

undoubtedly accounts for the enormous increase in spot radio sales during the past year.

The next big development in the exciting new radio field will be "convenience radios." Where the food business has successfully gone into "convenience foods"—all sorts of dishes, canned and frozen, ready for the table and requiring little preparation or even cooking—the radio business is now leaping happily into the pattern of modern living. A transistor one and one-half inches square can be built into an attaché case and carried by a businessman everywhere he goes. Radios are being built into desks, Cossack hats, outdoor clothing, and baseball caps. A far cry from the original



clock-radio, the first of its kind to be incorporated with some other electrical gadget, are the proposed radio-in-a-toaster or radio-in-a-stove. Indeed, radio is being built into every conceivable kitchen and bedroom appliance. This is saturation communication. The added income radio will get from its enormously widening audience will mean added service to the listener, better programming, quicker pickups from every corner of the earth—and nothing television can do will ever be able to compete with radio for instantaneous communication. In short, radio is here to stay, as much a part of the new American way of life as convenience food and color TV.

We've been listening to a great deal more radio lately, partly on purpose to learn why radio is making such a dramatic comeback, partly because the sunnier outdoor months seem naturals for radio listening, as they do for reading murder mysteries. By no means everything we've heard on radio lately has been good listening. The rock 'n' roll jockeys still dominate much of the dial, alas. The two-way radio conversation so much in vogue can be pretty tedious and artificial. And even good-music stations still run too many overbearing commercials for our taste (WQXR in New York is beginning to sound like a Madison Avenue loudspeaker). Just the same, radio programing is better, far better than it was in 1946: more honestly written, more intelligently conceived, freer of inhibition, fairer to its listeners, more imaginative in its use of instantaneous world-wide facilities and news. Nothing has ever quite replaced the immediacy and simplicity of radio communication, as nothing can compare with the good newspaper as a neat, inexpensive package of permanent information. Both are here to stay, even in a glamorous color-TV world.

—R.L.T.

Letters to the Communications Editor



Like You Like It

REFERRING TO R.L.T. [SR, May 14] on the misuse of *like* for *as* and readers' comments on the effect upon children when faced with this deliberate contradiction of what they are being taught in school, may I point out the following: Each day in this and possibly other states, children and adults are faced daily with official roadsigns reading: "Drive Slow." These officially ignore the adverb, which would be proper. Undoubtedly dropping the "ly" saves material and labor, but I have often wondered whether this reasoning gave birth to the error or whether it was committed through ignorance. Other signs, such as: "Danger—Children," also make for amused speculation, although they are not technically incorrect, I suppose.

BARBARA V. GIBBONS.
Falls Village, Conn.

EDITOR'S NOTE: *We've always rather enjoyed the driveway sign—"Slow Children."*

I HAVE READ the subject editorial and the subsequent letters of reaction with virtually total agreement; and while I am no purist of the Fowler stamp, thanks largely to incapacity, I am yet no Bergen Evans sloppy-chops either. As for the Winston cigarette advertising solecisms, my reaction is that their usage is an effort by the William Esty

Agency to talk down to us, the common people, from their (simulated) ivory tower. That leaves me with the inquiry: How do you talk down to William Esty?

Be that as it may, my point in writing this letter is to express my amazement at not finding the most obvious of all the comments concerning their deliberate misuse of the word *like*. In short, I ask this: If William Esty were promoting one of Shakespeare's comedies, how would they bill it? "Like You Like It"?

WINSTON B. BROWN.
West Hartford, Conn.

AS A HOUSEWIFE and novice writer, I am impelled to add my own pet peeve to those listed in your "Like Your Cigarette Should" editorial.

It is "Plus you get," for "In addition you receive." This phrase grates on the nerves as a fingernail on glass. It is heard so often on television, radio, and in general use every day of the week that the public has been brainwashed into believing it correct usage. I, therefore, advocate the organization of a "Down with 'Plus You Get'" Society, and fervently urge TV admen, businessmen and housewives everywhere to join.

