

The GUILD REPORTER

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

Published Monday of each week at Guild headquarters, 1560 Broadway, New York.

Vol. V—No. 18

Entered as second-class matter August 18, 1937, at the Post Office at New York

NEW YORK, N. Y., APRIL 11, 1938

Single Copy 10¢; Yearly \$3.50

DULUTH STRIKE CLOSES PAPER

West Coast Talks Go On; Offers Boosted 93 Out for Guild Shop With Wide Backing

U P Offers Five-Day Week Plan

The United Press Association, after seven months of negotiations, last week offered to install the five-day 40-hour week in all bureaus having more than five newspaper men. Editorial employees of other bureaus, and a few specific executives, would be exempted from the five-day week under the offer but would receive two extra weeks' vacation in its stead, or a total of four weeks.

The management's offer was restricted, however, by a provision that it would have 90 days to put the shorter week into effect in Washington and New York and six months to make it effective in other bureaus. The Washington and New York bureaus recently adopted militant resolutions which declared their intention to ask the IEB to take a strike vote unless a satisfactory answer on the five-day week were forthcoming.

Delay Protested
Guild negotiators headed by Vice-President Morris Watson, chairman of the IEB Wire Service Committee, made no commitment as to acceptance or rejection of the offer, pending advice from the various United Press units. They protested, however, the "unreasonable delay" in instituting the shorter work-week.

United Press negotiations began last October. Collective bargaining was first requested in April, last year. The management refused to bargain without an election.

Election Held
The consent election which followed was delayed by the management's insistence that the Guild should not represent bureau managers nor the City News Bureau of Los Angeles, California. These two issues went to hearings. The Guild won the right to represent the Los Angeles City News Bureau, but lost the right to represent the bureau managers.

The Guild won the election 277 to 88. (Continued on Page Six)

24 Pacts Signed In 3-Month Period

Twenty-four contracts, ten of them benefiting commercial department employees, were signed by local Guilds between the December and March International Executive Board meetings, Secretary-Treasurer Pasche reported to the Board on behalf of the Employer Relations Committee. In addition, ten policy statements were posted as a result of Guild negotiations, one of them covering commercial departments.

Six of the contracts (including that in Wilkes-Barre, partially negotiated earlier) provided for the Guild shop and one for an 80 per cent Guild shop.

Guild Chartered In Stahlman's City

The Newspaper Guild of Nashville, Tennessee, home city of President James G. Stahlman of the American Newspaper Publishers' Association, was officially chartered by the International Executive Board at its March meeting.

It has a substantial majority of the editorial staff of the Tennessean, morning daily which recently combined printing and other non-editorial facilities with Stahlman's Banner.

A second new Guild chartered embraces the Monterey Bay district around Santa Cruz, Cal., to be called the Monterey Bay Guild.

Scripps Chain Talk Proposed

At the suggestion of James P. Kirby, president of the Cleveland Guild and chairman of the Scripps-Howard Advisory Committee, ANG headquarters is tentatively calling the second conference this year of Scripps-Howard unit delegates, to further coordinate bargaining efforts throughout the chain.

The tentative call proposes either Easter Sunday, April 17, or the following Sunday, April 24, at 10 a. m., in Cincinnati, Ohio, for the meeting. Answers to questionnaires accompanying the proposal mailed to Scripps-Howard committeemen (Continued on Page Six)

City-Wide Strike Up To Meeting

SAN FRANCISCO—With 6 p. m. Friday set as the deadline by the Guild, negotiations with the San Francisco-Oakland Publishers Association for a city-wide contract were moving last week toward the publishers' final offer, which Guild negotiators were to lay before a general membership meeting called for Sunday (April 10).

Armed with a 247-16 vote authorizing the calling of a strike, passed two weeks ago, the Guild negotiators obtained substantial concessions during the week but major points in the program still remained unsettled as the deadline drew near. The strike vote was taken owing to a marked tendency on the part of the publishers association to prolong the negotiations.

Chief gains made during the week's negotiations were:

Substantial improvements in commercial department minimums. The publishers offered the following monthly rates:

For office boys	\$75
Junior clerks	100
Intermediate clerks	130
Senior clerks	165
Bookkeepers, intermediate	140
Bookkeepers, senior and general cashiers	175
Junior typist clerk	100
Senior typist clerk	120
B'k'ping mach. operators	130
Stenographers	120

(Continued on Page Two)

Pay Assessments: Strike Aid Needed

Pay up back assessments! With 93 members on strike in Duluth, and the possibility of 600 going out in San Francisco in the first city-wide strike conducted by the Guild, funds are urgently needed. The ANG must give strong, regular support.

