

Eastern Pennsylvania-Delaware-Southern New Jersey Chapter

**CYSTIC FIBROSIS FOUNDATION**

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**Memorandum**

To: Walter Phillips

From: Si Shaltz

I read this transcript and it's okay to use this as background. I would not like to be quoted in any publication.

Interview with Si Shaltz

Oct. 26, 1976

First, I'll give you some names of people who were close to the picture that you are trying to establish in this book. Probably you have some of those already, but it wouldn't hurt. Mike Byrne, John Calpin, Joe Sharfsin, Fred Mann, Hal Schneidman, -- Let's go into the part when Dilworth ran against Thatcher Longstreth. That was 1955. One of the things that I recall is the fact that Thatcher was a neophyte as far as politics was concerned and he ran in a primary against George Williams. He was the organization candidate and Thatcher was the candidate of the Republican Assembly, they called it. So Thatcher asked us to handle the publicity and there was a fellow that worked for me at the time -- he had also been on the Philadelphia Record with me -- named Charlie Phillips. And Charlie was very knowledgeable as far as politics was concerned and Charlie was working on that account for me. And one of the things that I recall was when Longstreth -- this was in the infancy, so-called, of television -- Longstreth was doing a tape -- actually, it was live (in those days they didn't have tapes) on Channel 6. And we had a skull session of all the boo-boos that were made during the Clark administration. And where we got the arguments was from Sam Rosenberg, who is now a judge, and Sam was during Samuel's administration he was a secretary, I believe. So we would have these skull sessions and Sam and a couple of other politicians whose names I don't remember would come up with ideas. We would get a speech together for Thatcher and one of the things that we did was we would send advance copies of the speech to the newspapers. One of the reporters on the Inquirer, which was supporting Dilworth at the time because of the friendship between Walter Annenberg because Dilworth was a lawyer for the Inquirer for many many years. What this reporter did was he would immediately send it over to the Democrats. They would take this speech and take it apart. And Dilworth would have a reply all set and immediately when we went off the air, Dilworth went right on and knocked everything down. It was devastating. If he hadn't gotten that speech in advance, then he couldn't answer till the next day. By that time the people will have forgotten -- they would hear Thatcher and then the next day it wouldn't have the impact. So they would get on immediately afterwards. Every time Thatcher got on and right afterwards they came on and knocked it down.

The other thing I wrote down was that we had a meeting -- my name is never quoted in this thing, you know that, you don't quote me -- Thatcher and I are good friends. Senator Scott -- I don't know whether he was a senator in those days or whether he was a Congressman -- but I think he was a Senator.

He had a meeting and he brought in Murray Chotiner. And it was right after Nixon was elected to the Senate over Helen Gehagan Douglass. And I think Jay Cook was involved in that campaign. I think he backed Thatcher. I remember the meeting at Chestnut Hill. All the Union League types were there and Thatcher was there and I was there. Chotiner described the trick that he used on Helen Douglass. What he did was to put out some kind of a phony newspaper in California and he printed it on pink paper, which indicated that she was a Communist. And he was so gleeful that this was the thing that swung the election in California and elected Nixon. And I do remember this -- that I was sitting next to Thatcher and he is a pretty decent guy. And he whispered under his breath, "I'm a son-of-a-bitch. If that's the way you get elected, I don't want any parts of it." He went up about 100 points with me then. Because that was a lousy trick that Chotiner did. And that's what Thatcher said.

Thatcher's campaign manager was a guy named Pomeroy. He was a young man, about Thatcher's age, and they were in their '30's.

One of the guys who was in the Republican Assembly was Noch Winnett.

I made some notes here about the Bullitt campaign when Bullitt ran against Barney Samuel, because I was involved in that. Dave Stern, who was the owner of the Record, on several occasions would give me a leave of absence to work with the Democratic City Committee. Stern decided to run a big-name diplomat against Barney Samuel. He brought Bullitt back -- at that time he was Ambassador to Russia or France. He had come back to run for Mayor and some of the humorous incidents that I recall were one time -- his big coup was that Bullitt was a friend of Luce, the owner of Life magazine, so he decided that he would make a big splash in Life magazine. So they sent a team of photographers there and they had Bullitt pose in front of the statue of his grandfather, who was once mayor. And I remember we all went down to the Arch St. subway and we were going to get a big spread. And we went down to the municipal stadium -- which is now the Kennedy Stadium. And they got pictures and the whole idea was that they had been throwing money away to the contractors, etc. Now this whole thing gets in Life magazine. And of course they sent thousands of extra copies in to flood the city. What do you think the reaction was of the people? That son-of-a-bitch Bullitt. Imagine being part of a scheme to make Philadelphia look bad all over the country. Instead of saying, what a bunch of crooks in the city government. ~~They~~ kicked-back on Bullitt and I think that was one of the things that made him lose the election. In addition to that he was a real snob. And Jim Clark was the Chairman of the Democratic Committee at this time.

