

When Newspapers Unite

Nashville Offers 'Merger' Case History

A FEW WEEKS ago the two newspapers in Nashville, Tenn., the stamping ground of James G. Stahlman, president of the American Newspaper Publishers' Association, combined their printing facilities and eliminated all competing editions. Stahlman's Banner, an afternoon paper, dropped its Sunday edition, and the Tennessean, which had published mornings, afternoons and Sundays, gave up its afternoon editions.

We do not know how many employees lost their job altogether, but the Tennessean dropped eight from its editorial department and later let out about eight or ten from the business and circulation departments.

Several such "sharings of costs" have occurred in various cities in recent years. Is the development essentially similar to that in a large number of other cities where competition has been completely eliminated? In many cities rival papers have been turned into a single daily, or at least a single ownership, as was shown in study published in these columns recently from Professor Alfred M. Lee. He said that the number of towns having but one paper had grown from 686 to 1,070 since 1919; last year there were only 280 towns left with competing papers.

Consolidation, "sharing of costs" or whatever it is, the development is one of the most significant facts in present journalism, and it is important to both the Guild and the public to know what it means. If, for example, the owners of the papers are expecting bigger profits, the Guild will have to stiffen its demands to protect the workers involved, and the public will support it in doing so. Labor will be interested in the effects of such combinations on the handling of news, and so on.

The GUILD REPORTER has accordingly been looking into the Nashville development as a case history.

The "sharing" evidently took place not as a brilliant piece of newspaper pioneering, as it was widely represented at the time, but was the result of the acquisition of the Tennessean by interests close to Stahlman. In other words, a harmonious group of the dominant business interests in the town now control both papers where they were formerly controlled by diverse interests.

The coalition includes notably men prominent in the power and utilities industries—the TVA fight is hot in Nashville; and in banking, in addition to the newspaper industry itself. If presence on the board of direc-

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P-I Stooze Unions Bared at Hearings

SEATTLE — The assumed "neutrality" role of the Hearst Post-Intelligencer in the fight of the Seattle Guild for collective bargaining rights over company unions and stooze fraternities in the plant, was blasted during National Labor Board hearings on the Guild's petition last week.

During the hearing, Fred Nien-dorf, once president of an editorial department company union, admitted that he had attempted to form an AF of L editorial union with the help of Dave Beck, the teamster boss.

The Guild has completed its case for representation. Further sessions will take up charges of discriminatory firings against Publisher John Boettiger, son-in-law of President Roosevelt.

Company Tieup Shown
The Post-Intelligencer, Beck's Teamster Union, a company-dominated AF of L federal local for classified advertising department employees, and the "Professional Advertising Fraternity" were tied together in evidence of joint action in the testimony of Harry Mount, secretary of the Pacific Coast Newspaper Publishers' Association, who admitted that attorneys for all the groups had conferred together. Paul Coughlin, Guild at-

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5 Unions Unite for Bargaining

SIoux CITY, Ia.—Representatives from five of the newspaper unions of Sioux City met with the managements of the two daily papers here March 15 and through a collective effort arranged a "calendar for negotiations" under which all the locals will bargain simultaneously.

Included in the group were the presidents of the Guild, the teamsters, the stereotypers and the mailers and a member of the newly-organized printers' union, which is being set up here as the largest of the newsmen's unions in the city after an open shop situation on the two papers for 15 years.

Under the agreement with the publishers' representatives the Guild was to start bargaining on March 16. The stereotypers met March 17 and two other meetings were scheduled to follow March 18 and 19 by other unions. Only pressmen, engravers and stereotypers have contracts at present. The pressmen, while not represented at the meeting March 15, are co-operating with the group, which, begun as an informal discussion body, is now a permanent organization.

The group has been named by resolution the "Sioux City Newspaper Workers Council" and its scope defined as one to "promote the welfare and better the conditions of its members, who shall

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IEB to Hold Quarterly Session

Progress of the ANG during the past three months and problems now before the organization will be reviewed by the IEB at its regular quarterly meeting at ANG headquarters next Saturday and Sunday, March 26 and 27. No other board meeting is scheduled until the annual Convention in Toronto, June 13. According to present appearances, the board will meet without having to consider a strike anywhere on the ANG map, for the first time since the St. Louis Convention.

N.Y.W.-Tel Boosts Its Offer

After having resisted graduated minimums for commercial department employees, the management of the New York World-Telegram (Scripps-Howard) informed Guild negotiators last week that extension of the step-up minimums to the commercial employees was now acceptable. This followed the adoption of a resolution by the unit protesting against further "stalling."

At the same time the management submitted new offers of commercial department minimums ranging up to as much as \$9 a week over the figures twice rejected by the unit. A sub-committee of the Guild was at once set up to classify all commercial department employees in order that the new schedule of suggested minimums may be intelligently discussed at the next formal negotiation meeting within the next few days.

The management has also tentatively agreed to the 7-hour day for those working night and lobster shifts—shifts defined as covering those who come to work between the hours of 4 P. M. and 5:59 A. M.

The minimums now submitted by the management are far below those sought by the unit, and also below those offered by the management of the New York Daily News, and further efforts are planned by the unit to bring them into line

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Strike Vote Talk Follows Stalemate In Coast Parleys

Firings and Suspension of Bargaining Stirs San Francisco Membership; Wait Action on New Proposals

SAN FRANCISCO—Following the suspension of negotiations with the San Francisco-Oakland Publishers' Association and a series of dismissals on the Chronicle and Call Bulletin, the Northern California Guild negotiating committee has been authorized by the general membership to call a special meeting to consider a strike vote if further negotiations fail.

This action was taken at a general membership meeting, March 13, the largest in the history of the NCNG, and at which many were in favor of immediate strike action.

The meeting was called to consider the firings and the refusal of the publishers to grant any form of job security together with their announcement that salary reductions might be asked for those receiving more than the minimums.

The meeting ordered a referendum on the question of doubling March dues to increase the local defense, and immediate contact made with all printing trade unions.

A series of counter-proposals drawn up at the meeting will be placed before the publishers. They include the Guild shop, a dismissal pay schedule equal to the best on Scripps-Howard and Hearst chains, no handling of struck work, and no pay cuts or staff reductions.

Daily News Bargaining Advances

One hurdle in the last lap of bargaining negotiations with the New York Daily News for commercial departments was passed when the management last week agreed to a basic minimum of \$21 for the simplest clerical jobs. The paper held out for some time for a \$17.50 bottom.

However, the unit is demanding a straight \$21 to \$30 after three years, while the management has offered a two-year top of \$25 for a small group and the \$30 after three years for a larger group. In this impasse an emergency meeting of the unit was called last Friday to renew its instructions to the Guild negotiators.

Definitely agreed to is the work-week, vacations, sick leave running up to 26 weeks full pay and 26 weeks half pay after 10 years of service, the Guild shop, and assurance against lay-offs as a result of putting the contract into effect.

The Guild shop clause was voted overwhelmingly to be insisted upon as a fundamental demand. Further demands were, no economy firings for 90 days and no dismissals throughout the life of the agreement unless taken up two weeks in advance with a Guild committee; preferential hiring for those already fired during negotiations and reinstatement where Guild membership was a contributory cause for discharge.

Firings Stir New Unit to Act

CHICAGO—With job security becoming an ever-growing problem for employees of the Chicago Daily News, the recently-organized unit there has called a meeting for March 22 to protest layoffs and continued management threats of staff reductions.

The 5-day week, won last year through Guild pressure in Chicago, has become inoperative in some departments because of the stretch-out, necessitated by reduced staffs, and indiscriminate firings have taken place in editorial and commercial departments. The victims were a society reporter, a predate edition editor, a copyreader, a sports reporter, a photographer and the radio editor. Eight or more women employees, some of them with long service records were laid off in the ticker room. Reports from other departments indicate that the management is cutting to the bone everywhere.

A unit meeting last week elected officers and appointed a committee to publish a shop paper.

The Daily News is published by Colonel Frank Knox.

BUILDING: Now Is an Ideal Time To Consolidate Gains

By JONATHAN EDDY

FOR the first time since our last convention, the American Newspaper Guild is without a strike anywhere in this country or Canada. We have successfully battled for our right to establish a broad, strong organization throughout the newspaper industry. For the time being, at least, no employer is venturing to dispute that in open conflict. I hope that this is more than a breathing spell, that it marks the beginning of an adjustment by the newspaper industry to collective bargaining for all workers therein.



Of course, having won this critical series of fights, the victory is reflected internally: we are enrolling members at a splendid rate, and new Guilds are being established. We are, indeed, one of the outstanding successful unions in this period of recession. Despite all these nice things, it seems to me it would be very bad if we started coasting on our part. As a matter of fact, rather than stress the size and strength to which the Guild has attained, I think we should consider this success, above all, an opportunity to consolidate our organization. Certainly, in view of the trend of events today—and especially with respect to our own industry—it

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5-Day Week Snag Stalls UP Pact

Bargaining Is at Contract Drafting Stage With Primary Question Still Unsettled; AP Authorizes Bureau Chiefs to Conduct Its Negotiations.

United Press negotiations for a contract progressed last week toward the drafting stage with the five-day, forty-hour week question still unsettled.

The hours provision (United Press is at present on the six-day, forty-eight and more hours basis) and a "non-interference" provision, demanded by the management are the only major points of contention left.

A meeting next week may be held in order to agree upon the precise contract language on the several points no longer at issue. The management indicated it might want an additional week to consider its final answer on the hours provision.

Wages agreed upon several weeks ago were to have been put into effect immediately. The management claimed all have been put into effect with the exception of certain cases where experience claimed by employees differed drastically with social security and other records.

A.P. CHIEFS TO BARGAIN

The Associated Press informed the Guild last week that it would delegate to its various bureau chiefs authority to conclude collective agreements, subject to approval by the Board of Directors. The Guild has asked that bargaining for the various bureaus which it represents be directly with the central management.

Certification for Boston, Philadelphia and Washington was issued by the Labor Board on March 16. Bureau chiefs at Kansas City, San Francisco and Cleveland were under instructions from the management to proceed with bargaining upon being convinced that the Guild represented a majority in their bureaus.