All who are in arrears, make plans for prompt, systematic payments now!

Unit collectors: The machinery starts to move when you go into action. Your help is urgent at once.

Hearst Pact To Be Signed In Albany

ALBANY, N. Y.—Ready for signing by the Tri-City Guild and the Times-Union (Hearst), a new editorial department contract embodies substantial improvements over the paper's 1937 bulletin-board statement of policy. A vital concession won during negotiations was a retraction, made in the presence of the unit membership, by Publisher Henry H. Fris of a threat of economy dismissals. Editorial budget to remove the need for lay-off.

The contract provides a sever- (Continued on Page Six)

Hearst Liking for Small Craft Unions Revealed in Boston NLRB Hearing

BOSTON—A two-day National Labor Board hearing of rival claims by the Guild and four AF of L unions to represent employees of the Boston Hearst papers last week revealed undisguised efforts by Hearst counsel to aid AF of L representatives in attempts to prevent the Guild from uniting hitherto unorganized newspaper employees.

The hearing was replete with evidence that the management, nationally as well as locally, hopes to see the AF of L successful in its attempt to split the Guild into impotent fractions. A Hearst lawyer came from Chicago to participate with AF of L organizers in efforts to persuade the NLRB to order the crafts divided. The only occasion upon which they deviated from that position was when they argued violently that the Guild should be compelled to represent newsboys, even though Guild policy is at present not to enroll newsboys, and even though the newsboys had not asked for representation. NLRB Examiner Maples Davidson overruled the lawyers from the bench.

Hearst lawyers, representing the management which in theory occu-

pled a "neutral" position in the hearing dispute, openly framed questions to witnesses designed to elicit statements of preference for small craft rather than industrial unions.

Give Up Two Groups

The Guild is claiming authority to bargain for employees in the editorial, advertising, circulation and accounting departments, and composing room helpers and boys of the Record, American, and Sunday Advertiser. It originally claimed jurisdiction over press-room helpers and building service workers as well, but withdrew when officers of the Printing Pressmen's Union and the Building Service Employees' Union testified that, after years of inactivity, they were now organizing these employees.

A. J. Isserman, Guild counsel, said:

"In view of the fact that these AF of L unions have long bargaining histories, and in view of the fact that the Guild's only motive in claiming jurisdiction was to give collective bargaining representation to these employees, we amend our petition. We assume

the AF of L unions mean to bargain for these people, as well as to take them into membership."

The Guild's claim to represent the editorial and commercial departments still is disputed by an AF of L stenographers and bookkeepers' union, and an AF of L "plant" union of editorial department employees.

The two AF of L unions seek to divide the two departments between them, while excluding some members of both departments from their membership.

Seek Quick Action

NLRB Examiner Maples Davidson, who presided at the hearing, indicated that he would file his informal report with the board in Washington as soon as he returns there. Guild officers hope that the board will make its ruling within three weeks, and order an immediate election to determine which union the employees prefer.

If the Guild succeeds in its petition, the Hearst management will be compelled to deal with a single unit of nearly 500 employees. If the AFL-management plan pre- (Continued on Page Three)

93 Out for Guild Shop With Wide Backing

DULUTH, Minn.—Refusal of teamsters and mechanical employees to pass through Guild mass picket lines last Friday halted publication of the Duluth Evening Herald, which was struck jointly with the morning News-Tribune on April 3 by the papers industrially organized unit, embracing employees of both papers. The papers are part of the Ridder chain.

The unit, part of the Lake Superior Guild, went out last Sunday on a 77-to-4 vote when contract negotiations reached a deadlock over the issue of the Guild shop, recently won by the Superior Telegram unit. The unit had a membership of 89 in editorial and commercial departments, and drew out 93 workers.

After a week-long deadlock in negotiations while the unit picketed, the mass lines were thrown about the plant on Friday.

Don Stevens, Chicago Guild organizer, and Carl E. Johnson, Lake Superior Guild president, are helping lead the strike.

The management widely broadcast claims that the strike was in violation of contracts signed with the units. The Guild pointed out that the agreements first, had been repeatedly violated by the management, and secondly that they were formally repudiated some time ago by the American Newspaper Guild as being company-union in character. They were scheduled to expire May 31.

