

The GUILD REPORTER

Official Organ of the American Newspaper Guild, an Affiliate of the C. I. O.

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600 in AP Ask ANG To Start Bargaining

Cleveland fell into the collective bargaining march on the Associated Press last week and the National Labor Relations Board informed the wire service that it should also resume bargaining for its New York office. All employees in the various bargaining units now number nearly 600.

The addition of Cleveland and New York swelled the total AP units now ready for bargaining to seven—Washington, Cleveland, Philadelphia, Boston, New York, Kansas City and San Francisco.

Certification Expected

Vice President Morris Watson filed a petition for investigation and certification with the Regional Labor Board director in Cleveland last Monday.

Certification for the Washington, Philadelphia and Boston offices is expected within a few days.

The local AP management in San Francisco was reported to have consented to a stipulation to speed certification of that bureau.

A conference of delegates from New York, Washington, Boston and Philadelphia was held in New York on Feb. 27, and 21 bargaining points were agreed upon. The program was subject to ratification by the various units.

Board's Ruling

Elections and petitions for certification in the various bureaus of the AP followed decision of the Labor Board that a single bureau of the AP constituted a proper bargaining unit.

Mrs. Elinore M. Herrick, regional director of the NLRB in New York, informed the AP by letter March 10 that the NLRB had suggested that the AP resume bargaining with the American Newspaper Guild for the New York office. The New York bargaining was broken off by the AP previously upon the ground that the board had not decided the proper bargaining unit, and on the further ground that negotiations were futile since the Guild demanded the Guild shop.

Several decisions of the board have indicated that persistent demand for the Guild or union shop does not provide ground for frustration of collective bargaining.

UP Gets 'Final' Five-Day Demand

United Press Guildsmen in New York have demanded a "final satisfactory" offer from the United Press on the 5-day, 40-hour week.

In a resolution adopted last Monday and presented to the management on Wednesday the Unit, which comprises a comfortable majority of the New York staff, unanimously declared that unless satisfactory answer was given, it would be forced "reluctantly to ask the International Executive Board to poll United Press members over the country as to whether they desired to strike over this issue."

Wage Agreement

Meanwhile, Guild negotiators headed by Vice President Morris Watson reached agreement with the management on tabulators' wages, and tentative agreement (Continued on Page Four)

OK to Be Mother In Lynn, Mass.

LYNN, Mass.—Motherhood is safe at the moment on the Telegram-News.

It appeared not to be the week-end of March 6, 7 and 8. On Saturday, Mildred Reichert, for six years society editor, announced her marriage last September to Charles Ingram, a lawyer. Simultaneously she announced that she expected a baby in mid-summer.

The same night, while Guild members were still congratulating her, Publisher Enwright ordered her fired "because of economic conditions and Mrs. Ingram's physical condition."

Strike talk started immediately. On Sunday, the unit met, along with Fred Myers, representing the ANG, who drove 150 miles to get here, and in half an hour the unit voted to strike unless—

The Guild committee, headed by Myers, met Enwright Monday morning. Mrs. Ingram was reinstated in half an hour.

Demand Paper Stop Stalling

Backed by a unit resolution demanding that the World-Telegram management "cease stalling" and agree to decent minimum wages for commercial department employees, negotiators for the New York Guild were to resume contract discussions with the management today (Monday).

The resolution, adopted with but one dissenting vote at a unit meeting last Wednesday, pointed out that the management's proposals of minimums ranging from \$16 to a top of \$25 were the lowest ever offered by any management, and could not even be given serious consideration. A survey had shown that only a few of the more than 300 employees in the commercial department would be affected by the management's proffered minimums.

Press Other Demands

The unit also instructed the negotiators to press for improved conditions on other points on which the management has so far resisted the Guild demands.

These include editorial minimums, longer severance pay, longer (Continued on Page Four)

Bayonne Strikers Win Pact, Raises Up to 66 Per Cent

SO THE A.N.P.A. MET-- AND THEN THIS

On June 29, 1937, the nation's publishers met at Chicago in anti-Guild convention. Below are the Guild's major gains since:

July 1—St. Louis Star Times signs Guild shop contract. July 9—Milwaukee Sentinel signs; pay raises total \$400 weekly, vacations range to three weeks.

July 11—Denver Rocky Mountain News (Scripps-Howard) signs.

Aug. 2—Philadelphia Inquirer posts negotiated statement. Pay raises range to \$25 for half of staff; others get 15 per cent increase.

Aug. 12—Newark Ledger signs; pay raises total \$250 week.

Sept. 7—Houston (Tex.) Scripps-Howard Press signs; \$45 minimum, 5-day 40-hour week.

Oct. 1—Newark Sunday Call signs; \$50 minimum, no-struck-work clause, vacations up to three weeks.

Oct. 3—Waterbury (Conn.) wins 10-day strike on Democrat, later negotiating contract with aid of State Mediation Board.

Oct. 8—New York Guild-shop contract renewed, improving wage minimums.

Oct. 12—United Press employees vote 277 to 84 in Labor Board poll for ANG as collective bargaining representative.

Nov. 7—Wilkes-Barre wins 6-day strike that brings Guild shop to four papers, smashing the publisher's united front.

(Continued on Page Four)

Victorious After 17 Weeks

BAYONNE, N. J.—Striking

Bayonne Times Guildsmen returned to their jobs Friday after a 17-week strike which brought them a contract embodying virtually every demand and salary increases ranging as high as 66 per cent.

Victory for the eight Guildsmen came in the early hours of Tuesday morning after three days of discussions. Morgan Hull, ANG representative, conducted the negotiations, with Samuel Kaufman and Ellis Shapiro as unit observers.

City Commissioners Horace K. Roberson and Michael J. Griffin, Edward F. Clark, president of the Bayonne Chamber of Commerce, and William N. Hutchinson, prominent realtor, acted as mediators. Publisher Herman Lazarus represented the Times.

The Bayonne victory left the Guild without a strike anywhere in the country.

Gains for Guild

Principal gains for the Guild contained in the contract included the following:

Wage scale from \$22.50 a week for beginners to \$40 after four years' experience. This meant raises of 33 to 66 per cent for those below the minimums. Two employees above the minimum received an immediate 5 per cent raise with assurance of another 5 as soon as the paper's circulation reached its pre-strike level.

Five-day, 40-hour week. Dismissal indemnities ranging from one week's pay after six months' employment to three months' salary after 10 years.

Guarantee that no reinstated striker may be dismissed for reasons of economy during the life of the contract.

The contract also recognizes the Guild as the bargaining agent for the entire editorial department and includes provision for two weeks' vacation after one year's service and provision for sick leave.

(Continued on Page Three)

Toronto Fights 41 Discharges

TORONTO—Publisher J. E. Atkinson of The Star has for two weeks persistently evaded the appeal of the Guild for a conference to discuss dismissal within recent months of 41 Guildsmen. A deputation from the Allied Printing Trades Council has undertaken to present the Guild case. But so far the publisher has insisted the matter be handled by Vice-President H. C. Hindmarsh, claiming the matters to be discussed are an editorial department concern.

Since discharged Guildsmen are from editorial, circulation, syndicate office and other departments the Guild insists the vice-president has no jurisdiction. Chief business of the deputation is a plea for job security, which even if the discharged employees were not Guildsmen, is obviously lacking.

'Holdout' Agreeable To Pact

CHICAGO—S. E. Thomason, Chicago Daily & Sunday Times publisher, agreed last week to enter contract relations with the Guild, rather than adhere to his previous strong insistence on governing hours, wages and working conditions through a recently posted 1938 policy statement.

Tentative agreement was reached by negotiators on form of contract preamble to be used if and when agreement is reached on the various points. This followed reiterated demands by the unit for a "contract at least as good as the Chicago Hearst contracts."

The policy statement, effective March 8, raised editorial wages more than \$34,000 annually, the Guild having raised them \$33,000 through negotiations last year.

Business Pay Rises In Newark

NEWARK, N. J.—Rejecting an offer of the management for minimum provisions ranging up to \$45 in a commercial department contract, the Sunday Call until last week voted to accept the contract without a wage clause.

The unit action was taken at a meeting originally called for a strike vote after the management had repeatedly refused to raise the minimums. An hour and one-half before the meeting, however, the Guild negotiators met with management representatives, at the latter's request, and were given a written statement containing a promise to put into effect wage increases amounting to nearly \$3,200 a year in the commercial departments. Although the increases are (Continued on Page Four)

Brophy Sees Hostile Move in Inquiry Into Maritime Unions; Urges Protests

Immediate protests by all local Guilds and individual members against the Copeland Senate Committee's projected investigation of the maritime unions are requested by John Brophy, director of the Committee for Industrial Organization.

Brophy made the request in a letter to all CIO unions, copies of which have been forwarded to all ANG locals by Secretary-Treasurer Pasche with a letter urging complete cooperation.

Brophy asks that all CIO organizations communicate immediately with both Senators from their own states and also with the five mem-

bers of the committee, including Senators Copeland of New York, chairman; Thomas of Utah, Donahue of Ohio, Maloney of Connecticut and Vandenberg of Michigan.

Calling the project "a most vicious attack on organized labor," Brophy pointed out that although the maritime unions are the ones now threatened, "there is nothing to prevent the investigation from being extended." Brophy continued: "The CIO does not oppose Congressional investigations conducted for proper purposes."

"But the Copeland investigation will not be that kind of an inquiry. The investigation is being com-

menced without the shadow of justification, after Senator Copeland's admitted failure at previous committee hearings to produce any evidence in support of his charges against American seamen.

"The resolution does not even purport to direct an investigation into the reactionary and anti-union policies of the steamship owners, who have been mulcting the public treasury of billions of dollars and now show a bankrupt industry."

Pasche's letter, stressing the necessity of warding off a general anti-labor attack, recalled also the aid the progressive maritime unions in particular had given the Guild.

Complaint Filed in Indiana

INDIANAPOLIS—Charging coercion, intimidation, discrimination and other unfair practices, the local unit of the ANG has filed a complaint against the Times (Scripps-Howard) with the National Labor Board.

The complaint refers specifically to the commercial departments, where, the Guild charges, the Times began, coincidentally with organization activities in those departments, a campaign of terrorism.

The local has drawn up a tentative contract for these employees and expected to open negotiations, but the management evaded a specific reply, stating that the management "would be glad to meet with your committee for discussion of collective bargaining representation" upon the return of Mark Ferree, business manager from a three-weeks' vacation.

