise to bring about repeal of the Taft-Hartley Act.

That's what the union leaders really want, and want more than ever just now, since it would restore their power to enforce legalized closed shops and impose compulsory union membership on present and new workers in expanding defense industries.

AFL craft unions, in particular, used such power ruthlessly to enrich themselves in World War II. They exacted outrageously high fees and dues from workers seeking jobs on defense projects—workers who, in countless cases, got only what amounted to temporary work permits and never were given the real or theoretical benefits of full union membership.

But Mr. Truman has failed to convince many Democrats and most Republicans in Congress that the Taft-Hartley Act is as bad as he and the union leaders say. He could have had it modified, to meet reasonable objections, but he could not get it repealed and the biased Wagner act restored.

* * *

SO, AS THE next best thing, he has ousted Mr. Denham, whom the union leaders denounce as an "enemy of labor." He tried unsuccessfully to do that a few months ago, by asking Congress to abolish the independent office of general counsel to the NLRB, in the name of "government reorganization." Now he has done it on the theory that the general counsel must be someone who will work in "harmonious relationship" with the NLRB's members.

When the Taft-Hartley Act became effective in 1947, Mr. Truman appointed Mr. Denham and the NLRB members and told them that, much as he disliked the new law, he wanted them to enforce it as written and as Congress intended.

Mr. Denham and the members have differed, frequently and at times bitterly, as to how the law should be enforced. The relationship, certainly, has been far from "harmonious"—but whether that was the fault of Mr. Denham or of the board members is a quite different question.

* * *

THIS NEWSPAPER believes that Mr. Denham tried conscientiously and courageously to enforce the law as Congress wrote and intended it, and a preponderance of court decisions seems to support that belief.

What results from harmony between a new general counsel and the board may please the union leaders, and enhance their power. How well it will please rank-and-file union members and the general public remains to be seen.

A barber advertises, "The haircut that doesn't look like a haircut." Sounds like a lot of trouble to go for a shaggy neck.

Firing a Good Man Delicate Problem

lacks initiative—or if anybody else has been cutting under him.

* * *

ONE OF THE chief weaknesses of our competitive and capitalistic system is that the boss is not sometimes the best judge of a worker's ability or personality. I have in mind a newsman I once knew. He held a responsible job with one of the wire services, not the United Press.

* * *

A CHILD WAS lost in the woods of the Adirondacks, and our hero practically led the rescue party. He knew he'd have a whale of a story; his professional instincts were aroused as well as his humanitarianism.

* * *

AFTER LEAVING nimbly from crag for 48 hours, going without food and nursing a two-day's growth of stubble on his face, he returned to his office and found the big boss waiting for him. The big boss took one good look at his reporter and cussed him out

from Dan to Beersheba for coming to the office unshaven.

* * *

IT WAS A SILLY sort of thing, and the news hawk did not lose his job, but it could have happened here. It can happen to a great many people who like the capitalist system because they have done very well under it. In the present disturbed state of the world's affairs, I think it foolish for any employer to create in the mind of his worker the idea that the boss is capricious when it comes to hiring and firing.

* * *

NOBODY EXPECTS the owner of a business to give up the right, or privilege, of choosing his own workers without hindrance from government or private citizen. He shouldn't have wished on him employees he doesn't like. But the capitalist has a heavy responsibility here, the responsibility of weighing carefully all factors in any situation which affects the well-being of his business and the workers who help keep the wheels turning.