

BAXTER TELLS INSIDE STORY OF THE PRESS AND THE CRISIS

No Censorship, Bribery, Intimidation or Interference with Empire Newspapers in Connection With Events Leading Up to Abdication of King Edward --- Press Silence Seen as Biggest Blunder in History of Newspaper Publication.

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The story of the constitutional crisis is now many weeks old and according to established newspaper values, it should be relegated to the bottom of an away page. The truth is that it is still an immense story and will continue to be until the last act is played to its unknown finish.

I appreciate the compliment which the editor of the Canadian Printer and Publisher has paid me in asking me to tell of the crisis from the newspaper angle. In case any Canadian newspapermen challenge my right now to speak as a journalist, may I mention that although a politician and interested in some film companies, I am associated with Lord Camrose and Lord Kemsley in their newspaper undertakings. This is merely by way of preface and justification, and to demonstrate that I saw the affair through the eyes of a professional.

Perhaps the best way to deal with the subject is to take it from the beginning when Fleet Street began to realize that something entirely new in royal amours was developing.

The American magazine "Time" has a big circulation among British newspaper executives, a fact that many of us regret. Its clipped English which suggests a vitality of thought that does not exist has one great advantage. By its use the writer of a story can conceal both his ignorance and his lack of style. More than one of the popular British dailies now slavishly copies this transatlantic phenomenon with great harm to the traditions of the London press.

However it was not the clipped English but the clipped pages of "Time" which began to rouse special interest. All reference to Mrs. Simpson were being cut before the magazine was placed on sale in Britain.

Voluntary Action

There was no official censorship. There was no official action by the Board of Trade which controls imports. It just happened that the distributors chose to exercise their own prerogative.

Now if you ask me whether the president of the Board of Trade or the foreign secretary happened to run across the managing director of the distributing firm at some dinner and said what a pity it was that an American publication should insult the King and spread false rumors—who am I to deny or confirm? There are many ways of making yourself heard without using a megaphone.

However the post office, which is government controlled, allowed "Time" to enter through the mails without emasculation. That would have involved official censorship and might have raised questions between the American and British Governments. At any rate it would have created publicity and that was not the desire of the cabinet.

Therefore "Time" marched on with its running story of King Edward and his middle-aged Baltimore lady, and all British newspaperdom, as well as all London society, know about it. On the other hand the public as a whole remained blissfully ignorant.

It must be admitted that no one here took the affair very seriously. Edward VIII had nearly always had a lady friend who was discreetly married and the records showed that whenever these ladies showed any intention of unshipping their husbands, the Royal ardor cooled. Therefore we slept comfortably in our beds with the knowledge that Mr. Simpson could not cite the King as a correspondent since the King was above the law and that Mrs. Simpson would have the lesson of history before her and would not try to get rid of Mr. Simpson.

At the same time we were all feeling very unhappy about the way the foreign press, and the American section particularly, was reducing the dignity of the British throne to the level of a vaudeville sketch. About

that time Larid Goldsborough, the foreign editor of "Time," came to London and I took him to lunch at the House of Commons with the intention of trying to "seduce him to better things."

An Appeal Which Failed

Goldsborough is a youngish man, slightly deaf, lame, intelligent and of completely British stock, although born in America. He is not, as his name might suggest, a Jew. With a sincerity that he did not doubt I urged upon him the position which Edward VIII held in the respect of the world and pointed out that there might come a moment of final crisis in Europe when the personal intervention of this much-loved young man might be the only means of saving Europe from catastrophe. And, within the bounds of courtesy, I challenged his right, for the sake of sensationalism, to cheapen and destroy the man who held this potential power.

We discussed the matter for a long time then, and later on when we crossed together on the maiden voyage of the Queen Mary. When we left America he sent flowers to our cabin, but alas! those flowers were the only tangible result of my efforts.

In other words, Mr. Goldsborough and his associates obviously decided that if the good of humanity interferes with news, then humanity must pay the price.

Royalty Respected

The British press continued to ban any mention of Mrs. Simpson. This was entirely self-imposed and was not even the result of a combined decision. But it must be understood that for nearly 50 years the British press had been conducted on the basis that the private lives of the Royal Family should not be mentioned in the press. Thus the Royal Princes would appear at a London night club and dance with their friends while the cheapest publication in Britain would make no mention of the fact.