The local regarded the vacation as an evasion in view of the fact that Earl Baker, assistant general manager of the Scripps-Howard chain, has taken over Ferree's duties, and it was indicated that Mr. Ferree did not know of his prospective vacation until the day after the local requested collective bargaining.

Ludwell Bump, editor, informed members of the local executive board that the charges were "phony and trumped-up" and that the Guild was trying to "blackmail" him into signing a generous contract.

The tentative contract attempts to extend the five-day, 40-hour week, vacations with pay, sick leave and severance pay along with other standard Guild advantages to the commercial departments, where pay of sub-station managers weavers upward from \$12.50 a week for six days' work and other employees' pay is proportionately low.

WPA Compiles Living Costs in U. S.; Gives Figures for Fifty-nine Cities

'Bare Maintenance' For Family of 4 Worked Out

By MORGAN HULL
ANG International Representative

Figures on costs of living have frequently been requested by locals and international headquarters, and now obtained the accompanying set from the Works Progress Administration.

In connection with it, certain basic facts about such surveys need to be mentioned. By almost unanimous consent of statisticians and students of social problems, the methodology of collecting and formulating cost of living data presents tremendous opportunities for improvement.

All existing methods of tabulating cost of living indexes involve methods of computation which might be conservatively described as guess-work. The results are so subject to question that the relation of index to reality sometimes seems extremely remote.

Choose Your Own Because of these considerations, it has become notorious that cost of living figures can be manipulated to suit the purposes of almost any viewpoint, with the result that anyone who uses them successfully—for example in labor negotiations—is usually a good sleight-of-hand artist rather than an honest statistician.

This sad state of such an important sociological study is not, however, due to sloppy workmanship or lack of recognition, to the almost insuperable problems involved and the tremendous financial backing that would be required for the comprehensive nation-wide study that would be required to eliminate even the most elementary sources of error.

Despite these difficulties, our country has probably contributed more to a comprehensive study of living costs than any other and the data of the Bureau of Labor Statistics of the U. S. Department of Labor are generally recognized as the best in the field.

Standards Change The development of civilization itself creates a major obstacle to a satisfactory formula for showing costs of living change. Until 1922, for example, it was not considered that electricity was a proper item for a factory worker's budget. Then it was recognized that this utility was in such general use that it had to be included, but, once it was included, the only way costs of living in 1924 could be compared with 1921 or 1914 was to take all the figures for the years prior to 1922 and "adjust" them theoretically to indicate what the cost presumably would have been had the utility actually been calculated for those years. Obviously, a frequent repetition of such "adjusting" leaves room for very serious errors.

The nature of the difficulties involved is probably well indicated by the fact that only recently has the Works Progress Administration issued a preliminary report of a comparative budget survey made in 1935. Almost two years were required for the gathering, preparing and editing of data on a preliminary basis.

"Basic Maintenance" This study, made with the field assistance of the Bureau of Labor Statistics and with relief funds appropriated for the purpose, is reported only in skeleton form in the 200 pages of single-spaced mimeographed sheets which constitute the preliminary report.

It is entitled "Inter-City Differences in Costs of Living, in March 1935, 59 Cities" and is described as "A Report showing the Amounts Required by Industrial, service and other manual workers for self-support at a basic maintenance level of living and at an emergency level in 59 cities in the United States."

In considering the figures contained in the tabulation it should be remembered, first, that these figures are for manual workers and do not include the costs that are peculiar to white collar employees; secondly, in the language of the report, "that neither the basic maintenance nor the emergency level represents a desirable living standard. Neither level will permit families to enjoy the full fruits of what we have come to call the American standard of living."

Certain conclusions as to variation in costs by size of city and by geography should be noted: The extremes geographically at the maintenance level were found in the Middle Atlantic States, where the group average (of cities in the area) was 3 per cent above the average in the 59 cities combined, and in the two South Central Areas, where averages were 6 per cent below.

Costs in the largest places exceeded the average in the 59 cities of all sizes by less than 6 per cent and in the smallest they were not 2.5 per cent below the average.

Compares 1935 and 1937 The tabulation is a compilation of data from the WPA Survey. The cities are arranged in order of budget cost at the maintenance level for the year 1935. The figures for 1937 were subsequently compiled by the Bureau of Labor Statistics for 32 cities. It will be noted that in every case these figures are greater than for 1935 and that in a few instances the 1937 figures would change the position of certain cities in order of cost.

The "order" column under "population" indicates the order of the cities by population size. The printers' newspaper hourly day rate is also listed to give an indication of the relative level of newspaper wages in these same cities. In this column "order" indicates the relative value of the hourly rates and there are duplications of numbers here inasmuch as there is occasional duplication of rates.

HERE'S WHAT IT TAKES TO LIVE:

WPA figures on the cost of "basic maintenance" of a family of four in 59 representative cities, in 1935 and 1937, are given in the table adjoining, together with the hourly day rate paid union printers.

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Cities	Population	1930 Census	1937	1935 Costs	Printer's Newspaper Hourly Day Rate
Average 59 Cities	14	486,869	1,455,56	1,260.62 105.05 21.24	6 1.357
1 Washington, D. C.	11	634,394	1,421.84	1,414.54 117.88 27.20	10 1.280
2 San Francisco, Calif.	15	464,356	1,480.77	1,387.79 115.65 26.69	3 1.480
3 New York, N. Y.	1	6,936,416	1,399.88	1,375.13 114.59 26.44	1 1.524
4 Chicago, Ill.	2	3,376,438	1,422.56	1,366.11 115.91 26.06	2 1.438
5 Milwaukee, Wis.	12	578,249	1,353.34	1,127.78 26.03	11 1.272
6 Boston, Mass.	9	781,198	1,374.41	1,352.77 112.73 26.01	8 1.546
7 Cleveland, Ohio	6	900,429	1,418.44	1,348.33 112.36 25.93	24 1.125
8 St. Louis, Mo.	7	821,960	1,395.81	1,339.55 111.63 25.76	12 1.271
9 Detroit, Mich.	10	1,568,662	1,434.79	1,317.53 109.79 25.34	5 1.387
10 Scranton, Pa.	37	182,929	1,345.20	1,312.39 109.37 25.34	21 1.153
11 Cincinnati, Ohio	17	451,160	1,365.52	1,311.74 109.31 25.23	9 1.300
12 Pittsburgh, Pa.	10	669,817	1,359.01	1,310.92 109.21 25.20	7 1.355
13 Los Angeles, Calif.	5	1,238,048	1,382.67	1,308.11 109.01 25.16	14 1.231
14 Newark, N. J.	18	442,337	1,300.86	1,286.65 108.41 25.02	4 1.480
15 Baltimore, Md.	8	894,674	1,347.47	1,300.65 108.39 25.01	17 1.240
16 Albuquerque, N. M.	59	26,570	1,299.14	1,286.26 108.26 24.98	20 1.062
17 Philadelphia, Pa.	3	1,950,961	1,345.70	1,297.69 108.14 24.96	20 1.169
18 Bridgeport, Conn.	36	146,716	1,286.35	1,286.35 108.03 24.93	32 1.050
19 Sioux Falls, S. D.	56	33,362	1,290.60	1,275.55 107.55 24.82	39 0.962
20 Rochester, N. Y.	22	328,132	1,287.63	1,270.30 107.30 24.76	27 1.075
21 Tucson, Arizona	37	42,696	1,287.25	1,272.27 107.27 24.75	26 1.100
22 Butte, Mont.	55	39,532	1,283.69	1,268.29 106.29 24.53	37 1.000
23 Portland, Me.	51	70,810	1,304.82	1,275.48 106.29 24.53	37 1.000
24 Peoria, Ill.	45	104,969	1,274.30	1,261.19 106.19 24.51	24 1.125
25 Fall River, Mass.	42	115,274	1,271.51	1,251.05 105.96 24.45	37 1.000
26 Atlanta, Ga.	38	270,566	1,334.17	1,248.22 105.69 24.39	—
27 Richmond, Va.	35	182,929	1,288.85	1,246.07 105.67 24.39	37 1.000
28 Buffalo, N. Y.	13	573,076	1,312.92	1,261.21 105.10 24.25	15 1.226
29 Omaha, Neb.	33	214,006	1,258.26	1,244.86 104.86 24.20	31 1.153
30 Manchester, N. H.	31	76,834	1,254.03	1,244.50 104.50 24.12	37 1.000
31 Norfolk, Va.	39	129,710	1,291.42	1,251.38 104.28 24.07	35 1.037
32 Denver, Colo.	27	287,861	1,305.88	1,246.07 103.84 23.96	21 1.153
33 Kansas City, Mo.	19	399,146	1,303.95	1,245.42 103.79 23.92	22 1.150
34 Providence, R. I.	32	252,981	1,245.26	1,245.26 103.79 23.92	22 1.150
35 Birmingham, N. Y.	49	76,662	1,243.19	1,243.19 103.60 23.91	28 1.068
36 Salt Lake City, Utah	38	146,267	1,243.07	1,243.07 103.59 23.91	18 1.180
37 Seattle, Wash.	20	458,762	1,309.82	1,238.35 102.78 23.72	18 1.180
38 Spokane, Wash.	41	115,514	1,262.67	1,233.48 102.76 23.71	—
39 Winston-Salem, N. C.	50	75,274	1,222.18	1,222.18 101.85 23.50	36 0.975
40 Portland, Ore.	24	301,515	1,215.24	1,221.72 101.81 23.49	23 1.115
41 Memphis, Tenn.	31	253,143	1,271.48	1,221.40 101.78 23.49	33 1.043
42 Louisville, Ky.	43	297,745	1,220.20	1,220.20 101.68 23.47	25 1.115
43 Okla. City, Okla.	54	185,398	1,217.80	1,217.80 101.48 23.42	37 1.000
44 Jacksonville, Fla.	40	129,549	1,274.48	1,217.37 101.44 23.41	33 1.043
45 Houston, Texas	25	292,332	1,268.25	1,209.96 100.83 23.27	22 1.150
46 Indianapolis, Ind.	21	264,161	1,266.37	1,198.06 99.84 23.04	13 1.245
47 Columbia, S. C.	49	31,581	1,192.60	1,192.60 99.38 22.93	42 0.937
48 Clarksville, W. Va.	58	26,475	1,199.92	1,199.92 99.17 22.89	44 0.843
49 Dallas, Texas	52	28,866	1,186.37	1,186.37 99.08 22.86	19 1.166
50 Cedar Rapids, Ia.	53	56,097	1,186.18	1,186.18 98.55 22.81	31 1.080
51 Columbus, Ohio	26	290,564	1,178.70	1,178.70 98.23 22.67	14 1.245
52 Birmingham, Ala.	30	259,678	1,250.67	1,168.85 97.40 22.48	34 1.045
53 Knoxville, Tenn.	46	106,902	1,166.75	1,166.75 97.23 22.44	40 0.950
54 El Paso, Texas	42	102,421	1,158.58	1,158.58 96.13 22.18	29 1.066
55 Little Rock, Ark.	47	81,679	1,152.46	1,152.46 94.92 21.91	41 0.940
56 Wichita, Kansas	43	111,110	1,151.39	1,151.39 94.82 21.76	43 0.917
57 Mobile, Ala.	52	68,202	1,156.93	1,129.81 94.15 21.73	38 0.975

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Stern Units Fight For 'Secure' Pact

Publisher Shuns Any Check on Firings

PHILADELPHIA—Bogged down over publisher J. David Stern's insistence upon writing in a provision that he shall be "the sole judge of the size of the staff and of the competency of each employee," four-months-old negotiations have been adjourned until his employees have a chance to express their stand.

