

# McKay, Others Keep Abreast Of Feelings With Clippings

By A. ROBERT SMITH  
Mail Tribune Correspondent  
Washington — Just about every time Secretary of Interior Douglas McKay lands on one of the nation's newspaper editorial pages—either out of praise or damnation—the newspaper clipping winds up in his government bailiwick.

It's the way McKay and other cabinet members keep their fingers on the nation's throbbing editorial pulse, to measure current public opinion and sense the mood of the grass roots.

If blood pressures are rising anywhere in the hinterlands over specific government policy or some local problem, administration officials want to know about it quickly. So they buy the services of a Washington newspaper clipping agency which combs the nation's daily press for items of interest.

In a real sense, the press clipping bureau bridges the great gulf that lies between the cabinet official, who is often buried beneath a mountain of problems that demand his decisions, and the newspaper commentary which the public is consuming every day about those decisions he has been making.

Many government departments have come to rely upon Press Intelligence, Inc., of Washington, D. C., a private agency that services many business firms as well. It performs its service for federal agencies generally along these lines:

It subscribes to some 650 daily newspapers from all over the United States, both large and small, and at least one from every congressional district in the country. Its managers say these papers represent 84 per cent of the daily and 97 per

cent of the Sunday newspaper circulation in the nation.

## Newspapers Combed

As the mail sackful of papers are unloaded, readers begin pouring over them for articles that meet the needs of their clients. The State Department, for example, may have put in a hurry-up call for all current commentary on U. S. policy in the Middle East crisis. Secretary of Agriculture Ezra Benson may have asked for editorial reaction to his pork buying program.

Or, as is more usually the case, readers will simply look for and mark for clipping all editorials and byline stories in

which the cabinet member or his department is mentioned. These clippings are then tagged with the name of the newspaper in which they appeared and bundled off across town to the information officers of the respective government agencies, the men whose job it is to protect the public relations of their superiors.

At the Interior Department, these clippings are briefed by the press office in a weekly "Digest of Newspaper Comment." It tends to contain more critical commentary than otherwise on the theory that "we know who our friends are, but what we

need most to know is who is against what we are doing." The digest is duplicated and sent to all top officials of the vast Interior Department.

## Firm Digests News

Some government agencies have the press clipping firm digest the news for them, believing that an outside agency is best qualified to sift the news for trends they ought to know about.

Government agencies periodically get spanked by an economy-minded congressional committee on appropriations for spending public funds for this purpose, which confronts them

with the awkward alternatives of having either to subscribe to numerous newspapers and assign government employees to read them, or remain largely ignorant of what the public press is saying.

The irony of congressional criticism of this clipping service practice is that few people are more sensitive to what is being said about them in print than members of Congress, most of whom subscribe to a clipping service from their home state to let them know how many headlines they've generated and which way the editorial winds are blowing.

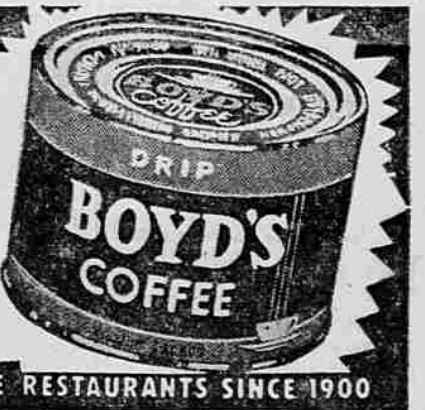
## BOMB HITS MOUSE

Beirut, Lebanon — (U.P.) — A dynamite bomb was hurled into the residence of Moussa Dajani, assistant director of the United Nations relief and works agency, on Wednesday. Windows were

shattered but there were no casualties.

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## In The Day's News

By FRANK JENKINS  
British economic note:

Britain has moved to CURB HOME SPENDING and force more of her goods into overseas markets. That's the purpose of a new purchase-or-sales tax increase amounting to 20 per cent that has just been levied. The idea is to make British goods COST MORE IN BRITAIN so that Britishers will buy less of them, thus leaving more to be exported.

In announcing the increase in the house of commons, the chancellor of the exchequer (the British term for secretary of the treasury) called for a sharp hold-down on local and national spending.

## SCREWBALL?

It certainly would be in our country, where our problem is to sell all we can—at home or abroad.

In Britain, it's different. The British are manufacturers and processors. They have few raw materials of their own, so they have to buy them abroad. In order to get foreign currency with which to buy foreign raw materials, they have to sell their manufactured products abroad.

The more British products the home folks buy, the less they have left to sell to foreign countries. That's the cold, hard fact of life they have to face, year in and year out.

AMONG OTHER things, the British can't grow food enough in their islands to feed themselves. That brings up an interesting point.

British farmers are subsidized. It WORKS.

It works because no matter how much the British farmers produce they can't produce enough to feed the British nation. The subsidy is designed to STIMULATE agricultural production in Britain—and the more it stimulates farm production the better it is for the British people.

THAT BRINGS up a most interesting point here in our country.

We started guaranteeing high prices for farm products DURING WAR TIME, when we needed (for ourselves and our allies) more food than we had been producing. The purpose of it was to induce our farmers to go out on a limb and produce more food than they had ever produced before.

In war time, that was perfectly sound.

More food was needed to win the war.

And we HAD to win.

THE TROUBLE came when the war ended and the fabulous war market for foods and fibers fell off. We then found ourselves with a vastly expanded capacity for farm production.

For several years after the end of the war—the world was catching up on the food shortages that had developed in war time—there was still a market for our expanded farm production. But as the void was filled, the markets fell off and soon we were producing more than was consumed.

The mistake was in continuing the subsidy after the need to stimulate farm production had ended. This mistake (which resulted because the politicians didn't have the courage to face changing conditions) was the cause of our present embarrassing farm problem.

## Brothers Losers In Drink Contest

Manila — (U.P.) — Two brothers gambled their lives on their drinking capacity and lost, police reported today.

Authorities said the brothers, Velacio and Ciriacio Aure, aged 24 and 20, used a drinking contest to settle a long-standing feud with Nicasio Hernandez.

The first to pass out would be killed. After several rounds of rum, Velacio and Ciriacio dropped.

Hernandez shot one and stabbed the other.

## British Atomic Plane Forced Down

Sydney, Australia — (U.P.) — A British atomic airlift plane was forced to land on the island of Bali while ferrying scientists and technicians to a secret testing ground, authorities announced today.

The plane had a mechanical failure on its scheduled atom-lift flight from Britain to the Woomera rocket range in Australia, where Britain will test an atomic device early next year.

A North Central States farm survey showed that the farm home is years behind other developments on the farm and often is inconvenient and un-

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