LOWETA HOSKINS.
Albany, Oregon

I'VE JUST caught up with your May 14 issue and your comments on the Winston

Top Ten Network Radio Advertisers

1964

1. General Motors
2. Mennen
3. Campbell Soup
4. Bristol-Myers
5. Sterling Drug
6. Wrigley
7. R. J. Reynolds
8. International Minerals
9. Mars
10. Eversharp—Schick Safety Razor

1965

1. General Motors
2. Campbell Soup
3. Liggett & Myers
4. Eversharp—Schick Safety Razor
5. R. J. Reynolds
6. Mennen
7. Wrigley
8. Sterling Drug
9. P. Lorillard
10. General Mills

Top Ten Network Radio Advertising Agencies

1964

1. Campbell-Ewald
2. Needham, Louis & Brorby
3. Cunningham & Walsh
4. Warwick & Legler
5. Young & Rubicam
6. J. Walter Thompson
7. N. W. Ayer & Son
8. Norman, Craig & Kummel
9. Lennen & Newell
10. William Esty

1965

1. Campbell-Ewald
2. Needham, Harper & Steers
3. D'Arcy Advertising
4. BBDO
5. J. Walter Thompson
6. Grey Advertising
7. Cunningham & Walsh
8. Norman, Craig & Kummel
9. N. W. Ayer & Son
10. Young & Rubicam

ad. I don't know why you're so grumpy about it. I would have liked to have written that ad myself. Plus, this is a free country and anyone ought to be able to write like he or she wants to.

FLORENCE MOSELEY.

Kingston, N.Y.

THE CHURCHILL QUOTATION brought to mind a remark of either little Willie or Apocryphal which went as follows: "Why did you bring that book that I didn't want to be read to out of up for?"

NORRIS ERB.

Keymar, Md.

I WAS DELIGHTED with your editorial on the improper uses of *like* and *as*. Perhaps you will sometime write one on similar errors, more frequent and less excusable, in the use of subject and object forms of pronouns. Writers of advertising and of dialogue for television serials seem the worst offenders. Recently in one of these serials one character, an attorney and presumably an educated man, said, "This is strictly between Pat and I." Also, in the Tareyton advertisement "Us Tareyton smokers would rather fight than switch." Now would us, really? Yes, we would. I have marked both *Winstons* and *Tareytons* off my list and wish I could similarly mark off an educational system whose products, in so many instances, seem to lack knowledge of even the basic rules of English grammar.

SYLVIA AUXIER.

Pikeville, Ky.

I SUPPOSE we shall never accomplish the task of correcting the grammar used in advertising slogans. It is a problem of communicating, and I doubt that very many Madison Avenue people read *SR*. However, may one whose pet grammatical peeve is the misplaced and overworked word *just* call your attention to a remarkable instance of bucking the trend currently to be seen in an advertisement for a certain cracker?

Sometime ago the ads read, "Bet you can't just eat one!" I nearly ran into a truck loaded with these crackers while mentally rearranging the slogan to read "You can't just crack one without crushing it," and "You can't just drop one without breaking it," and "You can't just eat one without choking," etc., etc. Now I am delighted to see a new and revised version of this ad appearing everywhere, which reads, "Bet you can't eat just one!"

Of course, it may be that space considerations in the ad dictated this rearrangement of words and the ad men inadvertently corrected themselves; but could it possibly be that *SR*'s campaign to have Madison Avenue make a passing grade in grammar somehow got through to them? More power to you!

FRANK B. WYANDT.

San Gabriel, Calif.

LIKE MISS SUE KIMMELL, whose list of pet peeves appeared in your Letters column on June 11, I am inclined to rely on Webster's second edition in questions of correct usage. Recently, I consulted it before taping a book review for radio in which the word "Pulitzer" occurred several times, and unlike Miss Kimmell I found that *our* Webster II not only gives two choices of pronunciation but offers "Pull-it-zer" first. To make

matters worse, in the Biographical section I found "Pewlitzer; orig. Pull-it-zer." I decided for "Pull-it-zer" (though I had always pronounced it the other way) and I'm glad there's little chance of Miss Kimmell hearing my review, because if she did she might think I was just another illiterate Southerner.

The real question to decide is, who has the correcter Webster II, Miss Kimmell or I? Perhaps Bergen Evans would arbitrate.

LEIGH CONNELL,
Acting Director,
Anniston-Calhoun County
Public Library.

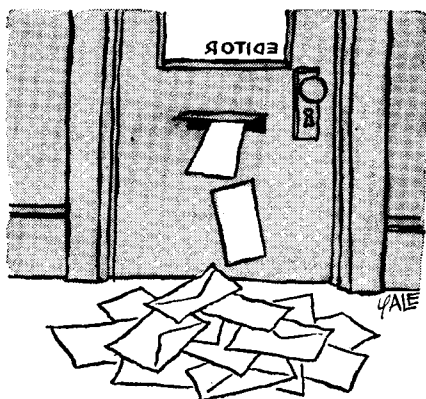
Anniston, Ala.