Two long conferences, one of which was attended by 33 observers, convinced both sides that nothing further could be established over the conference table without an expression from the editorial and advertising departments of the Philadelphia Record, and the editorial department of the Camden (N. J.) Courier-Post, all of which are involved in the negotiations.

Clauses Demanded The negotiators presented to the management a statement declaring that the Guild seeks a contract with the following stipulations:

1—A clause that will provide for recourse from unjust discharges and will not in any way cover discharges for reasons of economy or reduction of staff. 2—that there shall be a definite undertaking either by supplement to the agreement or in a separate clause in the agreement that for a given period of months there will be no discharges for reasons of economy or reduction of staff. 3—that at the end of the "guaranteed" period, management can either renew the "guarantee" or negotiate with the Guild for some change in that particular clause. If no change is mutually agreed upon, or if the "guarantee" is not renewed, either side shall have the right to terminate the rest of the contract.

William F. Hawkes, managing editor, replied that if the Guild would accept the management's position that the publisher be "the sole judge" of competency and of necessity to reduce the size of the staff he "will ask Mr. Stern to give a promise that there will be no reduction in the staff on account of economy in the next 90 days." Dr. Luther Harr, city treasurer of Philadelphia and financial advisor to the Stern papers, who is serving as chief negotiator for the management, also declared the management would be willing to submit the entire job security question to "a national board" consisting of representatives chosen by the Guild and by the liberal newspapers of America. The Guild committee replied it would submit both of the latest management proposals to the unit along with all other proposals that have been made. A joint meeting of the Record and Courier-Post units is scheduled to be held March 20.

Reject Pact Over 'No Strike' Clause CLEVELAND—A contract negotiated on behalf of the NEA unit, with employees in Cleveland, San Francisco, New York, Washington and Los Angeles, has been rejected by both the Cleveland unit, comprising the bulk of the NEA employees, and the Wire Service Committee of the International Executive Board.

Morris Watson, chairman of the IEB wire service committee, addressed the unit last week and headed the negotiating committee which returned to the management with the principal demand that a "no sympathy strike" clause be taken out of the agreement.

Watson declared: "The Guild has never accepted and never will accept a 'no-strike' clause of any kind." The management took the matter under advisement and promised an early answer.

CIO News Seeks Stories Len DeCaux, editor of the CIO News, announces that the paper, a weekly tabloid, is just being expanded to eight pages and is in the market for news stories and features.

THE WOMEN The Comedy HIT BY CLARE BOOTH LUCE Cast of 49—ALL WOMEN Eikel Barron, Tr. W. 47.50, Eve. 8:40 Matinee Wed. & Sat. at 2:45 Phone Circle 4-9386

JAMES BARTON IN TOBACCO ROAD PRICES: ALL PERFORMANCES BALC. 50¢ & 1.00, ORCH. \$1.50 FOREST Theatre, 30th St. W. at N'way Mat. Wed. & Sat. 2:45

Everybody SING GARLAND ALLAN JONES (With Specials) BRICE 8th Theatre

THE ASTOR "I'LL MEET YOU AT THE ASTOR" Any day at the Astor in New York you'll see the nation's great in business and the professions! Its unequalled location, new guest rooms, streamlined service and delightful restaurants make it one of America's truly great hotels. Rooms from \$3 a day.

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THE ASTOR TIMES NEW YORK F. A. MUSENHEIM, President • R. K. CHRISTENBERRY, General Manager

Coast Membership To Act on Rebuff

Paper Fires Group As San Francisco Talks Hit Snag

SAN FRANCISCO—Confronted by the San Francisco-Oakland Newspaper Publishers Association's flat rejection of fundamental contract demands, the negotiating committee of the Northern California Guild last week drew up a list of those which it considers basic, to be laid before a special membership meeting on Sunday (March 13).

Detroit Unit Prepares Strike Vote

DETROIT—Backed by aggressive action from the Hearst Times unit, the Detroit Guild is pressing for recognition as bargaining agent for all editorial and inside commercial department employees of the Times and insisting on a management pledge of job and pay security. Rallying strongly behind the negotiating committee, which has been met with rebuffs and evasions on the part of Publisher W. E. Anderson, the Times unit met Monday night and overwhelmingly voted to take a strike vote if firings or pay cuts occur during the bargaining.

There was no argument against the proposal to take a strike vote and only two "no" votes were cast. At the same meeting the unit instructed the executive committee of the Guild to approach locals and leaders of the powerful United Auto Workers and other union groups in Detroit to obtain support, if the Times management makes good an implied threat to institute layoffs and pay cuts.

Action on Free Press. Meanwhile, NLRB certification of the Guild as representing the majority of editorial and commercial workers is being asked. Negotiations also have been undertaken on the Detroit Free Press, where a bulletin board statement of policy covering editorial workers expires April 12. President Paul Weber of the Detroit Guild has written Publisher E. D. Stair asking that a bargaining meeting be held soon.

Firings and fear of more to come have aroused sudden Guild interest in the Free Press commercial departments with the result that several members have been signed in a field previously unorganized, and indications are that a substantial number of commercial workers will be in the Guild fold by the time actual bargaining begins.

Bridgeport Herald Unit Set for Talks

BRIDGEPORT, Conn.—The Herald unit of the Bridgeport Guild met yesterday afternoon in what was hoped would be the final session before negotiations open with the Bridgeport Herald Corporation. Members of the negotiating committee include Charles Calkins of New York, representing the International, Harold Senior, Waterbury Guild president, and Charles Newell, international representative of the United Electrical, Radio and Machine Workers of America.

Yesterday's meeting followed a Guild session in the headquarters of the Amalgamated Clothing Workers, in which collective bargaining was discussed by Calkins, Senior and Newell.

Plan to Start Drive. It is hoped to clear up the Herald negotiations—which have been hanging fire for nearly a year—soon, so that Guild representation in the CIO City Council and the Bridgeport branch of Labor's Non-Partisan League can be formalized, and a drive begun to organize other newspapers in the city and state.

The new charter of the Bridgeport Guild, dated February 28, 1938, has been received. This climaxed the all-winter Guild reorganization job and opened the way for new advances. State-wide strategy will be planned at a projected conference between Calkins and representatives of the Waterbury, Norwalk and Bridgeport Guilds.

PAY YOUR DUES AND ASSESSMENTS! THEY BUILD THE GUILD!

Two Guild Units Aid Defense Fund

Members of two Guild units, beneficiaries of recently signed contracts, have contributed \$86.30 from their first week's increases to the ANG defense fund. The Superior (Wis.) Evening Telegram unit, whose contract was won after a brief strike, contributed \$48.50, and the Jacksonville (Fla.) Journal unit, which signed an 80 per cent Guild shop pact, sent in \$37.80.

Demand Paper Stop Stalling

(Continued from Page One)

vacations, the Guild shop, seven-hour day for lobster and night shifts, grievance committee, assurances against economy lay-offs and pay cuts, limitation of apprentices and several lesser points.

A motion that early consideration be given to a strike vote was temporarily withdrawn. Negotiations for renewal of the editorial contract, which expires April 8, and for the extension of the new contract have been proceeding for two weeks. Most of the early sessions were devoted to eliminating from the proposed contract a number of bad features suggested by the management. These included arbitration, numerous exceptions to contract benefits and other points which had been resisted by the Guild last year.

Points Settled. The negotiators have reached tentative agreement on a number of points, including the provision that the contract shall cover all editorial and commercial employees eligible to the Guild. Other points tentatively agreed to include extension of the 5-day, 40-hour week, sick leave, overtime and other provisions similar to those in the existing contract.

Stiff management resistance has been against improved minimums, the Guild shop, longer vacations and contract assurances against layoffs. Plans have been made for another unit meeting soon after the meeting this week between the negotiating committee and the management. In its arguments the management has pleaded the recent drop in lineages as reason for resisting improved conditions, but has been unable to meet the Guild's argument that from a long-range viewpoint the past years have been highly profitable. Only the past few months have shown a drop, and the management has sought to restrict discussion to this brief hiatus in a long period of prosperity.

Business Office Raises in Newark

(Continued from Page One)

tually raised the minimums for display advertising solicitors to \$50 and also raised minimums in other classifications, the management refused to incorporate them into the contract.

Rather than approve a contract with low minimums, the unit asked the negotiators to inform the management it would accept the contract provided the minimum scales were eliminated. The management had previously agreed to a clause guaranteeing no reductions in salary. The contract also extends to the commercial workers benefits in the existing editorial department contract, including the 5-day week, three weeks vacation after five years' service, and no-strike-work clause. The commercial contract would expire on Oct. 1, simultaneously with the editorial department's.

SO THE A.N.P.A. MET—AND THEN THIS

(Continued from Page One)

Nov. 8—Los Angeles Herald-Express (Hearst) signs; \$50 minimums, substantial increases for a majority; dismissal indemnities are unqualified.

Nov. 16—Norwalk (Conn.) Hour signs after a spirited public campaign.

Nov. 23—Pittsburgh Sun-Telegraph (Hearst) signs; bringing last of three daily papers (chain) under contract.

Nov. 28—Los Angeles Illustrated Daily News and Evening News sign; contracts are similar to those in Herald-Express contract.

Nov. 28—Bulletin board statement ends negotiations on San Jose (Cal.) Mercury-Herald; bargaining forced pay increases of \$1,000 a month for staff.