Jim Tate was Jim Clark's assistant. I'll never forget this -- we had a reporter at the Record named Alfred Kline. He later became a boxing commissioner. Phil Kline's brother. Al's job at the time was to travel around with Bullitt. It was very cold and rainy. Bullitt went to the Rittenhouse Club where he lived. He did not have a Philadelphia address because he lived in Paris and Rome, etc. So all the reporters went back to the club with Bullitt. He called the flunky there at the Rittenhouse Club and said, "Would you bring my bottle and one glass?" And he poured a drink for himself and he wouldn't even offer those guys a drink. That's the kind of a snob he was.

Jim Clark was a real down-to-earth guy. I always remember this. The last election of FDR, Joe Sharfsin was chairman of the publicity committee and Stern asked me to work on that. So I had another leave of absence and went over there. And Joe Sharfsin came in to Clark's office and he said he wanted -- Roosevelt was supposed to speak at Shie (?) Park. And he wanted a couple of very good seats for Eugene Ormandy because Joe was very close to the Philadelphia Orchestra. I think he was their attorney or something. So he came in and said he would like a couple of good tickets for Gene Ormandy. And Clark said, "Who the hell is Eugene Ormandy?" And in his southern accent Sharfsin said, "Why he is the conductor of the Philadelphia orchestra." And Jim said, "Oh, a band leader. Why the hell should we give a band leader tickets?" And Sharfsin said, "Jim, he's been giving special concerts and tours for the State Department. He deserves it." And Clark gives me a wink. He knew who Ormandy was. He says "How much money has he given to the party?" And Sharfsin was flabbergasted and he said, "But he's a friend of the President." Anyway he was just giving Joe a hard time.

Here's another one that I think is very very interesting. When Clark was Mayor Fred Mann undertook to raise money for the Truman library. So I remember I went to a meeting with Fred and McCloskey was there. And we were trying to figure out the best way to do it. And Connie Dallas was there. And they were going to make it a thousand dollars a plate or some such thing. But in those days a thousand bucks was an awful lot of money. So they finally decided on a hundred dollar dinner. And Fred, I think, said that he would underwrite the cost of the dinner. I think it was like 15 thousand dollars. And that all the money they raised would go to the Truman Library. So I undertook to call a couple of guys who while Truman was President they had been involved in things under Truman but they were Republican. But I'm very naive. So the first guy I called was John McShane. And McShane had rebuilt the White House and had a big contract there. And I figured maybe he ought to buy a table. So I got on the phone and I got

*McShane*

McShane

Mr. McShane on the phone and I said what we were trying to do and he said why are you calling me? And I said since you had done a lot of work at the White House and so on I thought maybe you would like to see President Truman. And he said he's not President now. And I was a little shocked at that and I said I thought you were a friend of his and he said I bid on the job and I got the job and that was it. Well, I could see I wasn't doing anything with him so I hung up and I called William Batt (?), who had been Ambassador to Britain. He was President of SKF and I went through the same routine. And he said to me I have no interest in that little man. And I said well you worked very closely with him during the war and afterwards. And I thought while he was in Philadelphia maybe you would like to see him. He said I have no interest in him. It said something to me. How some of these guys -- as it was, it was a successful dinner. I think we raised \$75 thousand, which was a lot of money. It was at the Bellevue.

The first time I ever met Joe Clark he was Chairman of a Citizen's Committee for Education or something. He had not gone into politics. And I forget how I got to this meeting. It was at the YMCA and there was a man who was very very close to him, who later became President of the Penn Fruit. John Patterson, and he had a partner named Barney Korchin. And I don't know how I got to these two guys, but they asked me to come over. I think I was still on the paper and I think I covered that meeting. And that was the first time I ever met Clark. And Patterson and Barney served in the navy together and they came out of the navy and opened a marketing research business.

Going back to the Newspaper Guild, the newspaper guild was formed by ~~Haywood Brown~~ <sup>BROWN</sup> -- he was the President. At a time when newspaper salaries were menial. I started when I was a kid. I was only 15. I went to work at the Public Ledger and I was getting 12 bucks a week. But when the Ledger folded I went over to the Record and right after that the guild was organized and Dave Stern was the first publisher in America to recognize the guild. Immediately we all got a ten buck raise or something, which was a lot of money. And it was right after that I got married because I could afford it. I think I got \$35 a week or something and you could live on that in those days. So when the guild went out on strike -- and I guess that's the story in the Maverick Publisher. The President of the guild was a fellow named Arthur ~~Reardon~~ <sup>Reardon</sup>. His brother, Leo Reardon was sports editor at the Inquirer afterwards and then he went to work for Jefferson and he died about a year ago.

