

EXTRA

Stars and Stripes Is 25 Years Old

The STARS and STRIPES High Court Rul
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To Regain
Seat Fails

WASHINGTON, April 11 (AP) — U.S. District Court Judge George L. Thompson today rejected a motion to dismiss a lawsuit filed by a former member of the House of Representatives to regain his seat.



Take ten . . . And the combat soldier of World War II kept up with world events through the pages of Stars and Stripes.

BORN IN bomb-blitzed London in 1942, The Stars and Stripes today completes a quarter-century of telling American servicemen abroad what's going on in the world.

Twenty-five years of service to its readers would represent a proud milestone for any newspaper. But for Stripes this anniversary holds a special significance:

Who of the handful of soldiers putting out that skimpy first edition in a private London print shop on April 18, 1942, would have bet three pence (the selling price then) that GIs would still be reading a European edition of Stars and Stripes 25 years later?

Yet they do because an unsettled world has kept the United States firmly committed to the defense of Western Europe 22 years beyond VE-Day. And with the continued presence of U.S. forces in the Old World, Stripes intends to keep on fulfilling its mission: to publish the best possible paper for them.

GEN. George C. Marshall, the Army's chief of staff when the paper was revived in 1942 from Civil War and World War I editions, set the guidelines. He

By PETER KUHRT, Staff Writer

said in an interview published in the first issue:

"A soldier's newspaper, in these grave times, is more than a morale venture. It is a symbol of the things we are fighting to preserve and spread in this threatened world. It represents the free thought and free expression of a free people."

Through the years, the "Unofficial Newspaper of the U.S. Forces in Europe, North Africa and the Middle East" kept growing to keep up with the voracious appetite of its readership for more information.

The Pacific Edition of Stars and Stripes, which has no direct connection with the European newspaper, is published in Tokyo for servicemen in the Far East.

DURING World War II, the staff was made up of military men, journalists in uniform. Today, the paper is put together by full-time professional newspapermen

who have previously worked on major newspapers throughout the United States.

The first London edition was a puny four-page weekly that became a more substantial daily six months later. Today, the tabloid is a 24-page package of news, features, sports and comics, with 48 pages on Sundays, and not a line of commercial advertising.

During World War II, Stripes editions were put out at one time or another in 25 locations all over the European theater to make sure GI Joe got his paper.

The credo that the reader always comes first is being upheld with equal conviction—and considerable expense—by The Stars and Stripes of the '60s. The daily press run of approximately 150,000 copies goes out to "consumers" scattered around half the globe—a distribution area exceeding the geographic limits of the continental United States. It is being read not only at West European bases with their great concentration of American personnel, but also at such

far-flung places as Keflavik, Iceland; Addis Ababa, Ethiopia; Oslo, and New Delhi.

THIS VAST operation, a \$12 million-a-year venture with nearly 1,600 employees, has been based at Darmstadt, Germany, since 1949. But its origins reach back more than a century to the Civil War and, later, to the battlefields of World War I.

One of the first editions of The Stars and Stripes was a one-sheet sheet published on Nov. 9, 1911, in Bloomfield, Mo. It was run off the press of a newspaper plant captured by four Union soldiers. Even this issue was preceded by a privately published edition printed in August of the same year at Tobacco Factory, Va. Other editions followed in Boston, Jacksonport, Ark.; New Orleans and Thibodaux, La. The Thibodaux edition — also published just once — was printed on wallpaper . . . unlikely newspaper but the only thing available.

Late in World War I, on Feb. 8, 1918, Stripes was reborn in Paris to serve the doughboys of the American Expedition-

(Continued on Page 11)



The cramped London newsroom didn't keep the 1942 staff from doing a fine job.



Victory in Europe! Servicemen in London read about it in 1945 Stripes extra.