Dec. 4—Guild forces Bellingham (Wash.) News to sign after being closed six months. Gains blanket raises.

Dec. 23—Brooklyn Eagle strikers win after 15 weeks, first major conflict in New York. Obtain virtual closed shop.

Jan. 5—Worcester (Mass.) Post signs; gives pay raises to 21.

Jan. 7—Great Falls (Mont.) Tribune and Leader sign, setting high small-city minimum of \$45 salary for three years' experience. Contract includes no-strike-work clause.

Jan. 19—NLRB designates New York Guild as exclusive bargaining agent for 522 commercial department employees of Daily News.

Jan. 20—Chicago American and Herald & Examiner sign after unit prepares for strike. Pacts provide checks on dismissals, unqualified discharge indemnity.

Jan. 20—Pittsburgh Post-Gazette signs first business office contract in city. Raises or pay cut cancellations cover all workers, and editorial contract benefits extend to them.

Feb. 3—Toledo News-See signs for commercial department, giving wage increases, setting minimums and extending benefits of existing editorial contract.

Feb. 4—Seven months' Seattle Star strike won; contract gives strikers reinstatement pay of \$29,500 and job protection.

Feb. 7—Chicago Times posts statement raising pay about \$22,000 a year, and providing other benefits, as Guild presses demand for bargaining.

Feb. 11—Toledo negotiates improved renewal for Blade contract, and extending benefits to advertising department.

Feb. 15—Cumberland (Md.) signs Evening and Sunday Times, increasing payroll \$5,000 a year for small staff.

Feb. 17—NLRB rules that 1,000 editorial and commercial department workers of New York Daily Mirror constitute appropriate bargaining unit, setting nation-wide precedent.

Feb. 21—Five-day strike in Superior, Wis., gets Evening Telegram Guild-shop contract with 35 per cent wage increases, job protection, and no-strike-work clause.

Feb. 20—Jacksonville (Fla.) Journal signs 80 per cent Guild-shop contract, embodying pay raises, vacations up to three weeks, and a no-strike-work clause.

Feb. 21—Boston Herald-Traveler signs in face of strike preparations. Increases wages \$100,000 a year and improves working conditions.

*March 1—San Antonio Light (Hearst) signs, establishing first white collar contract there, with \$40 minimum for three years.

March 1—Chattanooga (Tenn.) News signs, with 5-40 work week, unqualified dismissal indemnities.

March 4—Glendale (Cal.) News-Press posts conditions under strike threat. Raises dismissal indemnity scales despite union stand of California publishers. Gives substantial increases; covers both editorial and commercial departments.

March 9—Bayonne Times unit wins 17-weeks' strike.

March 9—AP employee requests for ANG bargaining reaches 600 in seven bureaus.

* Approximate date.

NOTE: Only outstanding provisions are mentioned in this list.

Seattle Election Victor Pledges Wagner Act Support

SEATTLE.—Out of the defeat suffered by the progressives in last Tuesday's mayoralty election came a partial victory in a pledge by the winning candidate, Arthur Langlie, to uphold the Wagner Act and to refuse to take orders from Dave Beck, labor boss and head of the local Teamsters.

Langlie made the pledges openly and also advocated Labor's right to strike and picket. His declarations came in the closing days of the campaign after a bitter denunciation of his previous stand by Lieutenant Governor Victor A. Meyers, candidate of the CIO unions and the Washington Commonwealth Federation.

Langlie received 78,997 votes to Meyers' 48,114. The progressives were also defeated in the councilmanic election.

Beck and his teamsters took no active part in the mayoralty race and in an advisory letter to the 6,000 members Beck failed to mention it. For council he advocated, however, the election of Sam Humes, Republican open-shopper, who was elected, and former Mayor E. J. Brown, who was defeated. He backed these men in preference to the Washington Commonwealth Federation candidates James Sullivan and Mike Smith. The latter two were most affected by the labor split, running fifth and sixth in a field of six, with three to be elected.

The Central Labor Council, under Beck's domination, asked the defeat of both Smith and Sullivan in a resolution endorsing former Councilwoman F. F. Powell—who also had the unqualified endorsement of the Commonwealth Federation—and John E. Carroll and Humes.

Carroll, like Humes, is anti-labor. Mrs. Powell, Carroll and Humes won.

The central body's same resolution, while naming no candidate, was worded in a way AP of L leaders said was against Meyers.

Despite this Meyers won many AF of L votes. Rank and filers pointed to the body's action in the mayoralty election of two years ago in which Langlie was branded an anti-labor candidate.

Local progressives said the lack of funds crippled the campaign. Sullivan and Smith canvassed schools and homes for contributions of \$5, \$10 and \$25. The labor leaders did not enter the campaign and gave no contribution to the campaign funds.

The house-to-house distribution of a Meyers tabloid were held up until the last day and some radio time was cancelled for lack of necessary finances.

Hearings Ended in Afro Case

BALTIMORE—Hearings on the NLRB cases against the Afro-American newspapers growing out of the dismissal of three employees in connection with their attempt to organize a unit of the Baltimore Newspaper Guild came to an end here March 5 after five days of testimony.

The dismissed employees, whose cases formed the basis for charges of anti-union activities against the weekly publication, whose main plant is in Baltimore, were George E. H. Daniel, reporter on the staff of the Washington, D. C., Afro-American; William P. Milner, member of the Baltimore Afro-American's advertising staff, and George B. Murphy, Jr., former manager of the paper's Washington branch, and, until recently, New York correspondent for the newspaper. He is a nephew of the paper's editor-in-chief.

Weakness Revealed.

Weakness of the company's case against the employees was clearly indicated when Maryland's State Tax Commissioner, Harry O. Levin, attorney for the paper, placed Carl Murphy, president of the company and editor of the paper, on the stand.

The editor admitted on the stand that two employees of the papers, Francis Yancey, a cartoonist, and John Oliver, member of the composing room staff, "might have" gone to Washington on August 18, 1937, in an attempt to smash the union there.

They were introduced by the Government to show that Yancey and Oliver had left the paper's Baltimore plant, where they are employed, and attended an anti-union dinner at a Washington cafe, where Marce Calloway, a Baltimore politician, is alleged to have told employees there that the company would not tolerate any kind of union in its plant.

Asked to Sign Pledge.

Earlier in the week, John Stokes Holley, one-time reporter for the paper in Baltimore and Washington, and a surprise witness by the Government, testified that Carl Murphy had called him into his office early in the union fight, and pledge card, fixed up by the paper.

Mrs. Daniel was fired, allegedly because of the company's inability to agree with her on terms of a proposed contract. Her union activities were brought up as the real reason for her being fired.

Outcome of the case is considered to carry important implications for Negro weekly newspapers all over the country, as well as daily papers.

UP Gets 'Final' Five-Day Demand

(Continued from Page One)

on overtime. The negotiations were recessed until next Wednesday with the management promising to give a "firm" answer on the 5-day week at that time.

Agreement on tabulators' wages was reached on the basis of \$35 per week minimum with \$5 of each raise being put into effect immediately (last Friday), the remainder to be put into effect in two months or upon signing of the contract.

Other Minimums.

Other matters discussed were arbitration, which the Guild has steadfastly refused to accept, and a so-called "non-interference" clause to which the Guild has objected.

Minima for employees other than tabulators are understood already to be in effect. These are topped at \$50 in cities of population of 500,000 and \$45 in cities of population under 500,000. A great deal of copy-cutting takes place, too. If one syndicate has a Tarzan, other will follow suit, much

What, When, Why, and How of Syndicates

This Tremendous Business of Selling Those Circulation Builder-Uppers, Comic Strips and Gossipy Tidbits

By GERALDINE SARTAIN

ALMOST 100 years ago the idea of a newspaper syndicate first germinated in this country. A shrewd New York publisher, Moses Y. Beach, owner of the New York Sun, rushed to eager out-of-town publishers a printed sheet containing President Tyler's annual message, which they could instantly insert in their papers without incurring the expense and delay of setting type.

In the century since that first small beginning, the newspaper syndicate has become an important factor in American journalism. Today more than 400 syndicates provide features for the papers that span the continent. They deal out, with seeming catholicity of taste, everything from the previously unpublished masterpiece of a Dickens to sidelights on sports, the theatre, movies, books, advice on what to do with the cold mutton and how to land and hold a reluctant husband. Further, they keep the kiddies screaming with joy at the antics of certain comic strip characters, and they report intimate, gossipy tidbits on kings, premiers, congressmen and chorus girls.

CIRCULATION PULLERS ARE WHAT COUNT

With all this large-scale expansion, syndication has inevitably taken on some of the aspects of all Big Business. Notably, its products are sold much as butter and eggs are marketed. Although those products are the drawings of artists and the written word of many specialists, including occasional literary figures, they are hawked to the publishers of the country as "something that will pull so many thousands circulation a week."

Syndicate salesmen never say a column is bright or has literary merit. Nor is a comic something that is funny. Likewise, a column, whether by a distinguished writer, or a garrulous ex-Army general, is exactly the same product as a comic or a strip about G-men: It is something that will sell papers.

Hence, syndicates need not be run by newspaper men. They often aren't. Running a syndicate is the job of a peddler. The better the peddler, the more features he will annex to sell, and the more publishers he will talk into adding those particular features to his paper. Because some syndicate owners or managers show discrimination in the type of features they offer and strongly "believe in" certain of their writers make no appreciable change in the syndicate field as a whole.

Most syndicate managers recognize their function. They try to provide features that will entertain the greatest number of readers, irrespective of whether they raise or lower the general intellectual level of the American public. Some go even further. They entertain the publishers personally when these out-of-town buyers come to town for the annual American Newspaper Publishers' Association meetings, much as the big cloak-and-sticks do with the little buyers from the sticks.

One great syndicate, for instance, stages a yearly brawl in one of the larger hotels, where a fashion show gives the opportunity for the presence of many beautiful models for the delectation of the visiting publishers. All the bigwigs of the syndicates are present, and amid much jollity, the models and the executives of the nation's press can raise their glasses high and say "Skool," to the future of the Oshkosh Scream and the Timbuctoo Evening Biah. It is all very chummy, and salesmen of this syndicate find on the road later that much "good will" has been established.