IN MY LETTER TO YOU that appeared in your column in the June 11 issue of *SR* I had written: "I recall a futile attempt to introduce 'thon' to indicate 'him' or 'her'." "Thon" appeared in print as "thou,"—which doesn't make sense! Perhaps you are too young to remember the publicity that attempted to promote this coined word. I do not know who dreamed it up, for it had a brief life.

SUE KIMMELL.

Hollywood, Calif.

YOUR MAY 14 ISSUE restores my faith in the fight for grammatical use of the English language. If only we had the equivalent of the Académie Française to uphold our once-



noble language, the standard might improve, but instead we seem to defer to the guttersnipes!

Years ago I had an amusing interchange of letters with the late William Lyon Phelps anent the disregard of the old, and sound, rule: "The verb *to be* takes the same case after it as before it," and I wrote to him:

There was a professor of Yale,
Whose knowledge of English was frail,
For he wrote: "It is *me*"
Which, I'm happy to see,
Has caused William L. P. to rail.

I hope he makes more of a fuss
And asks this illiterate cuss
If the matter here ends,
Or if he intends
to advocate next: "It is *us*."

I have given up insisting on a singular verb after *none* (No one). But, it is heartening to have so many defenders of decent speech write to you "like" they do!

WINIFRED H. JOHNSTONE.
Boston, Mass.

I WISH you would make up your mind. One month you complain about those of us who would let our language habits change with the language we speak (or didn't you know that all living languages change?). The next month you complain about persons who refuse to keep up with the times, specifically newspaper publishers who continue to use antiquated printing methods. And were only 7.7 per cent of the letters received on the *like-as* dispute in disagreement with your views? I didn't realize *SR* was such a conservative magazine.

JERRY WOODRING.

Griffith, Ind.

THE WORD *like* has an interesting history as a verb, too. Yiddish-speaking immigrants to the United States were quick to recognize its usefulness—there is no "to like" in Yiddish—and, very resourcefully, they took the Yiddish preposition "gleich" which can mean "like" or "as," made it into a verb, "zu gleichen," and used it as if it had always been so.

Only when the Yiddish-speaking American encounters Yiddish-speaking Europeans and tells them how much he "likes" everything, and sees the bewilderment on their faces, does he realize that "gleich" is not a legitimate child of "mame loshen."

Hebrew has not as yet invented an adequate word for "to like" and still uses phrases such as "to find favor in one's eyes."

IDA SELAVAN.

Pittsburgh, Pa.

I, too, enjoyed immensely your witty and lucid commentary on the misuse of *like* in the Winston cigarette advertising. I also enjoyed more than one chuckle while reading some of the letters printed in the June 11 issue of *SR* that your readers felt inclined to dispatch in praise of your article. I direct the following comments to these lingual purists, who so delight in English as a means of communication.

As a former head librarian of Manhattan College, Ann Wolfe should know that "In hope, too," does not constitute a sentence.

Since Robert Halsey of Avila Beach, California, considers the Winston advertising "a constant reproach," I can only conclude that he is in some way responsible for its creation.

I ask Elizabeth Zern of Pittsburgh, former English teacher that she is, how her student (or any student, for that matter) could give up anything if not altogether. As I understand it, if one does not give up something altogether, one has given up nothing.

I ask Ethel Strainchamps of Springfield, Missouri, why she feels the need to lard up her sentences with the word "alone." Surely, if one is "Just to consider car ads . . .," one can hardly consider them any way but alone. And I wonder how one could consider car ads printed in any other publication if one was considering just car ads from *The New Yorker*.

Similarly, I would appreciate it if Blanche Door of Minneapolis would tell me how a word can be "dropped out of use . . ." if not entirely. And perhaps Louise Noel of Knoxville, Tennessee, could explain how she could have switched from *Winstons* if not personally. (Not to mention Louise's

(Continued on page 60)

A REPORT ON THE PRESS IN SPAIN AND PORTUGAL

By VIRGINIUS DABNEY

PASSAGE in early April of a new press law in Spain may well afford greater freedom of expression than ever before in Spanish history—and with this law, the Franco regime may have accomplished something of genuine significance. The new law could be nullified by ultra-strict interpretation of its provisions. But the trend in Spain today is strongly in the direction of a freer society. The rigid controls which prevailed long after the end of the Civil War of 1936-39 are being relaxed.

Reporting of the recent disorders at Madrid and Barcelona universities was reasonably complete. However, news of the clubbing of Catholic priests by the police was kept out of the secular press. Two Catholic magazines which published this material were seized, and another is being seized.