Circulation Hit
The two papers suffered considerable circulation losses and some local display advertising in the first week of the strike. All street sales had been stopped by news boys who were long dissatisfied with their prices. After virtually all residential deliveries had been stopped by carrier boys loyal to striking district circulation men, the Guild on Thursday advised the boys to carry the papers until further notice, but to distribute the one-page daily strike sheet.

During most of the week, the (Continued on Page Six)

Knoxville Wins 4 Reinstatements

BULLETIN
Knoxville, Tenn.—The Knoxville Journal last week was directed to reinstate four fired Guild members with full back pay and to bargain with the Guild, in an intermediate order handed down by Trial Examiner Albert Lohm.

The fired Guild members are Mrs. Lula Hubbell, society editor; Miss Lucia Brown, woman's page editor; Kenneth Harrison, office boy and reporter, and Harry Human, desk man.

NLRB Hits Chicago Coercion

CHICAGO—Another major victory was scored by the Chicago Guild last week when the Chicago Tribune, which has a long history of discrimination and intimidation against Guild efforts to organize, posted a bulletin board notice declaring that there would be no coercion or restraint upon employees for Guild or other union membership.

The notice was posted under orders of the National Labor Relations Board and had the approval of the Chicago Guild. Immediately after its posting, several new members were signed up and employees for the first time were openly discussing Guild membership.

Victory came to the Guild after several months of hearings before the NLRB on charges of intimidation and coercion filed late last year. Signed by Colonel L. R. McCormick, editor and publisher of the Tribune, the notice specifically mentions the Guild in its pledge of relief from coercion.

LESSON FOR WOMEN

WASHINGTON (EP)—Because industries in which they work are not as fully unionized as industries in which men work, women are forced to accept lower pay, the Department of Labor declares in a study published by its Women's Bureau.

"Differences in skill that may exist," the study, said, "are far from sufficient to justify a wage to women that frequently is only 80 to 70% of that paid men."

THEATRES

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Pay, Prestige Rise Together

BOSTON—Add Tips to Publishers from Those Who Ought to Know:
Sitting as a Guild unit observer in the Boston Globe negotiations, Louis M. Lyons, feature writer of the Globe, made the following statement supporting the Guild's argument for higher pay:

"Respectable wage minimums—even to those of us who are paid more—are at least as important in elevating the standards of journalism as a Nieman scholarship fund, if not more so."

Lyons was one of the nine recipients of Nieman scholarships to Harvard.

Prove 'Hard Times' Plea, Guild Asks

BOSTON—After a three-hour negotiation conference with the Globe last week the management's committee agreed to submit to the publisher a resolution, unanimously expressing the unit's refusal to accept the plea of "hard times" without figures to show the Guild's demands could not be granted.

The Guild's stand was taken after the management had declined to state whether granting the Guild's demands would injure the paper's operation, and had even refused to grant those demands, such as the Guild shop, which would cost no money.

The publisher has offered substantially the same minimums as prevail at the Herald-Tribune, although the Herald-Tribune minimums are below present Globe minimums.

THEATRES

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

HERE'S U. P. STORY OF UNION VICTORY

One of the biggest union victories in recent years was represented by the contract of the American Radio Telegraphists Association, CIO, with the Postal Telegraph & Cable Corporation, signed on Dec. 18. The agreement followed 15 strikes in various cities. As a result of it, the company on March 24 announced wage increases totalling \$600,000 for 15,000 employees. Here is the United Press story about the company's action:

NEW YORK, MARCH 24.—(UP)—THE POSTAL TELEGRAPH COMPANY TODAY ANNOUNCED WAGE INCREASES, EFFECTIVE APRIL 1, TOTALING \$600,000 A YEAR FOR 15,000 EMPLOYEES.

R. A. GANTT, OPERATING VICE-PRESIDENT, SAID THE INCREASES WOULD AFFECT THOSE EMPLOYEES EARNING \$160 A MONTH OR LESS.

"EMPLOYEES RECEIVING THE LARGEST SHARE OF THE INCREASE," HE SAID, "ARE THOSE WHOSE RATE OF PAY IS \$75 A MONTH OR LESS AS OF MARCH 31, 1938, THEIR SALARIES BEING INCREASED BY \$4 A MONTH."

OTHER RATES OF INCREASE FOLLOW:
EMPLOYEES RECEIVING MORE THAN \$75 A MONTH AND NOT MORE THAN \$100, \$3; \$100 TO \$150 A MONTH, \$2; MESSENGERS COMPENSATED ON A MONTHLY PAY BASIS, \$1.25.