S&S IS 25

(Continued from Page 11)

ary Force under Gen. of the Armies John J. ("Black Jack") Pershing. A weekly then, it was turned out by an all-military staff and printed at the plant of the old Continental Daily Mail. There were some extraordinary men in the editorial room, and some of them went on to literary eminence in civilian life—Pvt. Harold Ross (founder and editor of *The New Yorker* magazine), Lt. Grantland Rice, Sgt. Alexander Woodcock and Capt. Franklin P. Adams. The eight-page paper sometimes was as unimilitary in content as its creators in spirit—there was room for poetry, for subtle ridicule of Army ways, for just plain good writing.

SAMPLE the touching dispatch by Woodcock describing the final moments of the first of the world wars:

"On the stroke of 11, the cannon stopped, the rifles dropped from the shoulders, the machine guns grew still. There followed then a strange, unbelievable silence as though the world had died. It lasted but a moment, lasted for the space that a breath is held.

"Then came such an uproar of relief and jubilation, such a tooting of horns, such an everture from the bands and trains and churchbells, such a shouting of voices as the earth is not likely to hear again in our day and generation. . . ."

The arrival of peace spelled the end for A.E.P.'s *Stripes*; after 71 weeks, the newspaper "Joe and by the soldiers" quietly ceased operation.

BUT THE call to duty came again in World War II and at a very critical stage for the Allies. In the Pacific, the Japanese had succeeded in their sneak attack on Pearl Harbor, Bataan and Corregidor had fallen, Hitler's Luftwaffe was bombing London.

This time a tiny staff of 24th Inf Div soldiers—augmented by a Marine corporal and a sailor—buckled down to covering the war from a private print shop in London. The first issue of the four-page weekly, published on April 13, 1942, featured an interview with Gen. Marshall.

Marshall took note of *Stripes'* World War I reputation and recalled a state-

ment by Pershing that "no one factor could have done more to sustain the morale of the American fighting man . . . than *The Stars and Stripes*."

"We have his (Pershing's) authority," said Marshall, " . . . that no official control was ever exercised over the matter which went into *The Stars and Stripes*. It always was for and by the soldier. This policy is to govern the conduct of the new publication."

There was a promotional textbox on No. 1's front page addressed to "Dear Adolf," encouraging the Fuehrer to take note of such articles, as "Baseball Season Opens" and "Pearson and Allen."

IN THE three years that followed, *Stripes'* dedicated, if sometimes flamboyant, staffers told their readers about every facet of the war, in the European Theater as well as in the Pacific, from grand operations down to the foreshole view of GI Joe.

"In the process of publishing, under military jurisdiction, a newspaper that would be representative of the American free press," said Bob L. Moore, wartime managing editor, "some strange things transpired."

"Not the least of these involved the staff's resort to wit and wile, conspiracy and consoling, to provide a clean, honest, accurate paper, free from propaganda and headquarters pressure—the kind of paper Gen. Dwight D. Eisenhower (the supreme Allied commander) want-

ed and for which he had issued a firm "hands off" policy."

After the paper became a daily in the fall of 1942, the London edition was put out in the building of the *Standard Times* on Printing House Square. After that, *Stars and Stripes* really got rolling.

IN THE course of the war, circulation soared to 1.2 million copies—a closely guarded military secret in those days.

Staffers frequently had to resort to some very unconventional tactics in requisitioning printing facilities—some times commandeering them at gunpoint. But, while conditions for reporters, correspondents, photographers afield and the editors in the "home" offices were chaotic at best, the news always managed to get into print.

Sometimes, however, staffers were forced to think up avenues to prevent "news" from getting into the pages of *Stripes*.

"Throughout wartime operations," said Moore, "the staff had to fight to withstand the pressures of well-meaning but ill-advised officers to use the paper for propaganda purposes, for personal publicity, or as a headquarters directive."

There was a standard brush-off procedure applied to some of the more persistent people. After considerable give and take between caller and news-

room, the inevitable eager inquiry like this:

"Well, where do you get your news? Who can authorize that story?"

News editor: "You're kidding, aren't you?"