Mentioned in Court Circular

It was then, however, that the King, whose judgment in all things was beginning to show the deterioration of infatuation, decided to take a hand in the press game. The name of Mrs. Simpson, at first coupled with her husband and then alone, began to appear in the Court Circular issued from Buckingham Palace. We learned for example that the Archbishop of Canterbury, Mr. and Mrs. Baldwin, Sir Samuel and Lady Hoare and Mrs. Simpson dined with the King. The old aristocracy were shocked. This was washing clean linen in public! After all, everyone remembered, King Edward VIII had cast the eye of approval on certain ladies but he had never given them an official status.

If the British newspapers had been alert to their own responsibility and the King's danger they would have broken their self-imposed ban, there and then. Instead they merely flirted with the idea. The "Express," for example, ran the Court Circular on its front page once or twice when Mrs. Simpson appeared in it but the public if it thought at all must have imagined that it was nothing more than another "Express" vagary.

The Yacht Affair

The next step in the King's progress was the yacht trip to the Mediterranean. His guests were quite interesting. They consisted of the Hon. Mrs. Fitzgerald, formerly Helen Drury, of Halifax, N. S., and a sister of the late Lady Beaverbrook, Lord Brownlow the young alert equerry-chamberlain and his wife, Duff Cooper, minister of war, and his historically beautiful wife the former Lady Diana Manners, and Mrs. Simpson. It was intended that Archie Compton, the golf professional, was to go as well, but at the last moment this was cancelled. That was a pity for Archie might have spoken his mind and put some wisdom into the gathering. I am not sure how long Duff Cooper was with them but for the moment that is unimportant.

Pictures began to arrive of the King and of Mrs. Simpson swimming, boating, walking through the streets

greeting Ataturk or King George of Greece and generally behaving with heartiness and friendliness.

For two days the popular London press published the pictures without explaining who Mrs. Simpson was and then suddenly the "Sunday Dispatch," Lord Rothermere's Sunday newspaper, announced that it would publish no more pictures of the King's holiday unless they were of national importance. Simultaneously all others ceased publication.

Was it official censorship? No. Was it direct Government interference? No.

Was it the result of a combined decision of the newspaper proprietors? More or less.

In other words you must not assume it completely improbable that an unofficial envoy from the King had pleaded for fair play. After all the King was on holiday and, etc.

So the newspapers went into their shell again and the yachting party splashed about the Mediterranean for the edification of the foreign press and the silence of the British.

During this period, the newspapers of the Empire observed a dignified reticence. I am asked if there was direct interference with them. Well those of you are reading this ought to know. My own impression was that the Dominion newspapers took their cue from the British. In addition there is a sense of consideration and reticence in the newspapers of the Dominions toward the Royal Family that made them hesitate to take part in the American journalistic debauch.

The truth is that never once in the whole affair was there any attempt at official censorship.

When the King's party returned there was one weekly news magazine "Cavalcade" (patterned on "Time") which began to publish quite a lot about Mrs. Simpson, while describing her as the King's friend. As a result a powerful friend of the King dropped in to express his disappointment.

The owners of "Cavalcade" showed him a page just ready for the press. It was the famous genealogical history of Mrs. Simpson showing that her ancestors came to Britain with the Phoenicians or else that they were the oldest of the Ancient Druids.

"Will His Majesty object to that?" queried the owners.

"Oh, no," said the King's friend, "he will be pleased."

Unknown to us all the process of making Mrs. Simpson into a woman fit to be the Queen was gathering momentum.

Disturbing News

A few nights later I was dining at a restaurant when the head waiter whispered to me that Mrs. Simpson had just filed her petition for a divorce and that it would be heard at Ipswich. A few discreet enquiries proved that it was true. The incredible had happened. It took no great prescience to realize that Mrs. Simpson with the full approval of the King, was preparing the way for her march on the Palace. I at once phoned to the "Daily Sketch," one of the group with which I was connected, and gave them the story. Nothing appeared. Two days later I asked what had happened but received nothing but evasive replies. It was obvious that the Camrose group would not publish.