GANTT SAID MESSENGERS WORKING ON A PIECEWORK BASIS WOULD RECEIVE "PROPORTIONATE INCREASES."

San Francisco Talks Go On; Meeting to Consider Offers

(Continued from Page One)

Confidential secretaries—100
Advertising collectors—130
"Pie" \$10 weekly car allowance.

Guarantee against salary reductions for the duration of the contract.

Inclusion of outside classified advertising salesmen in the 40-hour week.

Oral recognition of Guildsmen's right to refuse to pass through picket lines.

Payment of expenses in all departments.

Allowance of one hour in the event of calls back to work in the editorial department on days off.

The pay schedule represented rates as high as \$450 a month on one paper, and on the average between \$35 and \$40, but the Guild feels the minimums are still too low for office boys and general cashiers.

A 5 per cent increase in editorial department salaries was offered for workers on afternoon papers, but this fell short of the Guild's original proposal.

Other points still at issue included the Guild shop, preferential hiring, trash overtime provisions for business office employees, preferential rehiring and recognition of the Guild's right to discuss with the management contemplated economy discharges, limitation of the publication of a daily paper in the event of strikes. Radio talks were also being planned.

For the second time, a printed circular was distributed to the membership of the allied newspaper unions, informing them of the progress of negotiations, and suggesting rumors that "everything was settled."

A delegation of observers from AF of L allied newspaper unions and from two CIO councils have agreed to act as observers in the Guild's meetings with the publishers' association.

THEATRES

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

AP Talks Salaries In Boston

BOSTON—Bargaining with the Associated Press here heard discussion of basic issues last week as John F. Chester, AP bureau chief, informed Guild negotiators that he was prepared to offer "realistic" salary minimums to counter the Guild's proposal. Chester said he would propose salaries "equal to or better than" the average in Boston Guild contracts, which would be about \$85.

Chester told Fred Myers, New England Guild organizer, that the AP would not modify its policy of transferring employees from bureau to bureau at will, without guarantee of maintenance of the individual's salary level. Myers pointed out that this would make any contract unenforceable. Chester's answer was that the Wagner Act was sufficient "protection" for the employee. Chester's proposal for a "no strike" clause was flatly rejected.

Philadelphia AP bargaining started Friday.

Los Angeles entered the ranks of AP bureaus seeking collective bargaining early last week with a petition designating the American Newspaper Guild signed by 23 of the eligible 27 employees.

TOLEDO ELECTS JUNE DELEGATES

TOLEDO, Ohio—The Toledo Guild has voted to participate in Labor's Non-Partisan League locally and authorized the executive committee to affiliate with the Ohio State CIO Council.

John Dunn, of the News-Bee editorial department, and Mike Behrman, of the News-Bee business office, were elected delegates to the June Convention.

Morgan Hall, international representative, addressed the meeting, pointing to the Guild's achievements nationally in obtaining job security.

Resolutions opposing the Copeland Senate Committee investigation of the Maritime (Hobbs), and the May war profits bill were adopted.

NAT KLINE and FRANK HARRIS, both Guildsmen, of the Boston Globe staff, are authors of a song, "A Stone's Throw From Love," which is being broadcast. Kline wrote the music, Harris the lyrics.

THEATRES

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Company Union 'Wins' Contract

Pact's Main Feature Is Employees' Right To Take Dismissal Without Redress; Benefits Guild Won in Bulletin Board Statement Are Watered Down

BALTIMORE—As the culmination of "negotiations" between a Hearst editorial department company union and management, a contract was signed which won for the employees the right to be fired indiscriminately.

The contract, which supplants and scales down a Guild-negotiated bulletin board statement which won for the employees the universal 5-day 40-hour week—which had been won by the Guild last year—to all editorial employees "except those working directly under the managing editor."

Throughout it appears to give the same benefits as obtained by the Guild, but always has tucked away somewhere one of those clauses which Guild negotiators always fight, enabling the management to follow the provisions only while it wishes to.

Up to the M. E.

First point in the contract covers the management's right to fire for economy. If the employees to be discharged are "equal" in ability, the discharge is based on length of service. Who decides the question of ability? The managing editor. If there should be objection, the matter is arbitrated. There can be no strike to enforce the contract—striking is prohibited, arbitration is compulsory.

Wages are not increased over the Guild agreement, except for a vague super-classification of "all other reporters and feature writers" after best reporters, rewrite men, general assignment reporters, society and feature writers and all other known classifications were covered by other and lower minimums. Who "all other reporters and feature writers" are to be the contract doesn't say.