"And ask for your name?"

"General Eisenhower."

BUT THE MOST tation between *Stripes* and brass came in 1943, when Gen. George S. Patton, the creator of the "Joe" cartoon character, was in London.

Patton had ordered Mauldin cartoonist to draw a photo.

The cartoon showed Patton in their jingo. "You are no territory." The cartoon for such misdeeds.

The photo showed GIs, just rescued and sprawled on with helmets off, were 3rd Army troops.

Patton was so Stripes a letter the material continued paper, he would 3rd Army area.

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Stripes covers human interest as well as straight news. Here, Joe Wesley seeks photo angle on helicopter crew in Germany.



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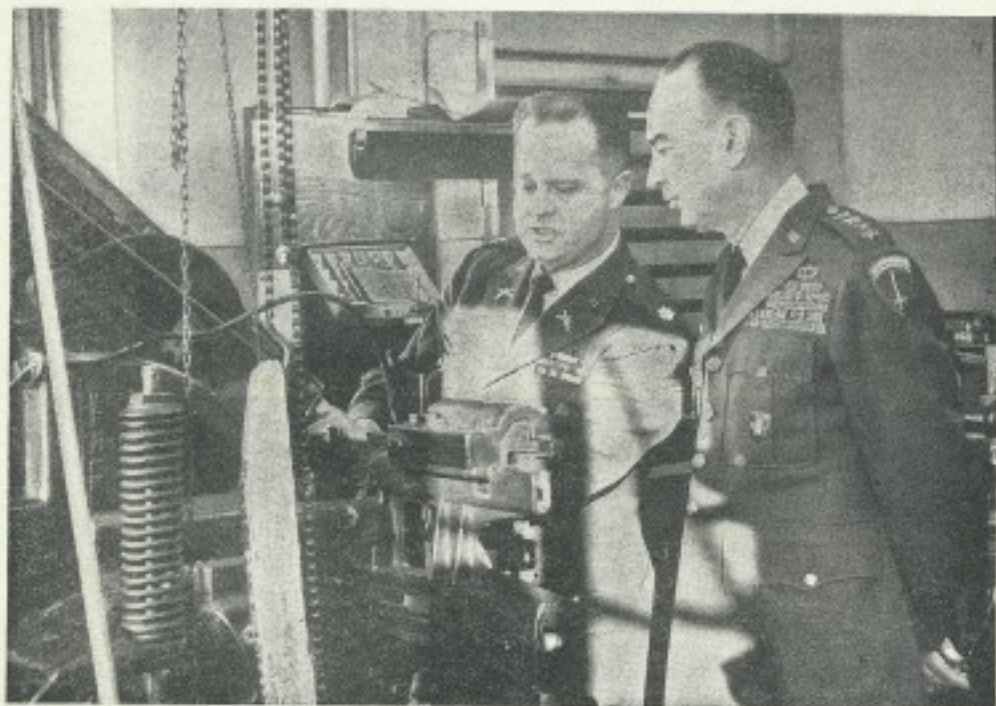
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April 18, 1967



Col. James W. Campbell (then lieutenant colonel), editor-in-chief, explains automatic typesetting to Gen. Andrew P. O'Meara, USAREUR commander-in-chief, during tour of Stripes plant near Darmstadt in January 1966.

about Stripes' "outside-of-channels" pipeline to Ike, which was used only in desperate situations such as this. As a result, Eisenhower laid down the law to Patton and that took care of that.

BUT NONE of these things detracted from the Stripes mission of getting news

of the war and the homefront to the troops. Its staffers followed combat troops into battle, it frequently was published while under enemy fire and, on at least one occasion, operated in a city from which U.S. forces had withdrawn.

The enemies of war didn't bypass Stripes merely because they rode along on a correspondent's badge. Some of

them were captured, wounded or killed while gathering the news.

Greg Duncan, a member of the Naples staff, was killed when a German shell caught his jeep after the Allied breakthrough at Anzio, Italy.