COPY CATS AND FIGHTS FOR SYNDICATE STARS

There is intense rivalry between syndicates, and such cut-throat tactics to lead the field in sales that their battles are sometimes reminiscent of the famous circulation wars of history. There have been some fine court squabbles, such as the historic one that ended in Pulitzer getting Rudolph Dirks, but Hearst winning ownership of Dirks' comic title, "The Katzenjammer Kids." A great deal of copy-cutting takes place, too. If one syndicate has a Tarzan, other will follow suit, much

as the French designers steal ideas from each other.

The year 1935 saw a large growth of fly-by-night syndicates, and with more salesmen in the field, greater jealousy was fanned. This led to even greater haggling and bargaining, and often a publisher could get a \$75 feature for as low as \$25 or less.

THEY SERVE A GROWING CULTURAL NEED

This only one side of the syndicate business. Constructively, syndicates have helped struggling small town newspapers and have aided in the establishment of additional papers by providing a wealth of canned reading material at moderate cost. They have supplied more and more reading matter to meet the growing cultural interests of the American public. They may have brought standardization to the American newspaper and they may pass out some pretty trivial trash, but they have also stimulated new interest in politics and international affairs, in child psychology and smart grooming as well as in football and pugilism, horseracing and cockery. There is scarcely a field of human affairs on which syndicate writers have not touched, and if the fare they provide is scarcely a balanced ration, at least, it is more balanced than each individual publisher would be able to serve if depending upon his own budget for all news and features, editorials and cartoons.

Furthermore, syndication has helped boost the wage level of newspaper men and women by paying featured stars well. Authorities disagree as to whether syndicates have made more or fewer newspaper jobs. Certainly small town papers could not afford to hire their own cartoonists, comic artists, columnists, political commentators and serial writers, were they forced to turn out a newspaper without the aid of syndicated material. It seems apparent that syndicates have helped newspaper men and women by providing them a medium for their special talents, and undoubtedly the sum total of newspaper workers has been increased immeasurably thereby.

FAN MAIL ONE OF SYNDICATION'S JOYS

Syndicate salaries depend upon the sale price and number of buyers for a given feature. Very largely syndicate stars are not employees at a given salary, but are paid as though they were in business for themselves, with the star and the syndicate usually splitting 50 percent on the net proceeds of a given feature. The little-known features may pay as little as \$100 a month, and the top men and women may draw as much as several thousand a week. Editors who subscribe to a given feature judge its "pulling" by the amount of fan mail the feature draws. This sometimes leads to one of the little private rackets syndicate salesmen pull off. They hire a dozen persons or more for fifty cents apiece to phone or write a complaint to the paper which drops a given feature. This usually scares the publisher into re-subscribing for the "popular" feature.

The rush of news folk for syndicate connections is so great that each of the major bureaus look over at least one presentation a day. Many of these are on philosophical or pseudo-psychological subjects to fit the popular trend. Many are copies, for comics are the life-blood of the entire syndicate business, and each service manager keeps looking hopefully for another Briggs, a Bonanza in his day. No one in comics has ever touched Briggs, all syndicate men say frankly.

Recently there has been even a greater spurt of interest in the comic, especially the panel comic. Comics have even made their bow on the other waves. WINS, the Hearst station in New, has its artists writing scripts and broadcasting as the nation promotion idea. The trend lately, too, has been toward G-men strips, ape men, strong men, and gangster stuff with lots of shooting and blood and thunder.

What effect these have on children who pore over such horror strips, only the future can reveal.

Another new development is the rapid rise of the political columnist, due, according to Harry Staton of the Herald-Tribune

PRESIDENT ROOSEVELT'S OWN STORY OF THE NEW DEAL

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PRESIDENT ROOSEVELT'S OWN STORY OF THE NEW DEAL

President Roosevelt's Own Story of The New Deal

Work of syndicate promotion department: United Features' material on the forthcoming Roosevelt series.

Syndicate, to the political awakening in this country. These commentators neck and neck for popularity, and Dorothy Thompson, the only woman of the lot, has had such phenomenal success that her pontifical profundities sell to about 150 papers—more than Walter Lippmann. Probably the citizenry are enjoying a feminine touch with their warmed-over national and international affairs. Columnists have replaced the Greeleys Danas and Pulitzer's. They, rather than the editors, are the thunderers today.

Whereas in the old days that master of columnists, Heywood Brown, could occasionally comment on such weighty matters as politics and economics without being thought too serious, today the "syndicate woods are full of such pundits as George Sokolsky (with Thompson, Lippmann and Mark Sullivan making up the Herald-Tribune heavenly quartet), Ray Tucker, Ira Bennett and James McMullin (McClure's), Boake Carter (Ledger), Paul Mallon (King Features), Rodney Dutcher (NEA), Hugh S. Johnson and Raymond Clapper (United Features), Drew Pearson and Robert S. Allen (a United Features team), John O'Donnell and Doris Fiesion (Chicago Tribune-New York News), Sigrid Arne (Associated Press Features), and David Lawrence. The newest of the political wisecracks are Joseph Alsop and Robert Kintner of the Washington corps, another team now with Bell Syndicate.

Gossip columnists of the Broadway and Hollywood variety are essentials, too, since Walter Winchell set everyone from Maine to San Diego twittering about his juicy revelations straight from the backstairs, drawing rooms and boudoirs of Manhattan. Even the staid AP was forced to add a gossip columnist to meet the competition of INS and UP.

THEY'RE HUNTING FOR ANOTHER WILL ROGERS

All publishers and syndicate managers are waiting breathlessly, too, for the advent of a philosopher-humorist of the Will Rogers type. Preferably, he must be homespun, but not quite so corn-cobby as Abe Martin. Even the aristocratic New York Times deigned to run Will Rogers' talks, Rogers being the only feature that conservative sheet ever published, if we exclude the interviews and personal ad venture tales of all the great explorers, supplied the Times directly or by North American Newspaper Alliance (NANA).

The Big Six of the syndicate field today are the Associated Press Features, Chicago Tribune-New York News, King Features, McNaught, Register and Tribune, and United Features. Other important organizations are Bell, Central Press, Consolidated News Features, Esquire Postures, Ledger, McClure, NEA Service, New York Herald Tribune, Transradio News Features and George Matthews Adams Service.

King Features, which belongs to Hearst, probably leads the field in number of items, of which almost half are comics or adventure strips, with Popeye and Mickey Mouse the best known. King Features seldom develops features itself. The service follows the traditional Hearst policy of buying already-established persons. Sometimes the service doesn't even

want a certain feature, since it would double one of its own, but merely annexes it to weaken a rival paper, with the idea of later scrapping it. (An extreme example of cut-throatism.)

Although the original germ of a syndicate started back in 1841, according to Elmo Scott Watson in his thesis for his Master's degree in Journalism from Northwestern University, it was not until 1884 that it played any part in the great centers. In that year Irving Bacheller began supplying New York papers with special interviews and features in proof sheets or copy form, Charles A. Dana of the Sun began syndicating the stories of Bret Harte and Henry James, and S. S. McClure (commonly considered the father of the modern syndicate) launched his later famous venture in a crowded East Side apartment.

WESTERN NEWSPAPER UNION FEEDS 10,000 SHEETS

By 1892 such noted writers as Robert Louis Stevenson, Mark Twain, William Dean Howells, Kipling, A. Conan Doyle, Theodore Roosevelt (special articles) and a woman's page and a page for children were sold by the McClure Syndicate. To-day this organization is headed by R. H. Waldo and presents among other specialists the columns "The National Whirligig," and "The Financial Whirligig."

Edward M. Bok, later editor of the Ladies' Home Journal, founded a bureau with the idea of interesting women readers and brought out the first bona fide women's page, and others followed, turning out material primarily for the famous Sunday supplements, then in their heyday. The Western Newspaper Union, one of the first in the country field, now services about 10,000 title papers.

In 1895 the forerunner of the present New York Herald-Tribune service was started with such features as Windsor McCay's "Little Nemo," and the first of the many Hearst syndicates had its birth, later providing Dorothy Dix, Beatrice Fairfax, Ambrose Bierce and Finley Peter Dunne. In 1913 M. Koenigsberg started the present King Features, which is now headed by Joseph V. Connolly, and in 1905 the World Syndicate, later changed to United Features, was launched.

One of the most colorful men in the syndicate game was Monte Bourjaily, head of United Features for some years. He signed up Hugh Johnson, Eleanor Roosevelt, the story of the salvaging of the Lusitania, the unpublished letters of Robert Browning to Elizabeth Barrett, the "Life of the Pope," Charles Dickens' "Life of Our Lord" for \$200,000 (\$15 a word) and other beats. United is now headed by George Carlin and has another beat in "Roosevelt's Own Story of The New Deal." Bourjaily is launching a new service to be known as the Globe Syndicate.

George Matthews Adams began the syndicate that bears his name in 1907, two years before Newspaper Enterprise Association (NEA) was born. Adams started such figures as Walt Mason, George Fitch, Kin Hubbard (Abe Martin), Ripley, H. D. Webster, Dr. Frank Crane, Skippy (Percy Crosby), Elsie Robinson and Edgar Guest.

In 1913 John N. Wheeler started the forerunner to the now famous Bell Syndicate, which he still heads, along with

(Continued on Page Seven)

Press Cool to Senate Exposure Of NAM Anti-Union Propaganda

Network Revealed as Selling Idea That Strikes Violate U. S. Traditions

WASHINGTON — Propaganda activities of the National Association of Manufacturers are being exposed in day-to-day hearings before the La Follette Senate Civil Liberties Committee without benefit of adequate day-by-day reports in the metropolitan newspapers.

Observers here regard the hearings as vastly more important than many of those which revealed the widespread use of espionage and armaments by so many of the association's affiliates in their union-breaking endeavors, although the current hearings may lack some of the sensational aspects which marked the earlier ones.

In their first two weeks, the hearings have revealed that the cumulative aim of the association's propaganda network is to root the thought in the popular mind that industry and the state are inseparably linked, and that when employees of industry strike, they strike against the state, against the common welfare, against love, homes, mothers, the flag, the church, the horse and buggy and the peaceful country road, American traditions, and the concepts set forth in the Bible.

Officials of the association contended that the material distributed by them was of an "informative" and "educational" nature. Their statements were shaken by the committee's revelation that the NAM had undertaken to print 10,000 copies of a booklet entitled "Join the CIO and Help Build a Better America," and 135,000 copies of a Chicago Tribune article entitled "See the CIO Drive as Communist in Its Objectives."