In New York, the management insisted upon "commanding authority" of a majority. In previous negotiations in New York, the Guild represented only the editorial department. It now has a commanding majority of the approximately 310 eligible employees in all departments.

Pittsburgh Complaint Names UP

PITTSBURGH—A complaint charging the United Press with unfair labor practices has been filed with the NLRB here as a result of the dismissal, Feb. 11, of Edward C. McCann.

In its complaint, the Guild alleges that McCann's discharge was caused by his election to the chairmanship of the UP unit.

At a meeting between Guild representatives and UP executives, an offer was made to restore McCann on a "90-day trial." The United Press insisted McCann was fired because of complaints against his radio copy from radio station KDKA. KDKA officials have denied this and have asked that he be restored to duty.

The UP unit has authorized the Executive Board to use "every means possible to secure satisfactory results."

BACK SEAMEN

CHICAGO—The Chicago local has adopted strong resolutions backing the fight of the National Maritime Union against the SS Algie "mutiny" cases and against legislation seeking to restrict seamen's rights. The membership ordered a financial contribution for the seamen. The local has also gone on record for the O'Connell resolution in Congress to implement the "guarantee the aggressor" foreign policy enacted by President Roosevelt.

CNG Tables Opponent's Application

CHICAGO—John Stone's application for reinstatement to Guild membership, applied for after his sudden severance recently from the Chicago Times, where he was city editor, has been tabled by unanimous vote of the CNG Executive Board.

Stone figures prominently in affidavits supporting Guild charges against the Times before the NLRB, which accuse him of intimidation, coercion and discriminatory acts. In two conferences before an NLRB examiner, Stone appeared for the management.

He joined the Guild late in 1936 and aided its organization while assistant city editor of the Times. After becoming city editor, he took an intensely active part in unit affairs, consistently and strenuously opposing Guild militancy in the case of the firing of Glen Parson, first unit chairman, and during contract negotiations. When the bargaining was ended with a policy statement, he allowed his dues to lapse last April.

When the unit began reorganizing after being reduced during the summer to a membership of one in good standing from a previous high of 101, Stone was not approached about reinstatement. This policy was adopted at the request of the Times unit. Now Stone is reported planning to enter the New York newspaper field.

He participated in discussion of his reinstatement application before the CNG Executive Board on March 8. With some sentiment in the board against his reinstatement on any grounds, a majority favored a \$500 penalty. But it was decided to table all action until the NLRB case against the Times is concluded.

Milwaukee Local Hires Organizer

MILWAUKEE—An intensified membership campaign has been begun in Milwaukee following the hiring of George Pritchard, formerly of Duluth, Minn., as organizer for the Milwaukee area.

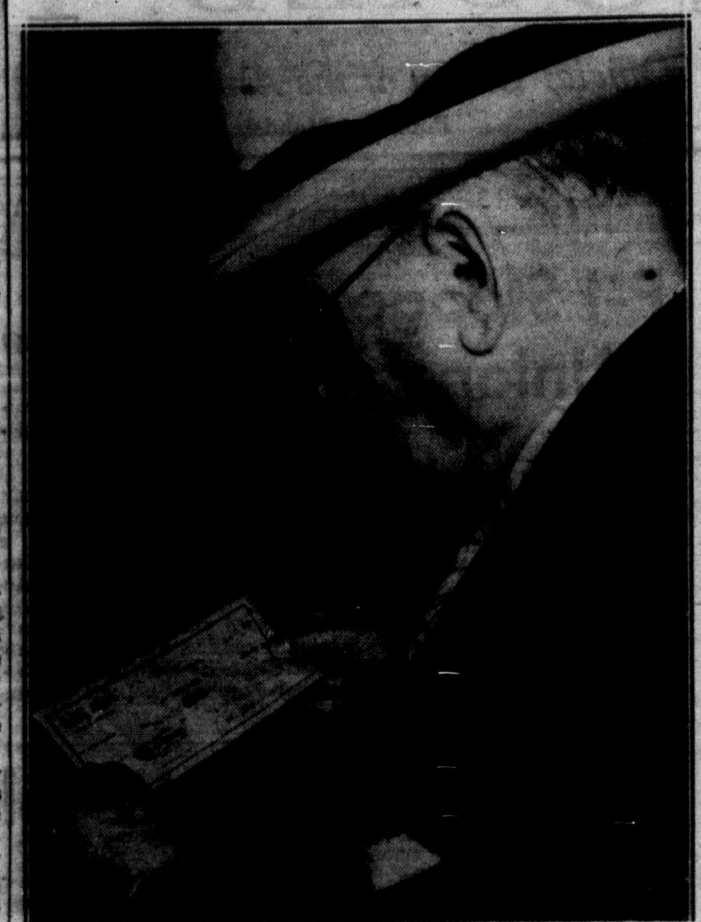
Pritchard joined the ANG in 1934. He entered into negotiations for the first contract in Duluth last year and led strike forces at the Superior, Wis., Telegram to a Guild shop victory in February. Coincident with the hiring of Pritchard, the Milwaukee Guild has voted to contribute \$5 a week to the salary of Don Stevens, organizer in the Chicago area.

PLAY CONTEST

Prizes of \$100 and \$50 have been announced for one-act plays on progressive social themes in a contest closing May 1, by the New Theatre League. Additional vacation prizes will be given for two 10-minute skits. A catalogue of fifteen labor plays is now available at the New Theatre League where the plays are on sale at 132 West 43rd Street, New York.

PAY YOUR DUES AND ASSESSMENTS!

GUILD MEMBERSHIP: IT PAYS--95 TO 1



Jim Parent and severance check

Member in Los Angeles Gets \$955 Return on \$10 Investment

LOS ANGELES—Does it pay to belong to the Guild? Ask Jim Parent, who for ten years served as head of the copy desk of the Los Angeles Daily News.

Parent joined the Guild last November, shortly before contract bargaining was opened on his paper. His payments to the Guild were: initiation fee, \$1; four months' dues at \$2 per month, \$8; assessments, \$1—Total: \$10.

Two months ago Parent was fired from the job without warning. Last week, after days of delay which threatened to create a major "incident," he walked away from the cashier's desk with a check for \$955. His severance pay was \$955, the difference between that and the amount of the check representing repayment of a loan.

Chattanooga Set For Business Pact

CHATTANOOGA, Tenn.—The Guild bargaining committee has been instructed by the Chattanooga News unit to move immediately to seek an amendment to the existing contract to include in its provisions for classification, display, business of free circulation departments. A recent drive has enrolled twenty-eight new Guild members from these departments.

MOTION PICTURES

"Excellent!"—Wm. Boehlert, Telegram
"Generals WITHOUT BUTTONS!"—Howard Barnes, Her-Trib.
"A vastly entertaining show."
FILMARTE, 12th St. W.

Constantine Bennett-Brian Ahern
MERRILL WE LIVE
Alan Mowbray-Billy Burke-Patsy Kelly
Janet MacDonald-Nelson Eddy
The Girl of the Golden West
CAPITOL

RADIO CITY MUSIC HALL
WATCH FOR
GARY COOPER
in "THE ADVENTURES OF MARCO POLO"
Released thru United Artists

RADIO CITY MUSIC HALL
ROCKEFELLER CENTER
HELD OVER—SECOND WEEK
BETTE DAVIS
in "EXCELSIOR"
HENRY FONDA-GEORGE BRENT
A Warner Bros. Production
Cala Stage Bar-Synagogue Orch.
1st Monday Show Reserved, CO. 5-6335

CONVENTION DELEGATES

TOLEDO, O.—Delegates to the ANG Convention in Toronto will be elected at the bi-monthly meeting of the Toledo Guild on March 27. Final reports on the Valentine Frolic showed a profit of more than \$175. Five per cent of the net was sent to the Bayonne strikers. President Richard P. Overmyer, who was a delegate to the sister CIO Convention in Columbus recently, will report on the sessions.

THEATRES

MAX GORDON presents 2nd YEAR
THE WOMEN
The Comedy HIT by CLARE BOOTHE LUCE
Cost of 45—ALL WOMEN
Ethel Barrymore Th. W. 47th St. Eves. 8:45
Matinee Wed. & Sat. 2:45
Phone Circle 5-2356

JOHN GOLDEN presents
Gertrude Lawrence
in
SUSAN & GOD
A Comedy by RACHEL CROTHERS
with PAUL MCKRATH
PLYMOUTH THEATRE, 14th St. W. of W-way
Eves. 8:45, No Mon. Perfs.
Mat. Wed., THURS. & SAT. 2:45

SAM H. HARRIS presents
"A PERFECT WORK OF ART"
OFMICE AND MEN
A new play by JOHN STEINBECK
Directed by GED. S. KAUFMAN
MUSIC BOX, 45 St. W. of W-way
Mat. Thurs. & Sat. 2:45

THE FULTON PRIZE PLAY
YOU CAN'T TAKE IT WITH YOU
A Comedy
by MOSS HART & GED. KAUFMAN
BOOTH THEATRE, 45 St. W. of W-way
Mat. Wed. & Sat. 2:45

City-Wide Talks Due In Memphis

MEMPHIS, Tenn.—Agreement of the Commercial Appeal management to extend its contract from March 16 to June 10 has paved the way for the Memphis Guild to conduct the first city-wide contract negotiations in the South.

The Press-Scimitar contract expired June 10, and management of both Scripps-Howard newspapers have agreed to the joint negotiations and a joint contract to expire simultaneously.

Both units, however, have retained their autonomy in contractual negotiations, preserving the right on provisions covering the different operations of the two newspapers.

The bargaining committee, headed by Jack Bryan and with President Robert Tally as a member, has drawn up a tentative contract. Incorporated in the proposed contract are proposals for Guild shops on both the Commercial Appeal and the Press-Scimitar.

Indications were that the joint negotiations would get under way the first week in May.

5 Unions Unite For Bargaining

(Continued from Page One) serve as committeemen from the various locals, and of those whom they serve.

Two officers were nominated to officiate until September. If approved by the council the president of the Mailers, Everett Cochran, will be chairman and Don Pinkston, Guild president, secretary.

The resolution setting the "negotiation calendar" was thought necessary which it became apparent that despite the determination of the unions to bargain simultaneously, the publishers would attempt to delay meeting with several.