Tom Hoge, a sergeant, accompanied paratroopers on a drop mission over

(Continued on Page 14)



(Continued from Page 33)

the Netherlands when the C47 in which he was riding was hit by flak. He boiled out along with the crew and was captured by the Germans after hiding out for two days. He had a tough time convincing them that he was a soldier, not a spy. Hoge spent five months in a prison camp before the Russians liberated him.

Then there was the memorable Stras-

bourg incident at the height of the Battle of the Bulge in January 1945. The 7th Army had already taken the city and Stars and Stripes staffers, headed by Ed Clark and Vic Dallaire, had set up shop. Then, right after New Year's Day, came the order to move out. Clark and Dallaire refused and kept on printing their edition—some stories in French and German, too—and distributing it locally. Eventually they were credited with averting a panic among the population and received the French Croix de Guerre and the American Bronze Star, instead of a court-martial as they had feared.

When U.S. troops cracked the Rhine defenses of the Nazis, the command in Paris decided to set up an edition in Germany. Four men—Moore, Clark, Ben Price and Carl Kesselman—were dispatched in a C47 on March 25, 1945, and landed outside of Mainz.

Their instructions were to set up shop in Frankfurt, but fighting still raged in the ravaged city. The only newspaper still in operation was the Frankfurter Zeitung, and it took the fearsome four days to discover that it was printed in a hideaway plant next to a brewery at the Darmstadt suburb of Pfungstadt, about 30 miles south of Frankfurt.

The German edition of The Stars and Stripes began operations in Pfungstadt,

then was shifted to Altdorf, Bavaria, where it utilized the plant of Julius Streicher's infamous Jew-baiting paper "Der Stuermer." Finally, it was shifted back to Pfungstadt again.

IN SEPTEMBER 1949, Stripes finally found its permanent home in a complex of buildings at the edge of a former Luftwaffe airfield at Griseheim, just across the autobahn from Darmstadt.

The London edition, which had started it all, was shut down on Oct. 15, 1945, but Stripes has kept a news bureau in the British capital ever since.

Today, the indomitable spirit and genial improvisation that had marked wartime Stripes is all but an often-recalled memory.

Instead, the newspaper has settled into a sober, business-like routine, run much along the lines of a regular commercial enterprise. Yet, its far-flung distribution puts Stripes in a unique position among the world's newspapers.

ALTHOUGH sales are concentrated in eight European countries, Stripes is being read regularly in 38 nations. The paper is sent by truck (Stripes' own fleet includes 216 vehicles), train, plane and—in the case of a remote point in Turkey—carried on muleback.

Since the paper carries no advertising and the per-copy price has remained at 5 cents daily and 10 cents on Sundays, you might ask how the organization manages to stay in the black.

The big turnover—totaling more than \$12 million in fiscal 1966—stems mainly from the sale of books, magazines and other publications at more than 320 bookstores and newsstands.

Stripes carries 418 periodicals and puts on sale about 2,500 paperbacks and 1,000 hardcover books a year. Within the past two years, the organization has converted 50 newsstands into bookstores and added major improvements to a third of the remaining newsstands.

A breakdown of fiscal 1966 income includes about \$9.2 million from sales of books and magazines, \$2.3 million from the sale of the newspaper; \$734,440 from job printing done for other military organizations; and \$124,000 from miscellaneous sources such as salvage and scrap sales.

AS A nonappropriated fund organization, which receives no taxpayer assistance, The Stars and Stripes last fiscal year showed a profit of \$415,000, of which \$366,000 was channeled into Army and Air Force Central Welfare Funds for Europe.

In the past 15 years, the European edition of Stripes has contributed more than \$1 million to the Army-Air Force welfare funds.