Walter Weisenburger, executive vice-president of the association, contended that much of this material turned out to be "truth" and its distribution therefore justifiable. Listed in the Chicago Tribune story were such "truths" as statements that the "left wing organizers and agitators" were David Dubinsky, president of the International Ladies Garment Workers' Union; Homer Martin, president of the United Auto Workers; Sidney Hillman, president of the

Amalgamated Clothing Workers, and Leo Pressman, general counsel of the CIO.

The committee drew from Weisenburger the startling definition of propaganda as "something that 'the don't believe'." On these grounds he defended the growing amount of material sent into schools and colleges by the NAM while attacking alleged "subversive propaganda of teachers under the cloak of academic freedom."

The committee listed some of the material sent out by the association such as the American Family Robinson radio program, on 268 stations, the George Sokolsky program, from 246 stations, the "Let's Go America" movie, shown in 1,812 movie houses, the Industrial Press Service, going to 6,252 papers, and "Uncle Abner Sez," printed in 270 papers (as exposed by the Gunz, Jan. 3).

It was shown that, although the material was identified to the editors and radio station managers, there was little or nothing in it that would identify it to the reader or listener. Such material, Weisenburger contended, was not "propaganda."

An explanation for the rising tide of NAM gospel was seen in the letter of H. O. Patton, writing for the board of directors of the association, to Horace Hayden, Jr., of the Southwest Cotton Oil Co. of Oklahoma City, dated Jan. 3, 1937. Patton wrote on Sept. 24, 1937, "the newly realized political power of the masses. Unless their thinking is directed toward sane and established measures, we are definitely headed for adversity."

"If we are to recover, business control must be placed in the hands of those who, by years of experience, are in a position, not only to restore it, but to cause it to operate with increasing efficiency."

"Shouldn't the collective resources of industry, its reservoir of capital and conviction, be marshaled now?"

Ernest T. Weir, chairman of the National Industrial Information



Manufacturers' Association chiefs in a huddle at the Senate Civil Liberties Committee hearings: L. to r., John C. Gall, counsel; Walter Weisenburger, executive vice president, and Noel Sargent, secretary.

N.A.M. AD WEARS MUSIC CLUB MASK

WASHINGTON (EP) — Hiding its propaganda behind the innocent names of women's clubs and civic organizations by the National Association of Manufacturers has been revealed by the Senate civil liberties committee.

It was brought out that a series of advertisements, boosting the role of industry in providing jobs for workers, appeared in the Youngstown (Ohio) Vindicator under the sponsorship of the "Monday Morning Musical Club, the Mahoning County Dental Association, the local American Legion Post, and the Federation of Women's Clubs."

The series was actually placed in the paper through the Mahoning Valley Industrial Association, whose name did not appear in the ads. The industrial association was active in fighting the Steel Workers' Organizing Committee during the little steel strike.

Committee which raises funds for the "public relations" work of the NAM, described the letter as "a good sales letter."

At the hearings were Weir, Chas. A. Hook, president of the NAM, Weisenburger, and a corps of attorneys and publicity men. As Weir and Hook took their seats before the committee, three attorneys took seats immediately behind them, two for Weir and one for Hook. Each attorney was constantly on his toes and John C. Gall, counsel for the NAM, took the precaution of whispering in the ear of Hook and Weisenburger each time a question was asked, frequently jumping up to make the answers himself.

Typographical Error! Despite the elaborate precautions of the NAM staff, a copy of a statement submitted by Hook which was distributed concluded with the sentence, "I have asked your permission, gentlemen, to make this brief opening statement as you would understand where I stand on civil liberties..."

Anguished publicity men explained that the "stank" was a typographical error, linked with the NAM's open approval of anti-union vigilante activities was the anti-strike propaganda distributed by the organization through schools and churches. A memorandum sent out by the organization's public relations committee contained an outline of a suggested "community program" designed to "combat radical tendencies and present the constructive side of industry."

The organization contended that it was merely interested in fighting "unscrupulous unionism," but for a definition of the term the Senate's investigators were forced to look elsewhere. They recalled an article by John Kirby II, former president of the organization, several years ago in which he declared that the A.F.O. is waging open warfare on Jesus Christ.

THEY CALL IT 'NEWS' But Its Real Name Is Propaganda

SIDE LINES

By CAROLYN MARK

MARQUIS CHILDS, of the St. Louis Post-Dispatch's Washington bureau, a Guild member, had an article, "It Is Called Diplomacy," in the March Harper's, most of the material for which he gathered during his stay in Madrid. . . James R. Aswell, Nashville newspaperman, had a short story in the same issue.

Harold B. Hinton, who until he went to England as Ambassador Kennedy's secretary, was a member of the New York Times Washington bureau, discussed the United States neutrality policy in the Winter number of the North American Review. Other contributors to that issue included John Martin, dance critic, and New York Times unit member, and Felix Belair, Jr., also of the Times Washington staff.

Joseph Aborn, Guild member, and Turner Catledge, Washington correspondent, are the co-authors of "The 168 Days," an account of the struggle over President Roosevelt's plan to enlarge the Supreme Court. Some parts of the book appeared originally in The Saturday Evening Post.

Alexander Dana Noyes, financial editor of the New York Times, recently published his reminiscences under the title "The Market Place."

Robert Cantwell, Guild member at Time, answered Benjamin Stolberg's Scripps-Howard series, with an article called "The Communists and the CIO" in a recent issue of the New Republic.

Cecil Carnes, Guild member at the New York World Telegram, had a long article on Mayor Hague of Jersey City in the March issue of True Magazine. In the January issue of The Quill he had an article, "Young Man Who Mastered Manhattan," the success story of Alexander J. Weehle, who when turned down by every 70 newspapers and a radio news service.

Aaron J. Esickson, of the New York Times Wide World Photos, recently published a book titled "Get That Picture! The Story of the News Camera."

Boyce Howes, reporter on the Detroit Free Press, is the author of a mystery story, "Death Dupes a Lady," issued by Doubleday, Doran.

Gerald W. Johnson, member of the Baltimore Sun Guild unit, was one of the runners-up in Harper's \$1,000 contest on "The American Way." His article will appear soon.

Jay Franklin, political columnist for the New York Post, in an unpolitical moment, wrote "Carolina Fish-Fry" for the February Esquire. . . Robert J. Landry, radio editor of Variety, also contributed to that issue.

Ernest E. Lonsdale, who works in the advertising promotion department of the Los Angeles Examiner, and Henry McLemore, sports columnist for the U.P., were contributors to an earlier issue of Esquire. Lonsdale was formerly managing editor of the Independent at Stockton, Calif., and McLemore started newspaper work on the Georgian in Atlanta.

Felix Swados, Guild member at Time, has had two articles in the New Republic recently on the maritime unions.

H. Howard Taubman, Guild member, of the New York Times music department, is the author of "Opera Front and Back," a book just published by Scribner.

H. R. Ekins, foreign correspondent, and Theron Wright, of the New York United Press unit, are collaborating on a book to be titled "China Fights for Her Life." Whittlesey House has announced it for April publication.

Lambert Martin, reporter and photographer on the Roanoke World-News, took pictures of the annual fancy dress ball at Washington & Lee University for the February 25 issue of Life.

Guildman Harold Rhodenbaugh, rotogravure editor of the Louisville Courier-Journal, contributed pictures of a Louisville flood party (celebrating the flood's first anniversary) to the Feb. 21 issue of Life. Rhodenbaugh was formerly a feature writer and illustrator for the Boise Idaho Statesman and the Salt Lake City Tribune, and feature editor of the Washington Post.

The Right to Discharge—Is It So Sacred?

The Employer Binds Himself With Lease And Bonds: Should Employees Not Have Protection Against Unlimited Power?

By MAX WAYS
Vice-President, Philadelphia-Camden Guild

JOB SECURITY emerges as the next frontier of Guild effort, not because anybody "planned it that way," but because the recession drives home to the rank and file the need for this protection. White collar workers have a special fear of unemployment, or even of being forced to change employers. When they cannot obtain through their unions protection against firing they will seek such protection by trucking to employers, by staying out of unions and, finally, by following in the footsteps of the demagogues who promise "security" in exchange for a surrender by employees of every right and every weapon they have. It is not going too far afield to remember that it was the need for security, and their failure to find it in organization, that led millions of workers to embrace the Fascist illusion.

FEAR BESETS ORGANIZED AS WELL AS UNORGANIZED

To think of the psychological havoc of the last eight years, to remember that a reservoir of 12,000,000 unemployed imperils the jobs of everyone, is to realize that individual job security, arrived at by collective action, is as essential to the labor movement as higher wages and shorter hours.

Why is it that, after four years of Guild gains, there are still cities and papers where our organization is non-existent or weak? Newspaper workers want those Guild gains in wages, hours, etc., but a subtle form of employer propaganda presents them with an imaginary dilemma. Though Guild organization has tended to stabilize employment in the industry, many newspaper employees still feel their jobs subject to the almost unbridled will of the management; they see themselves caught in a choice between Guild gains on one hand and job "security" on the other. Too many choose the latter, place their sole dependence on management and thus wind up with neither the gains nor the security.

That state of mind, the ball around the Guild's neck, is by no means confined to groups not yet touched by organization. The fear of firing can't be talked or whistled away. It is wholesome, provided it is channeled into a fight for job security in collective agreements and not allowed to fester into the greatest single drawback to militant organization. It is not merely a case of protection against firing for union activity. Discharges innocent under the Wagner act can do almost as much damage to actual intimidation.

THE RIGHT TO HUNT WORK IS A HOLLOW BENEFIT

To effectively attack the problem it is not enough to obtain long dismissal notice, or the Guild shop or a priority list for rehiring of men dismissed for "economy." It is necessary to get at the root—the arbitrary power of management to fire, now subject only to the meager limitations of the Wagner act. It is true that many union contracts specifically give to management the sole judgment of individual competency at any time plus the right to reduce the force. That does not alter the fact that the arbitrary power of an employer to end relationship with an employee is a special monstrosity. It would have shocked a Virginia slave, or a 12th century French villager, or a 17th century English apprentice, or an 18th century Russian serf. The unlimited firing power is supposed to be justified, of course, by the "corresponding" right of the employee to quit and find other employment. Even in 1938, with 12,000,000 looking for work, there are still those with enough gall or enough astigmatism to pull that one.

Assuming, then, the need for job security through collective bargaining, what form should it take? In an interesting article in the Guild Reporter of Feb. 14, Morgan Hall pointed out that there are many approaches to the objective—and that some of them are quicksand. But many of the flaws Hall points out arise from getting at the problem from the wrong direction. Seniority and priority lists do set up a convenient machinery for firing; where there has not first been a fundamental limitation on the power to fire. The real starting point should be a demand reading, "There shall be no dismissals during the term of this contract."