THEATRES

JAMES BARTON
IN
TOBACCO ROAD
PRICES: ALL PERFORMANCES
BALC. 50¢ & \$1, ORCH. \$1.50
FORREST THEATRE, 22nd St. W. of W-way
Mat. Wed. & Sat. 2:45

"The Best Show in Town"
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LONGACRE THEATRE, 45 St. W. of W-way
Matinee Wednesday & Saturday at 2:45

MERCURY ST.
JULIUS CAESAR
SHOEMAKERS'
HOLIDAY
CRADLE WILL ROCK
Mercury Productions

2ND YEAR! A GEORGE ABBOTT PRODUCTION
BROTHER RAT
By John Monk, Jr. & Fred F. Finkelhof
West 43rd Street
AMBASSADOR Eves. 8:45-5:45 to 12
Mat. Wed. and Sat. 2:45. 5:45 to 8:15

A GEORGE ABBOTT PRODUCTION
ROOM SERVICE
A Comedy by John Murray & Allen Boretz
CORT THEATRE, W. 43rd St. Eves.
Mat. Wed. and Sat. 2:45. 5:45 to 8:15

CUTHBERT MCCLINTIC
presents
A new play by MAXWELL ANDERSON
BURLESQUE MEREDITH
JULIAN GISH
LAST 2 WEEKS
EMPIRE, W-way & 43rd St.
Eves. 8:45, Mat. Wed. & Sat. 2:45

NLRB Hearings Bar P-I Stooges

Seattle Sessions Show Effort to Enlist Beck Aid to Form A. F. of L. Editorial Union; Board Ready to Probe Discriminatory Discharges.

(Continued from Page One) torney. Asked him how he contacted the attorney for the "fraternity."

"Through Mr. Ashley," Mount said. (Paul Ashley is attorney for the Post-Intelligencer.)

"How?"

"Well," Mount said, "all the attorneys were conferring."

Niendorf's admissions of attempted collaboration with Dave Beck came when he attempted to refute the Guild's claim to a majority membership in the editorial and commercial departments. Niendorf's basis for this was a letter protesting the ANG's St. Louis Convention actions, signed by about forty P-I editorial employees, which, he said, constituted a "withdrawal from the Guild."

"Do you know Dave Beck?" asked Coughlin, "and did you have telephone conversations with him about the Guild as early as May, 1937?"

"I talked with him on the phone and at his office," Niendorf answered.

"What was?"

"Well, we were disgusted with the Guild, and we understood the AF of L was thinking of chartering a union for editorial workers only."

"A union under the teamsters?" Coughlin asked.

"Yes, but Beck didn't seem much interested, so nothing happened."

Niendorf was one of four Guild renegades called by Samuel Bassett, attorney for Dave Beck. His testimony brought scores of protests from the P-I unit membership.

Hein Hemingway and Charlotte Lockman, classified advertising employees, testified that they sent their resignations to the Guild after the dismissal of two other P-I employees. NLRB Examiner Charles Woods brought out that both resignations were identical in language, and that Miss Lockman did not understand the meaning of her own resignation, nor of the word "referendum" used in it. She denied, however, that the management had dictated the letter.

The dismissals preceding the resignations were those of Ruth Givan and Helen Hoover, fired on protesting formation of a company union. Their cases, with that of

Ray Griffiths, discharged circulation employee, will be taken up later.

More management double dealing was revealed in the form of a contract covering country circulation runners, which was signed with the Teamsters' Union despite Boettiger's assurance that he would not negotiate with any group until the Guild's case was decided by the NLRB. The Guild contends, furthermore, that the contract was signed for the purpose of giving the group employee status in a Labor Board election.

Witnesses described in detail the



Leading figures in the NLRB hearing in the Post-Intelligencer case: Above, Publisher John Boettiger and his wife, Mrs. Anna Roosevelt Boettiger; below, Ruth Givans and Ray Griffiths, dismissed P-I employees whose cases will be heard later.

workings and intertwining structure of the bargaining unit.

Claude Smith, executive secretary of the Guild and former P-I editorial employee for eight years; Walter Rue, Guild president and recent real estate editor at the P-I, and International Representative Seller, a former employee, described how editorial workers depend on and work with employees of other departments.

Strength in Numbers
Rue told how his duties were interlocked with the classified advertising department, and Smith explained how office boys worked between departments, how the library was used by all departments, and how a union by "departmentalization" might break down into photographers, artists, re-

AT P-I HEARING



Sketched by Walter Partymiller

Leading figures in the NLRB hearing in the Post-Intelligencer case: Above, Publisher John Boettiger and his wife, Mrs. Anna Roosevelt Boettiger; below, Ruth Givans and Ray Griffiths, dismissed P-I employees whose cases will be heard later.

porters, copyreaders, sportswriters, etc.

Seller described transfers from one department to another, how reporters worked with advertising men in writing stories for the advantage of advertisers, how circulation men often telephoned stories to the city desk, how artists and photographers often were assigned to work for various departments.

Joe Havel, Guild member and credit manager of the paper, asked on cross-examination if he felt a union solely for business office employees would be worth joining, declared:

"I should say not. There are only thirty or so of us up in that department, and alone we wouldn't have enough strength to get anywhere in collective bargaining."

Robert Camozzi, ANG international vice-president, and Tom Short, both circulation employees, told how that department had to answer for editorials and stories in the newspaper.

CHICAGO PAPER

CHICAGO—The Chicago Guild News, printed monthly, reached 2,500 circulation on its March issue. It is sent to every international and local Guild officer as well as many labor unions. The Hearst plant Labor Board election campaign, Times contract negotiations and aid for the unemployed were featured in this issue. Wilfred Wille, INS, is editor.

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43rd St. West of Broadway, N. Y.

New Guild In Syracuse Chartered

SYRACUSE, N. Y.—Enrollment in Syracuse moved forward last week following presentation of a Guild charter to a meeting of 65 editorial and commercial department employees of the Herald, Journal, and Post-Standard by ANG Executive Vice-President Eddy.

With establishment of dues, organization and social committees at the meeting, it was indicated that steps will soon be taken to achieve the primary Guild objectives in this city, where newspapermen have never before been organized.

Temporary officers: presiding at the session were Robert Brown of the Syracuse Journal, president; Charles Villency of the Syracuse Herald, secretary, and Gerald Salisbury, of the Syracuse Herald, treasurer. Permanent officers will be chosen at the next regular session on April 3. Plans for a dance and the publication of a local bulletin will also be taken up then.

In the meantime, the three units of the Syracuse Guild met to elect officers and discuss problems.

World-Telegram Boosts Its Offer

(Continued from Page One) with the original Guild proposals.

Pending the adjustment of the commercial minimums, other disputed points have been temporarily held in abeyance. Points still to be adjusted include longer vacations, higher editorial department minimums over the minimums provided in the contract expiring on April 8, the Guild shop, longer severance pay, and removal of all qualifications on severance pay.

The unit has also taken a firm stand for a clause assuring against economy layoffs, and this point must still be settled.

JACK IAMS, Pittsburgh Press copy desk, has written a novel, "Nowhere With Music" (Longmans, Green), in part based on his experiences when he was marooned in Spain at the outbreak of the Civil War.

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THE DINER
"NO FOOD FINER"
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Opposite NEWS Building Entrance
Vanderbilt 2-8972

Greenwich Tavern
Best Foods—"The Taste Tells"
232-34 Greenwich St., N. Y. C.
around corner from World-Telegram
Tel. WOrth 2-9217

L. A. Guild Scores in 2 Cases

LOS ANGELES—Two important Labor Board victories were won by the Los Angeles Guild last week.

The first came when Robert Smith, general manager of the Los Angeles Evening News, consented under pressure of a labor board charge to reinstate with back pay, Arthur Koonz, circulation district man, who was dismissed for alleged "inefficiency" after becoming active in circulation department organization.

The second came in Washington when the National Labor Relations Board overruled Dr. Towne Nylander, regional director for the Board, and ordered a complaint to be issued against the Daily News in connection with the discharge of Dolph Winnebrenner, active Guildman, star reporter on the News.

Dismissal "Cause"

Koonz was dismissed last January. It was charged that he had failed to pick up old papers from a corner rack and Otto Offenhouser, assistant circulation manager, produced two old papers which he said he had taken from a rack which was under Koonz's jurisdiction.

However, during investigation by Nylander's office, a cigar store manager near the rack stated that he had observed the rack to be empty only a few minutes before Offenhouser claimed he had taken the old papers from it. After presentation of this evidence, Smith admitted in a letter to Nylander that: "A sub-executive in our circulation department has unwittingly been guilty of certain minor acts of possible intimidation."

Winnebrenner was dismissed after he had been selected to head a committee of editorial employees to start the circulation department drive. The Guild filed a Labor Board charge which Nylander refused to hear despite the strong evidence of discrimination. It was believed that the NLRB's order to Nylander would result in an early restoration of Winnebrenner to the News payroll.

Despite the tactics of the management, 55 out of 69 eligibles enrolled in the circulation and building maintenance departments of the Daily News and Evening News. Negotiations for the two departments will be opened within a week.

Herald-Express Action

LOS ANGELES—Early resumption of negotiations on the Herald and Express on behalf of all commercial department employees was expected last week when Dr. Nylander ordered a hearing on the Guild's petition for certification as collective bargaining agent.

Nylander's action was taken after Don Keeler, Herald-Express business manager, had refused the director's request that the newspaper management either submit to a cross-check of Guild membership lists against payroll or consent to an election on an industrial basis. The Guild has approximately 130 members out of 170 eligible in the commercial departments, excluding circulation employees who have been organized for some time into a "company association."

Gathering Place of Guild Members
GUS & ANDY'S SOMERSET
"A Bar & Restaurant of Distinction"
146 West 47th St., New York, N.Y.
Around Cor. from ANG Headquarters

PIROLLE now at 111 W. 45th
—Famous for French specialties— Lunch 55¢. Parisian dinner \$1. Wines and Liquors.
Tel. BRy 9-6816.

