

# NATIONAL PLANNING ASSOCIATION

A NONPROFIT, NONPOLITICAL ORGANIZATION, ESTABLISHED IN 1934  
DEVOTED TO PLANNING BY AMERICANS IN AGRICULTURE, BUSINESS, LABOR, AND THE PROFESSIONS  
800--21st St., N. W., Washington 6, D. C. Telephone: District 8766 M-1717

## INITIAL REACTIONS TO THE FIRST NPA CASE STUDY ON THE CAUSES OF INDUSTRIAL PEACE

### THE NATION'S PRESS. . .

Following a well-attended press conference held by Clinton S. Golden and members of the Committee on the Causes of Industrial Peace, there has been unusually good press coverage -- both news stories and editorials -- on the first Case Study in the Industrial Peace series.

A preliminary estimate by James S. Twohey and Associates (analysts of news coverage) characterizes the coverage as "remarkable." Our own clipping service indicates good attention in small-town papers, widely distributed as well as the major dailies.

The AP and the UP filed long dispatches -- widely carried -- which showed an excellent understanding of the findings of the Study, and a sympathy with its purposes. Most Washington bureaus of the metropolitan dailies filed special stories.

Noteworthy in the news treatment is the recognition consistently given to NPA as a nonpartisan organization which can be relied upon for reasoned judgment --

....The NPA is a private, nonpolitical, nonprofit organization...It is composed of leaders from industry, labor, agriculture, and universities...  
(Atlanta Constitution)

....a nonpolitical organization engaged in the study of major public issues has issued Exhibit A of a series of most unusual reports on the industrial scene...(Carleton Kent in the Chicago Times)

What's right with labor, anyway! Sounds like the explosive plaint of a despairing strike-embittered citizen. But actually it describes the positive approach of the National Planning Association...(Christian Science Monitor)

....published by the National Planning Association for the benefits of managements and unions everywhere...(Detroit Free Press)

....In the midst of a flurry of strikes, the National Planning Association today exhibited an example of industrial peace...(New York Times)

....This is the challenging situation to which the National Planning Association, an independent research group with headquarters in Washington, addressed itself...(St. Louis Post Dispatch)

As expected, West Coast papers have given special attention to this study of a Pacific Coast situation. The San Francisco Chronicle ran four stories -- Saturday, a front-page box saying the study was coming; Monday, article No. 1 on the study, a 5-column, front-page story; Tuesday, article No. 2; Wednesday, the lead editorial.

INSTITUTE OF  
INDUSTRIAL RELATIONS

RECEIVED

NOV 21 1949

OFFICERS: Chairman, H. Chr. Sonne; Vice Chairmen: M. H. Hedges, Frank Altschul, Clinton S. Golden, Donald R. Murphy, Beardsley Ruml; Secretary, H. W. Fraser; Treasurer, William L. Batt; Chairman, Editorial Committee, Morris L. Cooke; Chairman, Finance Committee, Thomas Roy Jones; Counsel, Charlton Ogburn; Director, E. J. Coil.

Editorials -- with the exception of two opposing industry-wide bargaining in the Wall Street Journal -- have been congratulatory, especially on our general approach as opposed to other studies of industrial relations. Several have even given the price and urged readers to buy the reports. Typical excerpts are:

The National Planning Association was established in 1934. It has many distinguished citizens on its board of trustees, representing capital, labor and agriculture. Its standing committees on agriculture, labor, business and international policy are assisted by able research staffs....Case Study No. 1, as developed by the committee, now has been published and we recommend it to the attention of all members of management and labor who care to have a factual dissertation on one of the most important of domestic problems....Send \$1 to the National Planning Assn., 800 21st St. N. W., Washington, D. C., if as employer or worker you are interested in the subject of industrial peace. The 72-page booklet is worth the price.  
(The Atlanta Constitution)

We'd like to place on the recommended reading list of every labor leader and management official in the country....We have had plenty of learned and authoritative analyses of the causes of labor-management disagreement....But now we have a reputable, nonpartisan agency preparing to show, not how and why labor troubles start, but how labor peace has been established and successfully maintained over long, mutually-profitable periods...Here...is a book-full of tested recipes for making do with what we have....  
(Providence, R. I. Journal)

In view of the flying fists and tear gas in the Richmond oil plant area, and the sullen impasse that grips the waterfront, this may seem a strange time to talk calmly of labor peace. Yet it seems to us these bitter outcroppings in the labor scene accentuate the importance of the document released this week by the National Planning Association....Credit NPA, at least, with a new approach, and a vigorous one, to the old problem...  
(San Francisco Chronicle)

#### NEWSLETTERS, MAGAZINES, TRADE & LABOR PUBLICATIONS . . . .

Even at this early date, it is obvious that this Industrial Peace Project appeals to a wide variety of popular and trade publications.

We know, for example, that the October issue of Fortune will have an article on the Study. Both Time (Sept. 27) and Newsweek (Sept. 27) featured the study in their "Business Sections." The latter, in its lead story "Ways out of the Strike Jungle," includes with the review of the report this description of NPA and its make-up:

....The NPA -- a top-flight labor-management group whose make-up runs from Phil Murray of the CIO to Fowler McCormick, board chairman of the International Harvester Co....