The sound-business aspects of the publication weigh heavily, but the prime mission of Stripes and its 1,800 employees remains in giving its military and civilian readers the best possible newspaper. The Darmstadt editors have a wide variety of news and feature sources at their disposal:

—The S&S New York bureau has access to the domestic wires of the Associated Press and United Press International, relaying major news and sports stories via transatlantic cable to Darmstadt, and sending the rest by daily air packet. Since March 7, the bureau has been transmitting the file to the Pacific edition of The Stars and Stripes, headquartered in Tokyo.

—Other material is provided by the European wires of AP and UPI, as well as dispatches from the North American Newspaper Alliance.

—More than 20 features, news and sports writers work out of Darmstadt headquarters and news bureaus in New York, Washington, London and—in Germany—from Ramstein, Wiesch and Garmisch. News releases from military information offices and other sources add to the continuous flow of copy.

—Photo material is provided by Stripes' own staff of peace-winning photographers, the picture services of AP, UPI and Keystone, as well as military sources.

EDITORIAL policy, provided by Department of Defense directive 5126.4, specifies that "news coverage will be as complete as practicable. The writing should be factual, objective, accurate and all times impartial. . ."

Over the past quarter-century, Stripes has guarded its editorial independence as "the unofficial newspaper of U.S. forces in Europe, North Africa and the Middle East."

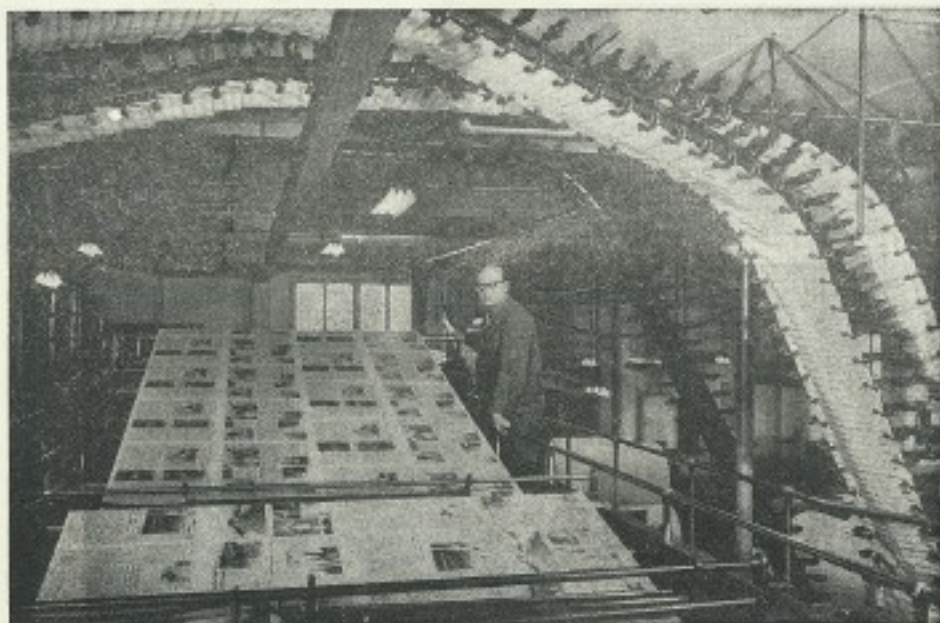
This freedom-of-the-press privilege is explicitly affirmed by USAREUR regulation 160-91, which provides guidelines. "It is not intended," reads the regulation, "that the newspaper should be come the mouthpiece of the United States European Command or other command, or any individual or group. . . ." The directive bans "arbitrary censorship."

After this review of the past and present of The Stars and Stripes, what does the future hold?

Construction is now in progress on a building for new rotary presses. It is the first phase of a program, with a total cost of more than \$1 million, which will modernize and expand Stripes printing facilities.

The new facilities will guarantee that Stripes continues to fulfill its mission as long as U.S. troops are stationed overseas.

The presses turn 150,000 copies daily, for readers scattered around half the globe, from Iceland to India.



Today, as 25 years ago, Stripes is favorite reading matter for servicemen in its far-flung overseas area.