Quebec Struggle Centers on Guild

Ballantyne's Battle With Premier Nears a Decision in Court as Duplessis Extends His Labor Attack; Legislation Menaces Movement

MONTREAL.—The Ballantyne-Duplessis case, one of the chief points in the battle between Quebec's National Union Government and the organized labor movement, has advanced a step nearer a decisive engagement in the courts. The latest sortie in the long struggle was made last week by Premier Duplessis when he filed a plea in Superior Court contesting the allegations contained in Ballantyne's petition asking the court to grant Ballantyne's suit against the Montreal Gazette.

Duplessis, in his plea, denies that the Montreal Newspaper Guild is an association of wage-earners "in the sense" of the Provincial Act Respecting Workmen's Wages. Moreover, the plea denies that this so-called association "is a body of wage-earners, bona fide or possessing the status of a civil person (incorporated), having for its purpose the study, defense and development of the economic, social and moral interests of its members with respect for law and constituted authority."

Struggle Since June

Joseph K. Mergler, Robert L. Calder, Civil Liberties Union attorneys who are acting for Ballantyne, are preparing an answer to Duplessis' plea.

Argument on the case will climax a struggle that has been waged since last June when Ballantyne was fired by the Gazette and given one week's pay. While denying him an official explanation for his discharge, the managing editor made it plain to Ballantyne that he was being fired for his activity as president of the Montreal local of the Guild. He indicated, moreover, that the management would consider an application for reinstatement provided Ballantyne would quit Guild membership and activity. Later, a director of the Gazette offered Ballantyne reinstatement provided he abandoned his office membership and activity in the Guild. With the approval of the Guild executive committee, Ballantyne rejected this proposal.

Duplessis has meanwhile enlarged his attack on the Guild and the CIO into a general offensive against the labor movement, both international and Catholic Syndicate. Three weeks ago, two bills to amend the Act Respecting Workmen's Wages and its companion measure, the Fair Wage Act, were introduced unexpectedly by the Government in the Legislature and rushed through without committee hearings.

Cite Ballantyne Case

These amendments would outlaw the union shop by making it illegal for an employer to dismiss an employee "for refusing to join a union." They would give the Government power to amend or revoke at

any time any collective agreement negotiated by employers and employees. They would exempt government work from provisions of collective agreements, and they would threaten the right to picket by making it an offense for any person "directly or indirectly" to prevent or seek to prevent "in any way" an employee from obtaining work.

In the debate in the Legislature, T. D. Bouchard, leader of the small Liberal opposition bloc, protested the wide powers given the Attorney-General by the legislation. He cited the case of a "Montreal Journalist" who was unable to bring his case before the courts because the Attorney-General Duplessis had withheld permission.

Passage of the amendments by Duplessis' huge majority in the House roused a storm of protest from the labor movement. Representatives of the international unions and the Catholic Syndicates converged on Quebec City, and were assured by the Minister of Labor of consideration of their petition that action on the bills be held up until labor could at least present its point of view.

Despite this assurance, however, the assembly gave third and final reading to the bills and sent them to the Legislative Council, the appointive Upper House, where two weeks ago they were given first and second readings. As the bills neared enactment, the wave of protest grew until it could be ignored no longer, and the Government leader in the Upper House promised that amendments would be introduced when the bills come up for final reading March 17.

Large sections of the provincial press have ignored the steadily increasing protest movement. A meeting of international unionists that packed one of the largest Montreal halls was reported by only the afternoon Star in the English field.

Only Le Canada, Liberal French morning daily, has reported developments in the Ballantyne-Duplessis case and Le Canada alone carried the news three weeks ago when J. S. Woodsworth, leader of the Cooperative Commonwealth Federation, cited the Ballantyne case in the House of Commons in introducing his bill to amend the federal criminal code to make it an offense for an employer to fire an employee for union activity.

NEW YORK DANCE

The New York Guild will hold a dance and entertainment on April 2 at the Labor Stage, 106 West 89th Street. Tickets at \$1.00 are available from unit officers. The emergency fund will benefit.

The Times Changes a Head On the Closed Shop Issue

Readers of the late city edition of the New York Times on March 1 read this top head on page 2 of the paper:

HIGH COURT PASSES

CLOSED SHOP ISSUE

which headline might be described as an accurate statement covering the fact that the United States Supreme Court had refused to review an appeal of six New York Rapid Transit workers against a closed shop contract between the New York City Transit Corporation and three subsidiaries. For some unexplained reason, the six workers didn't like the closed shop contract, although it brought them and the thousands of other employees increased pay, shorter hours, and vacations with

pay. The headline over the story, accurate as it was, nevertheless underwent a change in the "postscript" or fifth edition of the late city edition of the Times. The later issue appeared with this head over the story:

TRANSIT WORKERS

LOSE IN HIGH COURT

The text of the story remained unchanged. The new head created the false impression that the union had lost the case, because of the common practice of referring to the organization as "The Transit Workers" or the "transit workers." The change was widely noticed and caused much speculation as to the need for rewriting an earlier one that reported so accurately that the Supreme Court had passed the issue up.

Eunice Barnard Appointed To Sloan Foundation Post

Guildswoman Becomes Education Director For New Fund

Mrs. Eunice Fuller Barnard, for eight years education editor of the New York Times and a member of the Guild since it was organized, has been appointed education director of the new \$10,000,000 Alfred P. Sloan Economic Foundation, Inc. She testified to her belief in the Guild at a farewell luncheon given March 10 by the Times unit.

Dr. John H. Finley, editor-in-chief of the Times, attended and paid tribute to Mrs. Barnard.

Speaking of her Guild membership, Mrs. Barnard said: "Now, I have not always agreed with everything the Guild has done. But I have never faltered in my belief that it is the ideal labor union. In my opinion, it has brains and courage and idealism. And there has never been any suspicion that the Guild is a racket or that anybody is getting anything out of it."

I believe that it has created a pleasanter social atmosphere and more camaraderie among newspaper workers. And it has operated to create a greater professional consciousness.

Indeed, it is my prophesy that ultimately newspaper publishers will come to see the Guild as working in their interests, too. For all its progress in gaining better wages and hours is really a step toward raising the pres-



Mrs. Eunice Fuller Barnard, education director of the Sloan Foundation, speaks at the luncheon given by the Guild at the New York Times building.

Besides Herman Dismore, unit chairman, other speakers at the luncheon were R. L. Dufus, an editorial writer for the Times; Kathleen McLaughlin of the city staff and Clyde Beals, Guild Reporter-editor.

The Sloan Foundation will further the spread of economic knowledge.

Waterbury Resists Wage Cuts

WATERBURY, Conn.—Employees of The Democrat, organized and unorganized, have been asked to take a 10 per cent pay cut. The Guild has declined for its members in the editorial department, who have a contract establishing minimums.

The Typographical Union is said to have decided to take the cut if the management will make concessions on general grievances under discussion.

The Guild's refusal was made at a conference last week. Harold E. Senior, Guild president, and John J. Driscoll, secretary of the Waterbury Brass Workers' Union, spoke for the Guild.

Publisher Maloney and Business Manager Hayden said the Democrat was in serious financial straits and worried as to whether it could meet payroll. They said that if Guild members in the editorial department refused to take the pay cut some dismissals probably would take place. Guild answered that the Guild would fight discharge of its members.

Senior has had conversations with Charles Fatus, president of the Typographical Union, suggesting that the Guild and the compositors fight the pay cut together. No definite answer has been given.

It is believed a pay cut on the Democrat, if unresisted, would be followed by a slash on The American and The Republican. This was the course in the last depression.

BUILDING: Now Is an Ideal Time To Consolidate Gains

By JONATHAN EDDY

(Continued from Page One)

It is evident that still tougher times are ahead. Earlier experience in the Guild would suggest that when there is a time of peace, the enemy is preparing for more war. Whether or not that is true, the entire Guild, the international and every local, every unit, every division, should use this period for consolidation.

PUT DUES IN SHIP-SHAPE ORDER

ALTHOUGH our position is favorable, it could be much more so were such routine union business as dues and assessments to be brought permanently into ship-shape order. When this was a younger organization, a good many of us thought that laxity on dues and assessments was a peculiarity of newspaper folk. There was a happy-go-lucky Bohemianism about newspapermen and women, it was said, which made it impossible for them to take seriously such mundane matters as monthly dues and special assessments. It would seem today, on the contrary, that our record on dues and assessments is better than that of the average union. Now, that is fine. But it remains true that if all outstanding dues and assessments were paid, we would have a treasury that would make unfair publishers more careful not to permit a strike to develop. Also—if outstanding dues and assessments were paid up—the international would have resources with which to launch an even greater organizational campaign than it is now undertaking. But there is something still more important than either of these two considerations. That is the matter of union discipline, union self-respect. As long as our best members have not educated the remainder to the simple matter of financial reliability towards their union, our whole Guild program functions at a retarded pace. Internal union discipline is the basis of a great part of our strength, and finances seem to be the best barometer thereof.

BRING IN NEW MEMBERS NOW

THE title of this column more or less forces upon its writer the role of preacher. What all leading Guild members should preach to their fellows today is that the newspaper employees of this country will probably not soon again have an opportunity comparable to this to consolidate their organization and to ensure good livings and security for the future. It is easy to organize new Guilds and bring new members into established Guilds right now. We should take every possible advantage of this. But we shall have our full organizational strength for this work only if we regularize and solidify more than ever before the basis which we already have. Let us consolidate the organization, revitalize organization committees to build up the Guilds and units and divisions. Let us see that our collection apparatus is perfected. Let us bring the many thousands of new members into an organization that has already formed the habit of being businesslike and reliable in union affairs from smallest division and unit and local up to the largest. If we do that, a publisher attack will never again be able to threaten our whole structure as it did for a longer period than we like to admit, last fall and winter.

From one end of the Guild to the other, now is the time to look over our machinery and personnel, to spur committees where they are not functioning properly, build up to 100% the weaker units and divisions and locals, and to bring into a strong organization the tens of thousands who are waiting to join up.

Objection Raised On UP Bulletins

Delos Smith, Guild member on the New York United Press staff, last week took issue with the Guild Reporter's publication on March 7 of two UP bulletins from Detroit about the General Motors' announcement of salary reductions. The first bulletin pointed out that the cuts affected executives and "employees not covered by union contracts." The other bulletin was a substitute for the lead, and said merely that the reductions affected executives and salaried workers.