HEYWOOD BROWN

RIORPAN

RIORDAN

It was right after the war and the Record was struggling because there was a shortage of newsprint and things like that and they had two contracts -- one with the Inquirer and one with the Record and they wanted to strike one paper. They didn't want to put everybody out of work. But they felt that Stern was hurting more. Annenbergs were much wealthier and they could stand a strike. So they thought that they would pick the weaker one. And he had a guy who was a member of the guild but who would report back to him. And at this meeting Reardon got up and they paraphrased Winston Churchill who said we'll hit the soft underbelly. That got back to Stern and he said the hell with these guys -- only he used stronger language. And he decided that he had had it. This was early in '46. The upper echelon management was putting out the paper. It wasn't very good. And finally he sold out. So he sold the Record to Harold Stretch, who at one time had been advertising manager of the Inquirer and he sold the Camden Courier and he sold then he sold the Record to the Bulletin, what was left of it. They took over the features and they put out a Sunday paper for the first time. The Ledger had gone out of business in '33 or '34. The Evening Ledger stayed in business till right after the war and it was owned by a man named Martin, who was the son-in-law of Cyrus Curtis.

Then Stern owned the New York Post and he sold that to Mrs. Backer, I think. So Stern got out of the business and he also owned WCAU

(WMP: I would like to put something on the record here myself. There was a problem of the Bulletin buying the Record because they were afraid of anti-trust proceedings brought by the federal government against the Bulletin for doing this. So the Bulletin put the Record up for sale and there were no real takers and Joe Clark felt it would be a good idea that our group should have a mouthpiece for reform. So Joe met a fellow down in New Orleans and brought him up here to appraise the situation and advise us. And we met several times with Albert Greenfield to discuss it.)

I don't know if you remember this, but in the latter part they were putting a newspaper out on paper the color of this -- like the paper butchers used to use to wrap the meat.

So we're back at the Guild. So as you know he was very very disillusioned, very bitter till the day he died. I remember about four years ago I was down in Florida and he had written to me and said if I ever came down he wanted to see me. Anyway he lived right next door to Victor Moore in Palm Beach. I went down and we spent a day with him. And even then he was still very bitter. Because he loved that newspaper business.

(Leon Levy is the brother-in-law of  
Mm Paley, founder of the Columbia Broadcasting Co. Leon  
is still alive and lives in East Falls.

features  
and assets

to Harold Stretch  
former of WCAU  
of features

I saw Tommy Stern -- David Stern, III -- he bought a paper in New Orleans and then he sold it and he is retired and he lives in Royal Palm Beach. And Dave Stern has another son named Johnathan Stern and he runs about five newspapers in neighborhoods around Philadelphia. It's called Greater Newspapers, Inc. and in addition to running these neighborhood papers he runs the Drummer.

So that takes care of what I know about the Guild story. Now then I remember there was an organization in town that used to have a lot of power, called the United Businessmen's association. I think they have gone down to nothing. It was a bunch of small businessmen.

Oh, I've got a story for you. This is one of my favorites. I forget what campaign it was -- I think it might have been Roosevelt against Landon. And I was sent to cover a meeting right before the election in Eastwick. And it was in a hall out there. That night Republicans sent out a speaker and they sent out Mary Dobson ~~Altemuse~~ Something-or-other -- she was a grand dame. She comes out -- now here are these people -- there was no heat in the place and there were maybe about 60 people who were very poor. And the Republicans were stupid enough to send her as a speaker. So she comes in a chauffeured Rolls Royce and she is wearing a big mink coat and the chauffeur was wearing a fur coat and fur gloves. And here were these poor people. The thing they most needed was a coat and a pair of shoes. And she started talking about the New Deal was ruining the country. She said -- oh yes, they were getting relief. And she said I know by looking at you that you want to stand on your own two feet. And some guy in the back -- he needed shoes! I can't imagine the Republican organization sending out somebody to speak.

Now you ask me about the Better Philadelphia Exhibition -- I remember that because at the time I was doing publicity for Gimbel's with Arthur Kaufmann. This was a special project. I didn't have much to do with that. But the two guys who were working on it also had something to do with the Record at the time. One was Hugh Sutherland. Harry ~~Nacin~~ <sup>NASON</sup> Nacin. Harry Nacin was at one time Managing Editor of the Ledger and then when Stern bought the New York Post he went to New York and then he was the Managing Editor of the New York Post. Then he came back and he and Sutherland went into some publicity business together and they were doing this Better Philadelphia Exhibition.

*Sutherland lives in the South of France;*

*Altemus*

*Nason died recently \**