In desperation I phoned my old friend Beaverbrook, who asked me to come to the country and see him. When I told him the news his face never moved a muscle, but I realized the truth at once. Fleet Street had the story and had decided to suppress it. I was beating against a gate that was padlocked and the key thrown in the moat.

I told Beaverbrook that he was mad and that the whole press was mad. I tried being funny and asked him if he was expecting a knight-hood. I told him that if the press played into Mrs. Simpson's hands with this conspiracy of silence, the King would misjudge the response of the public and marry her. I also warned him that once the press showed that it could be suppressed to suit the interests of one person it would be a simple matter for some future Labor Government to repeat the process for its own purposes.

Edward Phones Beaverbrook

The next day from an unexpected source I heard the whole inside story. The King had personally telephoned to Beaverbrook, getting the number himself. After two interviews at the palace, Beaverbrook had agreed not to publish and offered to use his influence where he could. Other methods of approach were made to the Astors (owners of the "Times") and Lord Camrose. It is an interesting fact that the "Times" refused to kill the story completely and insisted upon a nominal report of the divorce when it took place. The others followed suit. When Mrs. Simpson got her decree the papers all published the bare fact that Mrs. Simpson had secured a divorce from her husband. It was given no prominence and might just as well have been Mrs. Jones or Mrs. Green.

At this point it would be as well to mention the law about publishing divorce proceedings in Britain. After the revolting details of the Russell divorce case a few years ago, which filled whole pages of the news papers for nearly a fortnight, a bill was passed limiting the newspaper divorce report to the names of the witnesses and the summing up by

the Judge. No cross-examination or evidence was to be published.

Therefore the newspapers could not have given more than this in the Simpson case, but of course, with out breaking the law, she could have been so identified with the King that the public could have been made to understand.

Close-up View

Readers of Canadian Printer and Publisher must forgive me if once more I mention my own contact with the case. Rightly or wrongly I feel it would be more understandable if I made this article consist of the reactions in the cast of a journalist on the spot.

When the King was about to open Parliament I wrote an article under my signature in the "Sunday Graphic" called "The King, Parliament and You." In this article I told of the early doubts of the King's willingness to take the throne and made the prophecy that he might soon have to make a choice between duty and inclination. Everyone on the inside knew what the article meant but again the public took no special notice.

A few weeks later a cabinet minister took me on one side at the House. He showed me the proof of an editorial. My few remaining hairs stood up.

"This or a variation of it," he said "will appear in all the principal provincial newspapers tomorrow. One of my friends in Yorkshire has just sent me this to read."

Did the provincial papers combine? Let me answer that question by stating that five competing journals published the identical editorial!

They had taken their cue from the diocesan address of the Bishop of Bradford. In secret conference it was the 'provincials' who decided to break the silence zone of London.

That exposure came on a Tuesday. Nine days later King George VI was proclaimed King, and Edward VIII was steaming away from the shores of England to a future no one could forecast.

This is my summary: There was no censorship. There was no bribery nor intimidation.

There was no official interference with Empire newspapers.

The British press in a misguided loyalty to the King finished with its silence what the American press began with its vulgarity.

That is the inside story of the biggest blunder in the history of newspaper publication.

Goldfish Crop Aids Poor Farm

LOS ANGELES, March 8—Thirty-six goldfish in 1930 were placed in a pond on the lawn of the Rancho Los Amigos, the county poor farm.

The fish, fed well, increased to 436, too many for the pond.

So the surplus fish were sold. Net profit to the poor farm—\$6.10.

How mother helps to PREVENT MANY COLDS



● At That First Sniffle
—or sneeze—signals that a cold may be coming on...



● Quick! A Few Drops
of Vicks Vapo-Rol up each nostril



● If S-p-r-e-a-d-s
Its scientific medication swiftly spreads through nose and upper throat—where 3 out of 4 colds start

Mother relies on Vapo-Rol for help in preventing her own colds, too. She can feel the tingle as this scientific medication spreads through the trouble zone in her nose and upper throat. Vapo-Rol is specially prepared to stimulate Nature's defenses in this area. Used in time, Vapo-Rol helps to prevent many colds... and to throw off head colds in the early stages.