In a letter to the Guild Reporter, Smith said that the first bulletin was in error because General Motors did not mention in its announcement the employees covered by union contracts. He further said that it implied that employees covered by union contracts "had suffered no pay reductions whatsoever, whereas, weeks before, these employees had had their pay cut off entirely through lay-offs or drastically reduced through reduction of their work week." Objecting to the Guild Reporter's introduction, he said the "premise therefore simmers down to this: The United Press made an honest error in reporting, and, upon discovering the error, corrected it."

"As to the GUILD REPORTER's diatribe concerning the 'self-imposed task' of press associations to keep the news 'pure', permit me to say that for seven years I have been on the New York news desk of the United Press, which is the responsible, supervising desk for the entire service, and I have never known a person in authority and I include all degrees of authority, from the highest down, to order, suggest, or even infer that any story should be 'slanted' or 'colored'."

The GUILD REPORTER, in its treatment of the United Press bulletins, was not guided alone by the UP's handling of the story. The New York Times, a morning paper with hours of time to give consideration to the General Motors announcement, which was made in mid-afternoon, said in its page-one headline on Feb. 26: "Sloan Orders Reductions for All But Union Workers." The body of the story said: "Plant employees covered by union contracts will not be affected, nor are those in the Canadian divisions."



Stahlman and His Crowd Get Behind the Church Front (But Sometimes It Doesn't Work)

(Continued from Page One)

tors of the same bank is evidence of close interests, as it probably is, the circle would take in even such individuals as heads of nationally known patent medicine companies.

Leading members of the coalition are active in many ways that might seem unrelated. Just now they are sounding a "call to righteousness" to the city's industrial workers, a religious "call" which started out under the direction of leading labor-haters but which encountered sharp criticism and is now being made innocuous from the labor standpoint. Members of the coalition are fighting hard against the TVA. They are found combating evidences of liberal sentiments on the part of professors at the local Vanderbilt University in the State Teachers College, and so on.

LABOR JUST WON'T STAY DOWN

That these apparently diverse activities are really closely related is shown by the fact that the same individuals are behind all of them. Apparently the coalition thinks that by strenuous efforts it can keep down the rising tide of labor and liberal sentiment in the area. The tide has risen so high that the recent special election for mayor, the race was won by the candidate of the labor and TVA supporters, Tom Cummings. His election meant an upset for the political machine that had held power for 20 years. (GUILD REPORTER, Feb. 21)

Originally the Banner and Tennessean were competing papers, the Banner publishing afternoons and Sundays and the Tennessean having morning, afternoon and Sunday editions. The Tennessean came into the hands of interests friendly to Stahlman when Paul M. Davis, president of the American National Bank of Nashville, purchased it at a Federal receivership sale. Davis was also a director of the Tennessee Electric Light Company, for which Stahlman often evidences special interest, as will be shown later. Davis withdrew from this directorate later.

The former owner has appealed its case to the Federal Circuit Court of Appeals at Cincinnati, Ohio, and the brief and records in the case, filed by Attorney Jordan Stokes, Jr., on Jan. 6, 1938, offer some theories as to Davis' purposes. Davis, one of Stokes' statements said, had an "acute" necessity "to obtain the control and domination of said newspaper property."

As the depression deepened [Stokes continued] the said Paul M. Davis, individually, and the financial institutions which he dominated and controlled, became more insecure and precarious, the said Paul M. Davis resorted to irregular

and other questionable business methods in the management of the financial institutions he was directing...

The defendant avers that the practices then pursued were so irregular that they were reported to the United States District Attorney for the Middle District of Tennessee by the National Bank Examiner in a letter under date of Aug. 12, 1933, a copy of which is attached hereto as Exhibit A. Said letter also refers to practices resorted to by the said Paul M. Davis in making the statement of the American National Bank as of June 30, 1933. The defendant avers that much litigation has resulted and will result.

The defendant further avers that many suits have been filed against the said Paul M. Davis or his institutions, such as the suit of the Insurance Commis-

sioner of Missouri, growing out of the failure of the Missouri State Life Insurance Company, a suit by the Trustee of the National Cotton Seed Products Company, and a suit growing out of the failure of the Southern Insurance Company, in many of which suits, defendant is informed and therefore charges, fraud has been charged against the said Paul M. Davis. Defendant avers that on account of the position of said Paul M. Davis as responsible head of large financial institutions it has been essential for the said Paul M. Davis to suppress the publication of legitimate news items regarding the matters set out hereinabove, and other matters of a similar nature. The said Paul M. Davis has been able during the receivership to control the publication of such matters regarding himself and his institutions.

The defendant avers that with the enactment of legislation creating the TVA and authorizing its development, the power companies operating in the TVA territory have employed every possible method to delay, hinder, and defeat such development; that as a potent Director of the Tennessee Electric Power Company, which operates exclusively in the territory in which TVA can render service, the said Paul M. Davis has been active in assisting in

hindering, delaying, and obstructing the objects and purposes of the TVA. The defendant is informed and therefore charges that as part of such obstructive tactics, the control of the press is important and essential and for that reason, both the power company, of which the said Paul M. Davis is a director, and the said Paul M. Davis want the properties of the defendant to be acquired by the said Paul M. Davis.

Davis' withdrawal from the Tennessee Power directorate came after this attack. The "Exhibit A" referred to is a letter from F. A. Guiles, National Bank Examiner, to the former United States District Attorney in Nashville, A. V. McLane, and submits "for your consideration" certain "unusual if not irregular" transactions.

As Stokes adds about the change of ownership, in his brief to the Circuit Court, "the editorial policies of a lifetime, and the long-standing political alliances of the paper were thus subjected to immediate change. The old company, which is still fighting, is now headed by F. W. Garmack in place of the notorious, Luke Lea and son."

Stokes' brief charges a long list of wrongs in the case, representing the whole deal by which Davis obtained the paper as a trumped-up receivership. Legally imposed and carried through to the point of sale with the aid of Federal District Judge John J. Gore. Stokes submits evidence intended to show that Gore was biased in Davis' favor, and pushed the business case through for him. He is asking to have Gore removed from the case.

Davis is now listed as a director of Tennessee Newspapers, Inc. Stahlman is a close crony of J. P. W. Brown, vice-president of the Tennessee Electric Power Company. These two and John J. Edgerton, formerly president of the National Association of Manufacturers and still a power in it, figure together in many local and state activities. Stahlman's paper constantly reflects the close identity of interest with the big power, utility and manufacturing concerns. The GUILD REPORTER has reported some instances before, especially examples of the strong anti-labor attitude.

In labor news, it constantly seeks to represent the CIO particularly as a movement devoted to violence. When contrary news forces itself on public attention, as when news of the police beating of Norman Smith, CIO organizer in Memphis, was played on front pages all over the country, the Banner suppressed it; and when the story broke on the Chicago Massacre film, it cut the piece down to a back-page filler.

Banner's suppression of reports proposing a major reorganization of the city's street railways, made by a State Utilities Commissioner, Leon Jourlomon, and how instead of running the reports it played up attacks on Jourlomon. Likewise when Jourlomon recently revealed that power and utility companies were paying huge sums for attorneys to fight TVA and

When Papers Unite: A Nashville History

A View of the Forces Behind Banner and Tennessean Union

RELIGIOUS WEEKLY QUESTIONS THIS "CALL"

Criticism of Nashville's "call to righteousness" was voiced by the Christian Century, leading religious weekly, in its March 9 issue. Its editorial said:

LENT is the season for repentance and one cannot repent too much. But the besetting sin of religion is hypocrisy and from that sin the mood of penitence is not exempt. This particular reflection is suggested by a recent news report in the Nashville Tennessean describing a "Call to Righteousness," a concentrated nonsectarian campaign of religious talks and services to be held in that city during the two weeks just before Easter. Among the half-dozen leaders of the movement named one notes the names of J. P. W. Brown, vice-president of the Tennessee Electric Power Company and a vigorous opponent of organized labor over many years; C. C. Gilbert, long-time secretary of the Tennessee Manufacturers' Association and as hard-boiled an enemy of every effort to ameliorate the lot of the workers and their women and children as could be found; and Leonard Sisk, also with the Tennessee Electric Power Company and a leader in red-baiting circles. With such men active in promoting it, one is not surprised to find that the program is apparently directed chiefly toward the masses of Nashville's unorganized labor. Mr. Sisk and Mr. Gilbert are to make arrangements for services in one hundred industrial plants in and around the city. It is not hard to predict what the messages of the speakers will be. One suspects that, whatever may be the motives of others, the thing which lies back of these men's concern for Nashville's righteousness is fear of the growing unrest among Nashville's labor. Nashville ministers had best be on their guard.

charging them to operating costs, which, of course, keep the rates up, the Banner ran nothing. On the contrary it plays news about the utilities in a favorable light, as when the phone company recently announced a rate cut it wrote the story as a big boon to subscribers although it brought most of them virtually nothing.

Likewise when the power company recently paid its taxes, the Banner ran a page story on the fact that it was the largest minimum utility tax payment, and continued with this as the second paragraph:

Clerks in Judge Litton Hickman's office observed that the utility company's annual payment was in itself more than enough to operate the County Tuberculosis Hospital, whose budget is \$127,500, or the County Hospital and Home, whose budget is \$129,000, for the entire year.

BANNER FIGHTING UTILITIES' FIGHT

A study of the county tax rate showed that a 6 per cent increase in the rate would be necessary if the company's contribution to the county income should be discontinued and no corresponding cut made in the budget. Etc.

A recent prominent head on page 1 proclaimed, "Nashville Power Rates Among Lowest in U.S. Only 17 Cities in Same Class Have Cheaper Electric Lights." The dispatch was a "special" obtained from the Federal Power Commission and the Tennessee Electric Power Company came in for favorable mention in the first sentence of the second paragraph as charging "lower rates than is charged in eighty-two other cities of similar classification."

Moreover the Banner uses material by known propagandists for special causes without revealing the source. Only a few days ago, on March 11, it ran an article pleading the cause of the private power companies by Dr. Gus W. Dyer of Vanderbilt University. Dyer is one of the eight professional writers for the "Six Stars Service," a "service" paid for by the Na-

(Continued on Page Six)

Nine Convicted Of Illegal Parley

Philadelphia Trial Body Suspends Former Unit Chairman, Censures Eight; President and Secretary Reprimanded for 'Giving Way' to Group

PHILADELPHIA—Roger Gibson, former chairman of the Evening Bulletin unit of the Philadelphia-Camden Guild, was suspended for a year, and eight other members of the same unit were censured, following their trial on a charge of bargaining collectively with their own employer.