Utopian? When employers were first asked to agree to wage scales to be retained over a period of six months, or a year or two years, they seemed that they were being ruined by a rigid obligation that would not allow them any freedom of business maneuver. They screamed that anarchy was abroad in the land. Yet many of them have got used to maintaining pay scales over a contract term and there is no conspicuous ruin from that source.

The same employers who balk at agreeing to employ a fixed number of men for a fixed, short period, blithely issue bonds to yield a fixed rate of interest for 10, 20, 50 and even 100 years. They sign long leases for a fixed amount of floor space at a fixed rental for a fixed period. Neither whim nor the desire for economy allows them to reduce the interest rate, nor the floor space during the contractual period unless they come to the other party and negotiate the reduction. Why shouldn't their contracts for labor supply contain similar terms for much shorter periods—a year or so? Ninety-nine per cent of employees spend their whole lives as employees, as the wives of employees or as persons seeking employment. Their jobs are usually their sole asset. Where this asset is utterly unprotected they are in the position of people expecting to live off the income from unguaranteed bonds.

GROUND FOR FIRING SHOULD BE DISCUSSED

Once the principle of the "right to work" is established the employer may properly ask limitations upon it. Such arrangements as priority lists come under the head of union concessions, not demands. The employer may ask, "What about an employee who refuses to perform a proper task?" "What of a man who becomes an incorrigible drunk?" "What about a man who was once competent and becomes incompetent?"

There are such cases. Any union will so recognize and will refrain from trying to give its protection to them. It should even recognize in advance that there is such a thing as proper cause for firing. In determining the validity of the cause assigned by the management, the particular case, the important point is that the union have equal rights with the employer in determining what is "just cause."

The employer will also ask another kind of exemption based not upon any fault of the employee, but upon "economy" or the "necessity of the business." There is such a thing as a necessary reduction in the size of the force. But attempts at such reduction should be made by management only when a new contract is being negotiated or when a dire and unexpected emergency develops during the contract term. Cases will arise where it would be better for the union to accept the reduction rather than face the closing of the business. But such emergencies should be rare and they ought to be easy to recognize.

In no case should the contract leave either the sole discretion as to competency or the sole discretion as to reducing the size of the staff up to the management. A contract that says "There shall be no dismissals for economy during the term of this agreement" is a dam built across only half the river. Under it an employer really motivated by a desire for economy, could dismiss at will, assigning "incompetence or insubordination" as the reason. Similarly, if the Guild obtains the right to review dismissals for "incompetence" but not dismissal for "economy," then the assigned reasons for all dismissals will be "economy."

The priority list from which discharged men are to be rehired before any others are hired should come in only after the union has established the right to challenge and review the fact of *whether* or *not* economy is a new, specific and unforeseen necessity in any particular case. Where the necessity for economy is a bona fide claim, there will be no management objection to the priority list. Where it is not a bona fide claim, there should be no Guild agreement to a priority list—or to "economy" firings.

What a word "economy" has become to newspapermen, thanks largely to the twitting of William Randolph Hearst's power complex and the imitative twit-

CURBS AGAINST UNBRIDLED FIRING

Contract between
Chicago Evening American
and
Chicago Newspaper Guild
January 20, 1936 to January 20, 1939.

SECTION 18. It is agreed that for a period of ninety days from January 20, 1938, no person covered by this agreement will be discharged for reason of economy, merger or departmental or sub-departmental elimination or discontinuance. Thereafter, during the term of this contract no employee shall be discharged on account of any consolidation or merger of departments or sub-departments within this newspaper or between this newspaper and the Chicago Herald & Examiner. If, at any time after the first ninety days of the life of this contract, the management should deem a staff reduction necessary for any other reason, it shall notify the executive board of the Chicago Newspaper Guild at least two weeks before such reduction is to be made. The representatives of the Guild and the Employer shall then meet to discuss the reduction and to consider any proposal made to alleviate, so far as possible, the extent of such reduction. So far as not inconsistent with the foregoing, employment and tenure of employment are at the discretion of the employer.

IV. SEVERANCE

1. The Publisher agrees that reasons of economy shall not be cause for discharge of any Guild member for the succeeding six months following the execution of this agreement.
2. In any event, no Guild member shall be discharged without consultation with the Guild.

Guild Contracts Reflect the Growing Concern of Members for Job Protection: Clause in the Middle from Chicago Evening American Contract; That at Bottom from the Contract with the Seattle Star.

ings of some of his subordinates. The periodic economy purges of Hearst papers were frequently followed by orgies of hiring and spending the succeeding weeks. Copyreaders fired from Hearstpaper A might soon find themselves on the rim of Hearstpaper B, while those fired the same day from B would be replacing those fired from A. It was a sweet little game. It didn't result in any appreciable economy. It merely broke up a lot of employees' homes, wiped out a lot of saving accounts and lowered the standards of this glamorous profession.

The best answer to the "economy" argument in relation to job security is to point to the vast differences in job tenure from paper to paper. If the publisher must have the unbridled right to fire for economy, how is it that some papers manage to get along for years with virtually no firings while others are merely camp sites? Different papers of the same chain have widely different rates of personnel turnover. There are even departments that have turnover rates three and four times as high as others of the same paper.

A MAN'S JOB DEPENDS ON MANY FACTORS

Neither the quality nor the prosperity of the various papers seems to determine the job turnover rate or to be determined by it. Some of the best and some of the worst papers have a high stability rate for jobs and some of the best and some of the worst have a low rate. The same goes for management prosperity. It seems to depend, as wages did in the good old days, on the individual publisher and his executives at any particular time—and some of them change quite rapidly from time to time.

After all, in the field covered by the Guild the publishers have had for years and still have a free hand in one of the softest labor markets in the country. Their staffs haven't been fed to them from a union list under a closed-shop agreement. The staffs haven't been fed to them under a Guild shop agreement. The publishers picked them. They have had unlimited power to cut, prune, expand and improve them just as they have seen fit. They ought to have known what they wanted and they should have got it both as to numbers and as to individuals. If they now seek further changes either along the line of reducing the force or of discharging individuals, the burden of proving a good reason for changing their staffs belongs on the publishers. Dismissal, to an individual, is just as dis-

astrous as a strike is to an employer. Society demands of unions good reasons—excellent reasons—for each strike. Why shouldn't equally good reasons for each firing be demanded of employers?

Finally, there is the objection that job security is a will-o-the-wisp, that a job depends on the financial soundness of the enterprise, that a job security clause doesn't mean anything. In the absolute sense, it doesn't. No clause, no union can absolutely guarantee a job in a world such as this. But a strong security clause and a strong union can advance the priority of the worker's claim upon the funds of the enterprise.

There isn't any such thing as an absolutely safe investment, either. But there's a hell of a lot of difference between a Government bond and a seventh mortgage on a hotel.

This Syndicate Business

(Continued from Page Five)

NANA and Consolidated Features. He first ghost-wrote Christy Matthews, lured Fisher from Hearst, grabbed Fontaine Fox, sent Richard Harding Davis to Vera Cruz, and signed Teddy Roosevelt to do a series on the World War. His organizations, with about 135 features, now represent the largest independent syndicate, since many other large bureaus are by-products of great newspaper chains and devised especially to serve them.

The division of labor in the syndicate field is much similar to that on newspapers. The syndicates must man editorial, sales, business office, production, printing, engraving, shipping, promotion and art departments. United Features says that the editorial department comprises about one-fourth of its plant's total personnel of about 250. The editing job is a big one. The Roosevelt copy, for example, must be taken out of a tremendous mass of material, re-edited, and copyread, before it goes to the printer.

The press associations, United Press, Associated Press, International and Universal News Services, often overlap the feature syndicates, and some papers syndicate their own news to other papers. The fact that 90 per cent of all American newspapers use syndicated material in some form shows the important place held by the syndicate in American journalism and American life.

On Other Labor Fronts

Recent Shifts to CIO Point To Basic Unity in Labor

Two of the country's greatest industrial states, Pennsylvania and Ohio, have just swung into the CIO column with the establishment of state Industrial Union Councils. And, says Len De Caux, editor of the CIO News, if we extend the cross-section presented by the two states to the whole map of industrial America, we find that labor in the basic industries is not by any means seriously split—it is almost entirely CIO. Pennsylvania is the biggest industrial state in the nation, and Ohio is the state which boasts having the most complete cross-section of America's basic industries.

In extension of the cross-section, it can be pointed out that in the great extractive industries, such as coal and metal mining, oil, and quarries and the manufacture of their by-products, gas, coke, etc., the CIO unions are not seriously challenged. Lumber is now CIO through the International Woodworkers of America, and furniture manufacture is following fast.

In manufacturing generally, the CIO has little competition. Automobiles, rubber, glass, aluminum, radio, electrical and machine manufacturing are almost entirely CIO. And the recent winning of elections in the Harvester Co. puts agricul-

tural implements in this category too. In clothing, all the way from textiles and leather to the finished products of men's and women's wear, furs and shoes, CIO unions have unquestioned predominance.

In food production, CIO is first in agricultural labor and canning, while in meat packing and other branches of food-processing, the mass-production plants are mostly CIO, with A.F.O.L. strength chiefly in small plants and retail shops.

In distribution the CIO union is leaving the A.F.O.L. behind by its successes in the great department stores.

In transportation, the maritime industry is now 75 per cent CIO, and city transportation in New York is almost 100 per cent CIO. In communications, CIO contracts with RCA and Postal Telegraph put it far ahead.

In the white-collar fields of newspapermen, technicians, office and insurance workers, as well as among state, county and municipal employees, CIO by far predominates.

The two biggest industries outside the CIO are building construction and railroad transportation, and on the railroads the transportation brotherhoods are not in the A.F.O.L.

The Guild Reporter

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"... It shall be the duty of the GUILD REPORTER, under the supervision of the IEB, to promote in every legitimate way the policies of the ANG as established in Convention, and to confine its editorial policies to that specific program. All notices printed in the REPORTER shall constitute notices to the entire membership."—From Art. XX, Sec. 1, ANG Constitution.

GUILD REPORTER deadlines: For letters and feature material, Tuesdays; for news, Wednesdays, and bulletins on Thursdays.