Quickly relieves "Stuffy Head"

VICKS VAPO-ROL

Mother! Look in your Vapo-Rol package for full details of Vicks Plan—a practical home guide to greater freedom from colds. In clinic tests among 17,353 people, this Plan cut sickness from colds more than half!

Follow Vicks Plan for Better Control of Colds

SISTER OF POPE PIUS CONTRACTS PNEUMONIA

**Pontiff Able to Receive
Several Prelates**

VATICAN CITY, March 8—Donna Camilla Ratti, 77 year old sister of Pope Pius, is suffering from bronchitis, it was learned here today. She has been at the Vatican since last December, when the Pontiff was stricken with the circulatory trouble, which has confined him to his bed for three months.

Pope Pius today received Msgr. Ettore Felici, papal nuncio to Chile; Francesco Cardinal Marchetti-Selvaggiani, Vicar of Rome; Msgr. Giovanni Marie Zonghi, president of the Academy of Noble Ecclesiastics; Msgr. Francesco Bracci, Secretary of the Congregation of Sacraments and a delegation of Polish and Yugoslav bishops.

DESIO, Italy, March 6—Angela Manzotti, Pope Pius' old nurse, died in a hospital last night. She was 90 years old. She worked as a girl in a spinning mill owned by the Pope's father and later became a nurse and housemaid in the family home.

ETHER TO BE SPARED PARLIAMENTARY DEBATES

OTTAWA, March 8—The country is to be spared both the tedium and expense of listening to the radio broadcast of debates in the House of Commons.

Prime Minister Mackenzie King brought applause and merriment from Parliamentarians recently when, orally replying to queries on order paper from W. A. Tucker, a Saskatchewan Liberal, he stated: "The Government does not think it would be advisable to broadcast the debates of the House."

"What would be the annual cost of broadcasting the debates of the House of Commons from the short-wave station in Ottawa?" was the first part of Mr. Tucker's double-barrelled question, and the second part of it was, "Has the Government given consideration to the desirability of broadcasting such debates in this way or otherwise?"

Do This For a Cold

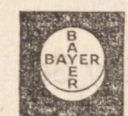


1. Take 2 "ASPIRIN" tablets and drink a full glass of water. Repeat treatment in 2 hours.



2. If throat is sore, crush and stir 3 "ASPIRIN" tablets in 1/2 glass of water. Gargle twice.

The Modern-Day Way to Ease Cold and Sore Throat Quickly



The modern way to curb a cold is: Two "Aspirin" tablets the moment you feel a cold coming on. Repeat, if needed, according to directions in box.

At the same time, if you have a sore throat, crush and dissolve three "Aspirin" tablets in one-third glass of water. And gargle with this mixture twice.

The "Aspirin" you take internally will act to combat fever, cold pains and the cold itself. The gargle will provide almost instant relief from rawness and pain, acting like a local anesthetic on the irritated throat membrane.

Try this way. Your doctor will endorse it. It is quick, effective

and ends the taking of strong medicines for a cold.

● "Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get ASPIRIN



DON'T TRY TO FOOL ME ABOUT TOBACCO!



Any tobacco is better than none, we'll admit, but until you try Rosebud you'll never know what it means to be really pipe-happy—to prefer a pipe to any other smoke. Load up your pipe with Rosebud, and see if it doesn't give you a new idea of the pleasure there is in smoking!

ROSEBUD

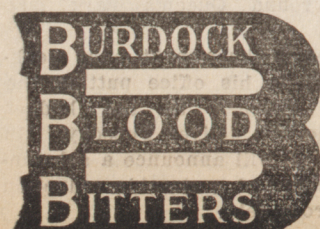
Cut smoking tobacco



There is an easy-opening ribbon on every Rosebud package — to make it easy for you to remove the Cellophane wrapper. Just a quick pull and the wrapper is off!

THE MARITIME SMOKE

A Face Covered With Pimples Causes Much Embarrassment



There is little doubt but that impure and impoverished blood is the soil on which those red, white, pus filled pimples develop and thrive, and that nothing short of a vigorous, persistent blood purifying treatment will eradicate them from the system.

Burdock Blood Bitters banishes bad blood and with the bad blood banished the skin becomes free from pimples.

Try a few bottles and be convinced.