At the same time, Charles P. Polk, local president, and Richard V. Cornish, secretary, were censured for giving way to Bulletin members and allowing them to meet their employer as a "grievance committee."

The trial, held unique in ANG history, was conducted by a board of five Guildmen elected at a general membership meeting. Gibson is appealing to the IEB.

The charges grew out of a report made to the local Executive Council by Robert W. Comber, of the Bulletin unit and former local president, to the effect that the nine had met with the publisher, and among other things, discussed wages. Besides Gibson and Comber, those accused were Don Donaghey, Ray Josephs, Ray Hill, William Tucker, Harry McGonigal, Charles McElfresh, and Max Curtis.

Charges of dereliction of duty were filed against Polk and Cornish and both cases were submitted to the trial board.

All nine Bulletin men were found guilty of the charge that they participated in collective bargaining with their own employer, which is prohibited by Article XVIII, Section 3, of the Constitution. Charges that they disobeyed and failed to comply with the decision of the local advisory board forbidding any committee to deal with the publisher except as a grievance committee and that they disclosed confidential information to a publisher or his agent, the information being the Bulletin wage survey results, were dismissed.

Though the defense argued that

Your Dollar

By ARTHUR KALLET and ALEXANDER L. CROSBY

After making hundreds of razor blade tests over a period of almost one year, Consumers Union technicians report that it is apparently impossible to make dependable recommendations. A surprising degree of variation in quality has

"Your Dollar" will be a regular monthly feature. The facts and opinions are based on the monthly reports of Consumers Union, a non-profit membership organization. Note especially the information on labor conditions under which products are manufactured.

been found not only among blades in different packages from the same manufacturer, but also among

Upon the basis of several hundred test shaves, however, preliminary ratings for quality have been made. The indicated Best Buys are the following brands: Cadet (Woolworth's), Blue Diamond (Hearns'), Ardell, Ward's Supreme and Marlin. The cheapest of these is the Marlin (20 blades for 25¢) and the most expensive is the Blue Diamond at an average price of 2.84 per blade.

A number of brands are rated as Also Acceptable. Among them are the Thin-Flex, Barbano, Gillette and Myco. Two widely sold brands that are considered Not Acceptable on the basis of the preliminary tests are the Probak Jr. and Gillette.

unsuccessfully for four hours to persuade the Bulletin group not to accept the management's invitation. The evidence showed that Gibson attended an Executive Council meeting the day after receiving the invitation from the management, and failed to mention the invitation to the Council. At a conference between members of the Bulletin unit and the advisory board, Polk and Cornish fought

LABOR CONDITIONS
Barbano workers are reported to get an average of about \$18 a week; the plant has no union organization. Thin-Flex and Duble-ken are products of General Blade Co., which says that its wages range from a \$14 minimum for women to about \$50 for highly skilled male operators.

In the Gillette factory, where Probak blades are also manufactured, the 5-day, 40-hour week prevails, but the company has apparently forestalled unionization through a system of various benefits, paid vacations and Christmas bonuses. Average wages are probably less than \$20, from which 60¢ are deducted for the benefit funds. Although Marlin blades are not manufactured by the Marlin Firearms Co., which distributes them, it is worth noting that the company reports it is operating under a CIO agreement.

THE BEST COFFEE
Expert coffee tasters sampled many brands of coffee sold from coast to coast and rated them for quality in coffee is, of course, its freshness; the consumer should buy from stores that have a large turnover, or if he can't, then buy coffee in vacuum tins. Among the well-known brands that were rated as "good quality" in blend and roast were Bon Hu, Hills Bros., Martinson's, Red Circle, Royal Jewel, Royal Seal and S. & W. The extensively advertised Maxwell House and Chase and Sanborn "dotted coffee" were among those considered as only "fair quality." Listed as "poor quality" were Beech-Nut, Del Monte, Eight O'Clock and others. Decaffeinated coffee of the type including G. Washington, Tropic, Coffee, Ruffe Hag and Sanka were of poor flavor.

HAIR REMOVERS
The only safe way to remove hair permanently is by electrolysis, in

Pritchett Wins Entry Permit

WASHINGTON—Harold Pritchett, president of the CIO International Woodworkers of America, has been given a three-month entry permit for the United States by the Immigration Department.

The renewed permit was secured after widespread protest by CIO unions and progressive bodies, organized by the National Committee to Gain Entry for Pritchett, whose chairman is ANG president Heywood Brown. Pritchett, who is a Canadian citizen, was ordered to leave this country last month after several renewals of his visitor's permit. A permanent entry visa has been refused on the grounds that he is "undesirable," in spite of the fact that he was recently rejected head of his 100,000 strong union.

which an electric needle is inserted along the hair shaft and destroys the root. This method is by no means painless, however, and since each hair must be treated separately the time and expense are apt to be considerable.

Of all the various creams and other preparations sold for hair removal, every one has proved to be either unsafe or only temporary. The use of x-rays in any form is dangerous, even when skilled operators are in charge.

Sulfide preparations, distinguished by a strong, rotten-egg odor that cannot be concealed even by strong perfumes, do not remove hair permanently any more than shaving does. Originally sulfides were used to remove hair from animal hides in tanneries, but the cosmetics manufacturers borrowed the idea from the tanners. It should be noted that the tanners employed sulfides as depilatories only after the animal had been killed and skinned. Persons who use sulfides should be extremely careful to move the preparation before the skin is seriously affected, and under no condition should sulfides be used near the eyes, since blindness may result. Despite all precautions, many persons with sensitive skin are injured by sulfide depilatories.

Bargaining Questions

Local's Own Negotiators Are Best for Guild

QUESTION: Our Guild has opened its initial negotiations, and the negotiations committee has had a preliminary conference with the publisher. Before holding the next conference, we would like to have an organizer here to continue the negotiations. We feel that the bargaining battle will be won or lost at the next session with the publisher.

ANSWER: We should like to discuss your problems frankly in the light of the experiences of locals similarly situated.

There is no doubt that it would be highly desirable to have an ANG representative spend some time in every local, and that such a representative would be of material assistance in current negotiations. At the same time, you know that we only have three representatives and that local negotiations are on in numerous locals over a wide area, in each case lasting over long periods of time, and we think you can see how impossible it is to have international representatives handling local negotiations under these circumstances. It has been our experience that a rush visit by a representative to handle one negotiations conference is not particularly helpful.

Develop Own Negotiators
The value of the experienced negotiator is perhaps more, or at least just as much, in prolonged contact with the unit than in actual negotiations. Since the situation in respect to organizers has virtually been the same as at present throughout the ANG's existence, locals have had to develop their own negotiators, who have developed in experience and therefore value to the local. Undoubtedly they have made some mistakes, but in the long run the system has meant solid local leadership and a stronger local all around.

We should like to take the liberty of disagreeing with your conclusion that your battle will be won or lost at your next session. Our most successful negotiations in the entire history of the ANG, and in fact most of our negotiations generally, have dragged on over periods of weeks and often months. It is a healthy thing, particularly if the local and the units take the attitude that they are going to take their time, to study proposals and counter-proposals adequately, consult adequately, and not be rushed into anything.

Discussions by Unit
We presume you will be proceeding with steady negotiations conferences, each time taking back a report to the unit and discussing the negotiations thoroughly in the light of the unit's needs and wishes and of ANG policy. The unit will presumably express itself and its views of management counter-proposals and of developments generally, and necessarily will take a progressively firmer stand, which will help the negotiators bring the management around. If you will send us summary reports on the negotiations and management counter-proposals, we shall do our best from this distance to help you discuss and analyze them. We think you are familiar with the fact that in ANG experience, while the actual negotiators in conferences are men from outside the unit, the real negotiators are the unit itself, and its understanding of the negotiations and the stand it takes on them.

OFFICE HELP IN GUILD
SALEM, Mass.—A majority of the business office employees of the Salem News have enrolled in the Guild, following a meeting addressed by Fred Myers, Guild organizer for New England. The new group will be included in the negotiations, which will begin soon, for a renewal and improvement of the existing contract with the Salem News Publishing Company.

STEVENS AT FORUM
CHICAGO.—The Chicago Printing Trades Forum, organized to clarify the problems that face the workers in the industry, presented an open forum on March 13, on "The American Newspaper Guild and the Printing Worker." The guest speaker was Don Stevens, Chicago Guild organizer.

Local Guild Elections

BARKER IN EL PASO

EL PASO, Tex.—Stephen A. Barker, chairman of the El Paso Times unit, has been elected president of the local CIO. Other officers are: James Wadley, Times secretary; George Dennis, Herald-Post, vice president, and H. L. Middlesworth, re-elected treasurer. Alexander Heiken, retiring president, was instructed to notify publishers of the Herald-Post (Scraps-Howard) and the Times that the Guild desires to begin negotiations to revise contracts now in force. Present contracts expire May 3.

Other retiring officers are James Sheppard, vice president, and John R. Ward, who has left El Paso to work for the Associated Press in Santa Fe, N. M.

MURDOCK IN SAN JOSE

SAN JOSE, Cal.—Steve Murdock has been elected president of the San Jose Guild. Other officers are: first vice president L. B. Peck; second vice president, Stanley Waldorf; secretary, Stuart Dufour; and treasurer, Richard Houghton.

BALTIMORE REVISION

Baltimore reports that its officers were incorrectly listed, and sends the following revised list: James P. Connolly, president; Maurice Hallgren, vice president; Myer Trupp, treasurer, and George Engeman, secretary.

AULT IN HAMMOND

HAMMOND, Ind.—George T. Ault was elected president of the Calumet Guild which embraces the Hammond Times and Gary Post Tribune. John A. Brennan was named vice-president. Re-elected officers were Larry George, treasurer, and John Wollver, Erwin C. Rosenau and Louis P. Ade are executive board additions.