Advance stories, suggesting that readers send in their dollars for the first report or \$12.50 for the series, appeared in Business Week, The Kiplinger Washington Letter, and Kiplinger Magazine. Incidentally, Mr. Kiplinger described NPA as a research group, essentially conservative, backed by businessmen, devoted to improving the system as-is, to making it work more smoothly.

Business Week followed up its advance with an account of the first report (pp. 110-112) on September 18, under the heading "Highlighting Labor Peace"; then ran a full-page editorial on September 25 under the title "What Price Labor Peace?"

The Labor press is giving the Project excellent treatment:

The AFL Weekly News Service, on September 10, gave its most important space to NPA's study, stressing that "Industrial Peace is the product of sincere cooperation between employers and unions..." Chester Wright's Labor Letter -- published weekly for clients since 1933 -- ran two stories. One suggested purchase, the other gave a detailed account of the 1st Case Study.

Labor Press Associates -- a news service for trade union papers -- sent out a detailed signed story by columnist Bradford V. Carter, which includes these comments:

....They (NPA) came up with a frank, unvarnished and exceedingly readable report....Any union member who's lived thru a hard-fought strike, who is troubled about how federal and state restrictions make bargaining harder, who wants to show management or union officials who are inexperienced the most painless way to deal with each other, will want to read this study....

Two additional stories warrant quoting as indications of the broad interest and applicability of these studies:

The Yardstick, syndicated weekly column mailed to Catholic newspapers throughout the United States by the National Catholic Welfare Conference, on September 20 was devoted to the NPA study. The tenor of this column may be judged by such excerpts as the following:

...."Lift up your hearts," ladies and gentlemen, and praise the Lord, for at long last there has been added to the literature on industrial relations a volume on the causes of industrial peace under collective bargaining. I have in my possession more than a hundred very bulky volumes on the causes of strikes and industrial unrest, but it wasn't until the day of this writing...that I finally acquired a volume exclusively devoted to an analysis of the causes...This series of studies as projected by the National Planning Association is required reading for all of us who are sincerely interested in bringing Christian principles to bear upon the crucial problems of American economic and industrial life....

The Pathfinder -- the bi-weekly "for small-town America" established in 1894 -- runs an article, with a picture, titled "Business plus Labor," which takes this tack:

....In no Hollywood fantasy did these acts of sweet reasonableness take place, but in mills operated by the Pacific Coast Association of Pulp and Paper Manufacturers....(A paragraph headed "Good Reading" gives information on how to purchase the series.)

RADIO. . .

Newscasters and radio commentators have given excellent coverage on this study, and a number of special radio programs have been put on or are in the planning stages:

H. R. Baukhage on the ABC Network concluded about 250 words in his September 13 broadcast with information on price and source. Griffing Bancroft, over the CBS Network devoted the largest part of his news program on Sunday night, September 12,

to the project. He describes NPA as a "serious-minded bipartisan group," and contrasts the NPA approach to congressional hearings which "come only when the industrial body is sick, when there are strikes or lockouts or other labor-management disputes."

Gross Section--USA, a CBS coast-to-coast program, was devoted to "The Causes of Industrial Peace" with Mr. Golden participating on September 11. A later program continued the theme.

Secretary of Labor Tobin and Howard Hudson of the NPA staff appeared on the WTOP, "D. C. Dateline" program on Sunday, September 12; earlier Secretary Tobin in an interview on WTTG and Dumont TV network gave a strong mention of the forthcoming NPA study.

#### THE PUBLIC'S REACTION. . . .

Correspondence on this Project has been unusually heavy. Typical of some of the letters received at NPA are:

Jay C. Hormel, Chairman of the Board, George A. Hormel and Company: "I have read the first of the series on the Causes of Industrial Peace...It should be required reading for anyone who is exposed to labor-management problems."

Julius A. Krug, Secretary of the Interior: "...You (Mr. Golden), your associates, the National Planning Association, and those who underwrote the project are certainly entitled to great praise. The case studies as they become available should go a long way toward improving the pattern of the relationships between labor and management in American industry."

Dexter M. Keezer, Director, Department of Economics, McGraw-Hill Publishing Co.: "...I think the general idea involved embodies one of the few -- unfortunately few -- bright ideas which have emerged in the field of industrial relations recently."

John Daniels, lecturer and writer on labor problems, New York City: "...It is an outstandingly excellent job in both substance and form....I am impressed with its objective fairness, cogency, logical development, comprehensiveness, and thoroughness....All in all, it is so far superior to other reports on industrial plants and conditions, which I have been reading of late, that there is no comparison but only a contrast in quality....It will stand as a model...."

#### SALES. . . .

An idea of the respect with which the Project is viewed may be gleaned from the first two weeks' sales. So far, we have had 1,993 sales of the first Case Study; 919 advance orders for the full series of 15 Studies.