By contrast, there is no evidence of relaxation in the neighboring dictatorship of Portugal. When I interviewed Prime Minister Antonio Salazar at his residence in Lisbon, I asked him when his government would permit greater freedom for the Portuguese press. He laughed heartily, and replied, "That's exactly what the journalists in Portugal often ask me." He added that he was "planning a new press law which will allow more freedom," but did not say when this might become a reality. I gathered that it would be quite a while, especially in view of Portugal's all-absorbing "War in Africa," as the struggle over Angola and Mozambique is termed.

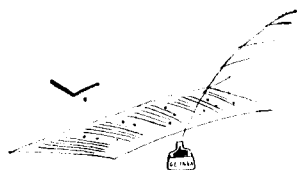
Spain's new press law is the result of years of discussion and effort, led by Minister of Information and Tourism Manuel Fraga Iribarne. Only three votes were cast against its final passage in the Cortes, which has nearly 600 members.

If this law does not carry Spain a considerable distance from the strict controls that have prevailed in the past, it will be a serious disappointment to many. Harold Milks, the veteran Associated Press bureau chief in Madrid, with experience in Moscow and other important bureaus, has written that the new law "gives the Spanish people freedom of expression unknown previously under the Franco regime, the Republic, or the Spanish monarchy."

It should be emphasized, however, that this statute does not provide "freedom of the press" in the American or British meaning of the term. The government retains a substantial degree of control. Yet it seems reasonable to expect that it will interfere much less than before.

In order to view this recent legislative enactment in perspective, it is necessary to bear in mind how little press freedom Spain has enjoyed in the past. Many of us who favored the cause of the Loyalists during the Spanish Civil War were not aware that they, too, believed in exercising totalitarian control of the press. A responsible Spanish official recalled not long ago that "in 1932, the government, by a single telephone call, closed down 114 newspapers." Hardly the sort of thing one would have expected from a supposedly liberal and democratic regime. The stringent law that has just been superseded was adopted by the Loyalist Government in 1938 at the height of the Civil War.

The new statute is not solely the brainchild of Minister of Information Fraga, although his leadership in ob-



taining its passage was crucial. The committee that handled and reported the measure held twelve sessions lasting a total of eighty hours. Fifty-two of the seventy-two clauses underwent alterations. Many provisions are largely identical with proposals made to the United Nations.

Final passage was preceded by several months in which censorship of the press was relaxed throughout most of Spain, and papers were allowed to censor themselves. This self-censorship is an important part of the system just put into effect. Government censorship has now been lifted, "except in case of war" or in emergency situations "declared by the state." This latter phrase, admittedly, could be stretched to cover a good many unforeseen contingencies and result in abuses. Minister of Information Fraga defines the principle under which

the government will operate as "liberty compatible with public order."

A significant and promising aspect of the new law is that publishers are no longer solely responsible to the Ministry of Information. They may now appeal from the ministry's decisions to the regular Spanish courts. Another new feature is that criminal or civil suits for libel or slander can be brought against the press by private citizens.

Advance copies of all newspapers and magazines must be submitted to the Ministry of Information at least thirty minutes before distribution is begun. Books must be submitted several days in advance. Seizure can be ordered by the ministry, and the courts will determine whether the seizure was justified.

Infractions are defined as the exercise of liberties contrary to principles laid down in the law: circulation and diffusion in Spain of printed matter published abroad which had been forbidden to be distributed domestically, and publication of agreements, decrees or any other official documents without official permission. Relatively minor violations are punishable by suspension of the paper for a period of up to one month, and a fine of up to 100,000 pesetas, or slightly more than \$1,600. "Very grave" infractions can be punished by suspension of up to six months and a maximum fine of one million pesetas, or slightly more than \$16,000.

IT is now legal, for the first time in many years, to found a new newspaper or magazine. Any citizen with an unblemished criminal record and in possession of his political rights may do so. Before this provision became effective, there were 104 newspapers and more than 9,000 magazines in Spain. Others are now being established.

All foreign news services must be channeled through a Spanish agency, in this case the agency EFE, "as a defense of information sovereignty." A similar arrangement was in operation previously, and in recent years there was little interference, although this system provided a ready-made censorship of news from abroad.

"Freedom of the press in Spain hereafter will be what the government wants it to be," one observer accurately remarked. The encouraging thing is that the trend is toward relaxation of the tensions and rigidities that characterized the Franco regime for decades. Not only is Generalissimo Franco mellowing, it is entirely possible that his as yet unidentified successor will be even less dictatorial.

Evidences that those oft-cited "winds of change" are blowing through Spain may be seen in various directions. *The Times* of London refers to "the new spirit of criticism emerging in so many areas of Spanish life." Much greater reli-