CHICAGO OFFICERS

CHICAGO—Justin McCarthy of the Daily News editorial department has been elected treasurer and Harry Cordesman of the Herald & Examiner advertising art department has been elected vice-president of the Chicago Guild.

On Other Labor Fronts

2,200 Gimbels' Workers Win CIO Contract

More than 2,200 employees at the Thirty-third Street, New York, store and warehouses of Gimbel Brothers, Inc., are covered by a contract signed between the CIO Department Stores Organizing Committee and the company, under which wage increases totaling \$160,000 will be given.

In addition to the pay increases the agreement provided for a 45-hour week, seniority rights, time and one-third for overtime and vacation schedules.

The agreement, which was reached after weeks of negotiations, is the third big victory to be won in the New York department store field recently. A closed shop agreement was signed not long ago with Hearn's covering 2,000 workers in the Bronx and Manhattan stores of the company, and in December R. H. Macy signed up with the Department Stores Organizing Committee for 2,000 workers in the delivery, warehouse and manufacturing departments of the firm.

At the present time, the union is negotiating for a contract with Bloomingdale's, another of New York's largest department stores.

WASHINGTON—President Heywood Brown of the ANG will contribute a weekly column to the CIO News, official weekly organ of the Committee for Industrial Organization, it was announced by Len DeCaux, editor. The paper is being enlarged from its present four to eight pages, tabloid size, with the March 19 issue. Brown will comment on labor events.

With the expansion, the CIO News is in the market for new and feature stories. The paper's address is 1100 Connecticut Ave., N.W., Washington.

FRED GRUBE, president of the Lehigh Valley Guild, and court house reporter for the Allentown Chronicle, has joined the staff of the Reading Times as feature writer. Members of the Call-Chronicle unit gave Grube and Mrs. Grube a farewell party. A successor to Grube as president of the Guild will be elected March 20.

EUGENE HANSON, RALPH D. DEMEREE, and EMBERSON GAZE, charter members of the Santa Monica Bay District (California) Guild have entered the periodical field as the editorial staff of "Nite Life News," new California all-unit monthly published by the Weaver Publishing Company. Demeree and Gaze are also organizing a news service to supply United States and foreign publications with photos and features on film celebrities.

ASK CITY PACT

READING, Pa.—An agreement asking recognition of the State, County and Municipal Workers as the sole bargaining unit, has been signed by the Reading City Council by the CIO union.

The mayor told members of the union committee that the matter of a contract would be brought up when the Council meets. Elected officials, the City Clerk, police firemen and a few others would be exempt.

SAILORS RUN OWN PROBE

NEW YORK (FP).—Turning tables on the shipowner-inspired Senate investigation of maritime unions, the National Maritime Union has begun its own investigation into maritime conditions. The union has begun distribution of the first of several hundred copies of a questionnaire which its members will fill out, describing just how American ships abide by federal safety regulations. The questions to be answered cover the amount and condition of life-saving equipment carried and whether other required precautions are lived up to.

GETS NEW POST

TORONTO.—Margaret Gould, Toronto Guild executive committee member, has become editorial writer on the Toronto Star. She fills the place left vacant by the death of Joseph T. Clark, whose editorials did much to build the reputation of the Star at present enjoys as a liberal, pro-labor paper. Miss Gould, who joined the Guild when she came on the Star staff last year, was formerly a social worker.

BAKER LEADS HOWARD

INDIANAPOLIS (FP).—Indorsement of C. M. Baker of San Francisco by 476 local unions and President P. Howard by 204 in the International Typographical Union's coming election for president was revealed in an unofficial summary released from ITU headquarters here. The election will be held in May. Baker is first vice-president of the ITU.

When Newspapers Unite: A Nashville History

(Continued from Page Five)

tional Association of Manufacturers and furnished to papers without cost. The Banner must be aware of the tie-up because of Stahlman's close association with both the university, as a trustee, and with the Manufacturers Association, and it indicated by a queer introduction that the article had come as some kind of contribution, but it did not reveal Dyer's connection outside the university.

When the consolidation of the two papers was announced—it was not called a consolidation but a "sharing" of costs—it was presented by them and by Editor & Publisher as a move toward economy. The three papers—the Tennessee published both mornings and evenings, and also Sundays, the Banner evenings and Sundays—not only combined facilities, moving the Tennessee to the Banner's plant temporarily until a new plant could be completed, but also abandoned all their former competition.

They formed a single management corporation, the Newspaper Printing Corporation, with Stahlman as chairman of the Board, and Sullivan Evans, the Tennessee publisher (a Maryland insurance man) as president. This organization takes over all the functions except news and editorial, so the announcement said. In news and editorial matters, each paper, so it is said, is "free... without interference... from any source." Advertising solicitation is handled nationally through a single company, and locally, Editor & Publisher put it, "one salesman instead of two visits the advertiser."

The announcement spoke of eliminating "uneconomic business strife," and Editor & Publisher supplied details of similar steps in other cities, as in Cheyenne, Wyo., where "reduction in payroll now averages 12 per cent."

Yet the Banner jumped its advertising rate from 13 cents a line to 27 cents (despite a circulation drop from 72,016 to 69,122, according to Editor & Publisher

yearbook) and the Tennessee, which had a combined morning and evening circulation of 120,122 and now has just the morning circulation of 75,593, raised its rate from 15 cents for the two papers to 27 cents for the one paper.

'DIVERGING' POLICIES

It is the same story with subscriptions. The carrier-delivery of the Tennessee, which was 25 cents for 13 copies, is now 25 cents for the seven copies; the Banner kept its rate at 20 cents although it discontinued its Sunday paper. Both papers raised their street sales prices from 3 to 5 cents, and the Tennessee lifted the Sunday price to 10 cents.

The divergence in editorial policies which might be expected from the announcement at the time of the consolidation does exist on the surface. The Tennessee is much more liberal in its presentation of labor and power news. It has printed many stories unfavorable to the interests of the power and utility companies and favorable to labor. Yet despite the large pro-labor and pro-TVA sentiment evidenced at the recent election it never militantly represents these interests. It was neutral in the election. Its news policy suggests that it might be carefully avoiding creating antagonism until after the suit about its ownership is entirely out of the way, or that in view of the Banner's strongly conservative line, it was trying to keep in favor on the other side of the street. The fact that the starting of a third paper is much talked of, and seems a reasonable possibility, may serve to confirm it in this policy.

A revealing comment on the situation was made by the governor of the state recently when he said he could not get the power purchase plan fairly presented in the state's newspapers.

The Nashville condition is ruthless in dealing with opposition where they can stamp it out. It uses its immense influence to try to keep down leadership for any causes it opposes. Stahlman, Brown

and Edgerton form a powerful group on the board of trustees of Vanderbilt University where they attempt to suppress any sign of liberalism on the part of the faculty, at times going so far as to get professor dismissed and his department abolished.

Recently the power group secured the discharge of a State Teachers College professor, Dr. K. T. Hutcheson, director of agricultural education. He made the mistake of assisting the farmers in a rural electrification cooperative, which had won the assistance of the Federal Government. The minutes of the State Board of Education show that his "prosecutor" at the board meeting when he was dismissed was an attorney for the power company. One of the charges was of too great enthusiasm for TVA.

In labor tactics the Nashville coalition is really creative. In the election it could hardly attack Cummins for having labor's endorsement, but it capitalized on the Banner's long cry of violence stories and urged the voters to "have Nashville from the underworld."

The same theme can be seen in the "call to righteousness." The business clique got the leading ministers of Nashville together at a Chamber of Commerce luncheon and had them sign on the dotted line, what they would do in the campaign.

WHOSE CALL IS IT?

The "call" will be sounded all over the city, of course, but it is to the workers in the 100 leading industrial plants of the city that it was to be voiced loudest.

The Nashville Labor Advocate delivered a blast at the "call" in a four-column editorial down the middle of page 1 on March 16, asking a "call" to the Christian Century, national religious weekly, also attacked it.

The keynote for the call at the Chamber of Commerce meeting was sounded by the same J. P. W. Brown, and it was not reported in either of the papers. It was a plea to cure the labor unrest of

the city which was accelerating organizing tendencies among the workers.

Brown's pastor, Dr. Thomas C. Barr, is chairman of the "call." Dr. Barr showed his attitude toward labor when Kagawa, Christian labor leader, visited Nashville some months ago, by denying him use of his pulpit because he was going to discuss labor questions. Recently when Elaine Wright, a Southern Presbyterian, came to Nashville to open the CIO office, she called on Dr. Barr, as a minister of her faith. He informed her that he was not interested in her mission in Nashville and that he could see no difference between a man who made \$60 a month and a man who made \$600 a month when both wanted more.

One of the two men to arrange for the visits of the clergyman to the 100 industrial plants was to be C. C. Gilbert, secretary of the Tennessee Manufacturers' Association, who was instrumental in securing the defeat of the Child Labor Amendment in Tennessee three times, and in defeating every effort to reduce the working week for women in Tennessee below 57 hours a week.

Someone at the Chamber of Commerce meeting proposed that labor be represented in the "call" committee. This was opposed. As a compromise an invitation was extended to Richard McClure, who holds a card in the International Typographical Union. He was a printer 20 years ago, but for about the last 16 years has been County Trustee for Davidson County.

However, after the criticism grew hot the CIO unions asked whether the clergyman would not accept labor participation. The clergymen did, immediately. Moreover, C. C. Gilbert retired as a sponsor, and the project has now lost its bias.

The public somehow got the essential facts despite the papers. That, apparently, is a picture of journalism as competition passes out of the picture.

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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Belated Recognition

AMONG this country's newspaper editorial expressions of anguish over the current European barbarism there is some small comfort for Labor in the backhanded, buried admissions of the fact that it is the organized worker who stands as the bulwark of democracy today. The admissions are pathetically late in coming.

In Austria today the Nazis stalk into Vienna factories with cats o' nine tails to lash heels of enthusiasm out of the workers. In Spain, where a People's Front movement gave workers a voice in government, the patriot Franco marches at the head of German and Italian legions to destroy it. He wants to establish Hitler and Mussolini as joint overlords of the country he says he loves so much.