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26 Years' Worth

WE often hear—from our enemies and unsolicited advisers—that the Guild would obtain just as much if it would content itself with the mere asking and not go on strike. Forgetting that a unit does not strike unless compelled to, they raise this point after most of our struggles. "Losses to both sides" are summed up, the tumult and shouting of the strike is characterized as violence and, in the windup, the Guild is advised that the effort and heartache was a waste.

Seldom if ever is the publisher mentioned in the recapitulation. But what of him; how did he come through the wringer and why did he put his head into it in the first place? While there is no desire here to dig into healing wounds, the Bayonne strike just settled illustrates the point.

The estimated cost to the publisher is \$75,000. He himself said it to be \$40,000 up to the first of the year. This loss would have covered the Guild's original request for 26 years!

Here was a publisher who stalled a little group of employees through numerous Guild conferences for months. At last, early in the Fall, he said everything would have to hold over until after the New Year. The publisher had already promised a wage increase in the bargaining, so the unit asked that this go into effect at once. This was refused. The unit then realized that it had been getting the run-around throughout, and it struck.

Now, after more than sixteen weeks of struggle, a contract is signed. The Guild won all of its major economic objectives: job security, increased pay, shorter hours. It gladly would have settled on the same terms last October, before the walk-out. It gladly would have settled on the same terms a week, or a month later. But the publisher insisted on fighting. He took a terrible beating. He said so himself during the bargaining at the end of the fight.

The effort, heartache and expenditure here was indeed a waste—but most of all to the publisher.

Hutchins for 'Culture'

AT the recent convention of the Inland Daily Press Association in Chicago, President Robert M. Hutchins of the University of Chicago tried to give those publishers an agreeable shock. He offered them the spectacle of a professional hat-passer for a large university calling schools of journalism the "shadiest educational ventures under respectable auspices." He was plumping for the sort of "general education," of "broad orientation" in what he calls "culture," that he believes his university hands out.

Schools of journalism, asserted Dr. Hutchins, "exist in defiance of the obvious fact that the best preparation for journalism is a good education. Journalism itself can be learned, if at all, only by being a journalist."

With the exception of those who have found journalism graduates "economical," Editor & Publisher found publishers in agreement with the learned academician. Professors of journalism, strangely enough, disagreed.

Let us pass over the pros and cons of journalism schools, however, and look at Dr. Hutchins' alternative.

Many members of the ANG can testify, after all, to both the high utility and the worthlessness of the sorts of preparation for newspaper work that the schools of journalism have offered. What about Dr. Hutchins' "culture"?

The first responsibility of the college [claims Dr. Hutchins] is to help the student to understand the traditional wisdom of the race. A college which fails to do this fails, though it has the best teams and best social life, though it places more of its students in jobs than any other and publishes the largest catalogue in the country.

In short, unless a college indoctrinates its students with the eternal verities of classical economics, Platonic or some other respectable brand of philosophy, legalistic political science, social-work sociology—the folklore of contemporary academia—it has failed. Dr. Hutchins should read that immortal satire on "the traditional wisdom of the race," Mark Twain's "The Mysterious Stranger," or Thurman Arnold's recent "Folklore of Capitalism."

In schools of journalism, especially to the extent that they are staffed by men with newspaper experience—who now form a large segment of their faculties—students working on college dailies can confront at least a few of the concrete problems of Life. Students "majoring" in journalism, like those in other professional schools, at least have a core about which to orient what they learn in the potpourri of courses spread so mysteriously before them in academic catalogues. Many a non-professional student, we have been told, wanders from course to course either dully "accumulating credits" in fulfillment of that modern necessity, the B. A., or bewilderedly looking for a formula that will answer his vague doubts about "life and things."

Before Dr. Hutchins spends too much time consigning "professional" and other trade-school instruction to limbo, he would perform a great service to his students—if not for newspaper publishers—by making a searching investigation of the significance of "culture." Colleges, after all, are no longer expected to be merely "finishing schools" for "gentlemen."

Let's Be Independent

FELIX MORLEY, editor of Eugene Meyer's "Independent Newspaper," the Washington Post, has decided that we need fewer newspapers that call themselves Republican, Democratic, Socialist, or Communist. "Any newspaper which is not completely independent in its news policy, at least independent to the extent of being scrupulously fair in its editorial columns," he told a Yale University audience on March 4, "is not a newspaper."

Mr. Morley uttered this time-honored pronouncement of editors, publishers, and reporters under the auspices of the Paul Block Foundation, established by Mr. Block as a means of promoting a "better" understanding of the press as a political force and in its relation to the public.

A glance at the political affiliations of dailies listed in Editor & Publisher's "1938 International Year Book Number" indicates that Mr. Morley's demand is being met. The vast majority of American dailies are independent, and the publisher of each of them would willingly protest that his daily is independent of influence in its news columns in fact as well as name. So what?

The problem reminds us of the answer given by Elmer Davis in his "History of The New York Times" to the question, "Why was not The Times so cordially disliked fifty years ago?" In reply he pointed to the difference of emphasis in the issues between then and now, to the great feeling today over economic issues. "The violence of political opinion has been steadily dying away in the United States ever since the end of the great political upheaval of the Civil War [he says]. It is not all gone, but it has been growing less. . . . People who hate violently today are apt to do so for economic reasons, or for reasons which, though partly political, racial, or temperamental in origin, they have been taught to regard as economic."

Fewer newspapers, of course, now call themselves Republican or Democratic, but their "independent" political label does not necessarily mean what is fundamental for a medium of communication in our society, economic independence. And William Allen White has frequently pointed to the dangers of democracy in the "unconscious class-consciousness" of the men who own and run our newspapers.

The United States still probably has the most independent daily press and certainly the most independent periodical and book presses in the world. But the declines during the past four or five decades in local newspaper competition—now reaching a more and more critical point—spell the approaching end of the fights over politico-economic issues that made our press so vibrantly independent.

For the sake of democracy, Mr. Morley, the United States needs more and not less dailies that call themselves and are Republican, Democratic, Socialist, and Communist.

Wages were cut viciously in 1932. Is it reasonable to expect a similar slash now? Hardly, with a government friendly to labor, and labor unions several times stronger than at depression's bottom.—From the *American Machinist*, a McGraw-Hill publication.

A Bayonne striker remarks: One of the main reasons why we win our strikes is because the publishers know now that the Guild never gives up. We keep at it, whether the fight goes seven weeks or seven months.

"Danger! Men Out of Work," is the head of an editorial on unemployment in the Chicago Guild News.

Portland COLLECTS Its Dues

Treasurer Murray Tells How Job Is Handled Effectively In a Large, 'Vertical' Shop

By LESTER R. MURRAY
 Treasurer, Portland (Me.) Guild

PORTLAND'S record in dues payments may be helpful to other Guilds because of its status as the first in the country organized vertically—and its organization in a territory extremely hostile for many years to the advance of labor. Under these conditions, many prospective members were uninformed on Guild problems and labor procedure in general and thus the Guild was driven to learn in a few months many things which in larger cities had been impressed on Guild members and hitherto unorganized newspaper workers for years. Not only that—the Guild in Maine is the only successful CIO affiliate, thus far, in the region, and draws an oblique attack, almost daily, in press editorials throughout the state, against its affiliation.

In the face of this publisher attack, the Guild continues to enlist members and maintains a high percentage of payments of dues and assessments.

COLLECTORS KNOW PRINCIPLES

First: Almost all members of the Guild here have received better pay and a five-day week, after years of working six- and seven-day weeks, at smaller wages—naturally they support the organization which made this possible for them and many of them pay their dues before a request is made to them.

Second: The Guild selected as collectors members familiar with its structure and principles—men able to point out its advantages to any dubious members and alert to further Guild progress. We believe collectors should be of a caliber able to serve on any executive board.

Third: Most members, no matter how loyal, must be approached every week (naturally on pay-day), because it's a human tendency to let such matters slide.

Portland's strongest unit is concentrated on three papers published in one building, all under control of Guy P. Gannett, who also owns other Maine papers. The representation in other units in Portland, while satisfactory, and growing, is of course small in comparison with the strength mustered by the Gannett unit, with about 180 members there. In order to assure full collections, the Guild appointed collectors for each department of the paper—editorial (day and night), mailing-room, proof-room and commercial divisions (circulation, business office and classified-display advertising). The collector in each group is responsible for from ten to twenty members.

DUES ARE JOB INSURANCE

For all members we plan weekly visits on pay-day, accommodating them and at the same time serving the Guild's purposes, by payment at the time most convenient for the member.

In the instance of the few members who, after some early gains had been made, were inclined to rest on their oars, a reminder that in paying dues they were paying a small amount for "job insurance," as well as providing for future gains, was successful.

As for the member who did not respond—promising on each visit to pay "next week"—our policy has been (perhaps in view of the good records of the others) to ignore him. We feel that a Guildsman who will accept the benefits the Guild won for him, yet let his fellow members "pay the way," is not worth having as a member in a Guild stronger without such weak sisters—and if he changed his mind and decided he was on the wrong side of the fence, he had a bill of his own making waiting when he wanted to get back in the pasture.

No 'Outsiders' Here

WHO remembers the short film that was displayed in theatres about the country last year, depicting the life of a model worker in a model factory in the model industrial section of Binghamton, N. Y.? It was exhibited at the time that industrial unrest was at its height. It illustrated the truism that the contented worker never strikes; he owns his own home, he grows gray in the service of his employer.

Several such workers made appearances and little speeches in the film. Shots were taken at benches of the Endicott Johnson Corporation, shoe manufacturers. Behind the beneficence was the Old Man himself, the head of the firm—his name doesn't come to mind—who is shown sitting at his desk in the final scene.

The reason for the peace and goodwill he says in the fadeout, is that the company deals with its own employees without the help of "outsiders."

A year is a long time, and the bubble has burst. We have it from the AP, whose dispatch on the bursting recently was carried as follows in 13 lines in the New York Times:

BINGHAMTON, N. Y., Feb. 8 (AP)—Endicott Johnson Corporation, shoe manufacturers, announced a 10 per cent pay reduction today affecting about 19,000 employees. The cut, effective next Monday, follows a 20 per cent pay slash for 200 salaried employees. Employees also were notified they must assume their share of the old age social security tax, heretofore paid by the corporation.

It is worth noting that in cutting pay, the model plant cuts deeper into the underpaid white collar worker's income than the others. Perhaps the corporation was banking on the tradition that white collar workers are more difficult to organize into unions.

If "outside" organizers had reached the Endicott Johnson workers a year ago, it is more than possible that their model conditions would still be theirs today.