This and more is being printed with editorial expressions of horror in the United States today by the very papers which a year ago were maintaining silence, crying for "neutrality" of expression, or openly supporting the fascists. The papers which today comment with sympathy on the futility of Schuschnigg's belated move of conciliation toward the Austrian workers, were the ones who looked tolerantly on the slaughter of organized workers by a pro-Italian fascism in Austria in 1934.

And Dorothy Thompson, commentator for the arch conservative New York Herald Tribune, comes on the radio with the exclamation: "This time they can't blame it on Communism."

"Wake Up to Live!" wrote Miss Thompson in her column the other day, pointing out that an Austria which had turned its guns on its workers and "liquidated its democracy" was an Austria helpless before Hitler.

And the New York Times comments that "France Is the Key" to the European dilemma: "The French people have a way of rallying to a common cause. . . . In that often demonstrated fact lies the best reason to hope that a reunited and resurgent France will help guide Europe through its present dangers."

How is this? The Times doesn't say. It fails to point out the fact that France is a true democracy governed by its people, that France takes labor into government councils. France has a People's Front Government. That is why France is the "key."

Wake Up to Live, Indeed!

The Union Way

PHILADELPHIA teachers are no longer shocked by "union tactics," which once seemed analogous to the vulgarity of the small boy who comes right out and says that he's hungry. Now that the ivy of four years' existence has mellowed the union's structure, Philadelphia is beginning to recover from its cardiac fibrillation and to view the union in a calmer mood.

The essential characteristic of union tactics is realism—and the realization that all teachers cannot improve or defend their positions by just talking with the bosses. The union has discarded the traditional teachers' way—of sending impressive delegates to have talks with prominent people, while other teachers sit in cozy corners reading "Paradise Lost."

—From The Philadelphia Teacher.

PRESS AGENT IN REVERSE

E. L. Bernays Goes Professional in the Three-Cornered Propaganda War—Now He Is Treating Himself for a Bad Headache

THE professionalism bug is catching the press agents, at least the hot shot ones, just as it has some of the hot shot newspaper men. Edward L. Bernays, who turned the space-grabbing racket into a science, revealed himself recently as the high priest or one of the major prophets of the cult. Just like the newspaper men who would like to legislate themselves into dignity and affluence, so would Bernays and whoever is following him like to pass a few laws whereby his field would be closed to any who couldn't recite the pass words.

The professionalism talk is the new gambit of the publicity agents and propagandists in what is at present a three-sided battle between them, the publishers and the growing group of college professors and others who are seeking to analyze the purposes and effects of propaganda from the public standpoint. This third group is getting in some good licks; the publishers are afraid their own papers may come under the spotlight of this group, but are glad to see publicity soaked in the interest of greater advertising revenue; and the propagandists are giving themselves a better odor with heavy-scented ethical perfume.

Unfortunately for Bernays, however, he has been building up a personal record in the matter lately, and worst of all, he made the mistake of talking glibly about his idea recently in the presence of a few of the sharpshooters. As a result, he has by now probably bitten his tongue till it resembles shredded wheat and he is firing hot letters invoking threats of libel suits and the names of the city's highest-priced lawyers to give the discussion a quick, silent burial.

THEY MEET AT LAST AND THE SPARKS FLY

It all came to a head at a round table at the recent Progressive Education Association convention in New York. The subject was "Educational Freedom and Propaganda," and the Association had assembled a group of speakers representing about every possible shade of opinion on the subject. Professor Thurman Arnold of the Yale Law School, now nominee for United States Assistant Attorney General and author of the recent book, "Folklore of Capitalism," was the main speaker, and Professor Clyde R. Miller of Teachers College, Columbia University, director of the new Institute for Propaganda Analysis, was chairman. One of the group besides Bernays was his opposite, Professor Leonard Doob of Yale, author of the shattering "Propaganda: Its Psychology and Techniques."

Other speakers were Ferdinand Lundberg, author of "America's Sixty Families"; Arthur Robb, editor of Editor & Publisher; Clyde Beals, editor of the Guild Reporter; Professor Edgar Dale of Ohio State University; Russell Babcock of the Winnetka (Ill.) public schools, and Professor Robert K. Speer of New York University.

To Bernays, propaganda was just another shiny streamlined car which any member of the nation's big happy family might find handy. Freedom of propaganda was taking its place alongside other civil freedoms, he said amid general agreement, and he went on to urge teachers and everybody else to try their hand. Democracy was safe as long as everybody's propaganda could compete in the market-place.

It was all merry until he sat down. Then Professor Doob asked for time for cross-questioning.

"If a democracy is to allow certain propagandists to engage in special pleading, have you any requirements you would impose on them," he asked Bernays.

The audience consisted of 1,200 idealistic school teachers, and Bernays went professional in a big way:

HE GOES PROFESSIONAL FOR ABOUT TWO MINUTES

"Not only would I require such restrictions," he replied, "but we have already conferred with certain authorities about developing standards for the profession, under the supervision of the state, in order that the points of view of the men in it—their social points of view, if you will, just as in medicine or in law—may accord with the soundest principles of the times."

"Will one of the ethics be that they reveal their identity and not try to influence public opinion in a concealed fashion," Doob asked.

"I don't know to whom Mr. Doob is referring; I'd be glad to have him specify."

"I am referring to you, Mr. Bernays. I issue this challenge. Before this audience you should disclose some of the propagandas you are carrying on at this moment."

"In this particular profession," Bernays answered, "we follow the principles of the two professions that have had their ethics laid down for them, one since the time of Hippocrates and one since the time of the Roman law. Both these professions preserve fiduciary relations with their clients unless the client is willing to have the relationship announced."

"In your speeches and writings, Mr. Bernays, you say that part of the ethics of this new profession is to be above-board—not to use any underhand techniques. Therefore, I think you are committing an inconsistency in saying that as part of your ethical practices you have to conceal part of your practices. You are not coming out openly in the arena of democracy."

Bernays scoffed at Doob's "dialectic analysis." Professor Arnold broke in.

"This proves my point for which Mr. Bernays took me to task; that is, unscrupulous people can use propaganda better than scrupulous ones."

This brought a laugh, and he added, "If you think

that is a reflection on Mr. Bernays you are wrong. I only say that as a practical, common-sense man, if you are going to use propaganda, you must use it in the best way, and that best way is often not coming out and saying, 'Gentlemen, this is only propaganda for a special interest.'"

The papers gave the meeting a good play and Bernays woke up from his professional jag with a very bad head. He immediately set about limiting the damage with all speed. The Progressive Education Association's convention stenographer had taken a record, so Bernays wrote the association demanding "that before any use whatsoever is made by the Progressive Education Association of anything I said at the round table last Saturday, I shall have the opportunity of editing the transcription. . . . We retain property rights in this material and no permission to reprint any of it is to be given by the Association without our previous permission. . . ."

"I understand from our attorneys that some of the statements made by one of the speakers, L. Doob, about me, were libellous. . . . I am therefore obliged to caution you that should your organization repeat in any way or publish any of the untrue statements of Doob, I shall be compelled to hold you also strictly accountable. . . ."

And then this:

"As a propagandist, I naturally stand for all the freedoms of expression. I cannot permit to go unchallenged, however, . . . etc."

Three days later he wrote again, this time throwing in the names of the attorneys, Sullivan & Cromwell, one of the biggest pairs of names in the city.

The skirmish at the forum brought into the open a battle that has been in progress for some time at longer range. Doob's book analyzes Bernays' propaganda methods, among others, and Bernays in speeches around the country has been referring to him as "Professor Boob—I mean, Doob."

Bernays also fired a heavy blast at the Institute for Propaganda Analysis just after it was formed. His attack consisted of an article in his publication "Contact," in which he told part of the story of the Institute's foundation.

BERNAYS CRITICIZES JOB HE FAILED TO GET

Bernays was an unsuccessful bidder against Professor Miller for the funds to start the Institute—a fact which he did not mention. The late Edward A. Filene, the Boston philanthropist, had become alarmed over the difficulty of getting at the truth behind the many conflicting propagandas and asked for proposals on how to enable it to meet them. His friends said he was ready to put up \$150,000. Bernays put up a plan calling for that amount which was to do lots of research but not much commenting on current issues because that "would sharpen the conflict." Miller put up his plan for making analyses of current propaganda, which Filene accepted, starting him off with \$10,000.

Bernays' article represents Filene as a tired old man fumbling confusedly with his idea. Miller wrote a sharp reply, suggesting that Bernays' same audience would be interested, but Bernays has not used it.

Miller has established the Institute with other prominent educators as associates, and has a small office at 132 Morningside Drive, New York. He is trying to build up public support for the Institute on the basis of subscriptions of \$2 a year for its monthly letter and occasional other publications.

Bernays treads especially heavily on the publishers' toes because he finds ways of making them take his publicity even when they know better. His great stock in trade is to start an institute or foundation. When Philco Radio, one of his regular clients, was being sued by RCA for back royalties on patents he organized the "American Economic Foundation," to "secure for the American people the economic benefits of science and invention in industry, by opposing the abuses of patent monopolies, patent pools and royalty dictatorships in restraint of trade."

SECRET OF BERNAYS' SUCCESS: CALL IT SOMETHING ELSE

For Philco, also he organized the Radio Institute of the Audible Arts. It was supposed to build up the radio industry, Philco benefiting because it was one of the leaders. For Kelvinator ice boxes he organized the Temperature Research Foundation to ballyhoo for health through refrigeration. One of its stunts was to plant staggering ice boxes on ocean steamers and send out statistical releases on them. He is the genius who thought up the Ivory soap sculpture contests for his client, Proctor & Gamble. He is now dressing up the brewing industry by publicizing a beautiful moral code for the United Brewers Industrial Foundation. Other accounts include the Waldorf-Astoria, Fortune Magazine and the National Broadcasting Company.

His greatest coup was in the "Golden Jubilee of Light" in 1929, when he got Mazda bulbs put on postage stamps.

Undoubtedly in the early days of the Guild many publishers hoped that we would become their front in a fight against handouts like Bernays'. The publishers fight the free space idea hard. The ANPA's bulletin on "Free Publicity"—issued for copy desks—devoted a page of its Feb. 28 issue to the Progressive Education Association debate. The bulletin's attitude toward free space is summed up in this happily worded motto at the bottom of each page, "They Won't Pay for It If You Give It Away."