The Handy Exception

The agreement warns up to some real gymnastics when it provides that there shall be no dismissals because of putting the agreement into effect "except those provided in Section 17." Section 17, of course is the section which gives the management the right to fire indiscriminately.

Another arid clause provides for dismissal indemnity of one week's pay for every year of service except for "wilful misconduct, drunkenness or insubordination," and while setting no limit goes on to say, "dismissal pay adjustments to be in accordance with present practice." Ironically, "present practice" was established by the Guild. It is a ten-week maximum.

A strangely serious "collateral" agreement gives office boys "training school" privileges in reporting, photography, and art work on their "days off." After they are elected for this opportunity by the managing editors, reporters on beats are to teach them the business.

"Training" Indefinitely

After this "elementary training period," which lasts as long as the managing editor feels it's good practice, the city editor may—if he wants to—give them the opportunity to cover assignments ALONE (the capitals are in the contract) if some emergency arises. This can go on indefinitely at \$17.50 a week, with all "training," of course, on the boys' own time.

After two pages of serious discussion of the training idea, the "collateral" agreement winds up: "This agreement shall not be construed to abridge the authority of the managing editor to employ, direct the training of, or give promotion to apprentices in cases in which he may wish to take such actions."

Now you have it—how you haven't!

PAY YOUR DUES AND ASSESSMENTS! THEY BUILD THE GUILD!

THEATRES

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

Sanford, 45 St. W. at 12th St. 4-4344
Fulton, 45 St. W. at 12th St. 4-4344
Top 4-4344. SAT. & SUN. 4-4344

BUTTONS PROPOSED FOR A. N. G.



(Enlarged to twice actual size)

Designs for ANG buttons have been obtained by headquarters for submission to the June Convention, in accordance with instructions voted by the International Executive Board at its March meeting. The two designs shown in enlarged form above will be submitted, one in colors and one in plain bronze. The colors used are red for the outside band, white for the field and blue for the shield, with all lettering and lines in gold. Actual size is one-half inch in diameter.

CIO-AFL Jointly Blast Labor Spies

Jointly sponsored by 18 AF of L and CIO unions, a mass meeting aimed to be the opening of a concerted attack upon the labor spy racket was held at the Manhattan Opera House in New York last week. Among the speakers were Leo Huberman, author of "The Labor Spy Racket"; Edward Levinson, Guild member who wrote "I Break Strikes," and Richard Frankenstein, international vice-president of the United Auto Workers.

Sponsors of the meeting included ANG President Brown, William C. Dodd, former ambassador to Germany; President Carl Randau of the New York Guild; Richard S. Childs, president of Modern Age Books, and Bruce Blyven, editor of the New Republic.

Dismissal notice given to two non-Guildsmen last week was viewed as an effort to neutralize the effect of the dismissal of the two Guild members. The dismissals are in the face of a recent front-page editorial boasting that the Record had not fired a single employee during the depression. The "economy reasons" were questioned in view of recent increases in advertising rates of 14 cents an inch and subscription rates from 50 cents a month to 15 cents a week.

During the past two weeks amid much publicity in all three of the daily papers, the Record made an obvious play for local good-will through retirement of two old-time newspapermen and a charwoman. The publicized retirements came on the eve of the opening of National Labor Board hearings on Guild charges that the paper fostered a company union.

Unit and Guild meetings on the Record situation were scheduled for Saturday and Sunday, April 9 and 10.

16 Guildsmen Sue For Vacation Pay

ALBANY, N. Y.—Suits for a total of more than \$1,500 in vacation pay have been filed in Albany City Court against the Press Company by 16 Guild members dismissed last summer in the merger of the Knickerbocker Press and Albany Evening News. Vacation schedules were posted several weeks before the merger. John T. De Graff, Tri-City Guild attorney, represents the plaintiffs.

Under a bulletin board agreement of March 1, 1937, every editorial department employee was assured a week's vacation after six months' employment and two weeks after a year.

Pact Violations' Stir Wilkes-Barre

Guild Warns Record It Will Take Any Action Necessary to Fight Dismissals and Other Acts Alleged to Thwart Contract Won After Strike.

WILKES-BARRE, Pa.—Wearied by months of alleged anti-Guild activity coming after a five-day strike in November had won Guild shop agreements on four papers here, the Wilkes-Barre Guild last week notified the management of the Record that it would resist with "whatever action is needed" the latest attack upon the organization.

The statement was made after two Guildsmen were told by the Record that they were to be fired for "economy reasons," and after the management had refused to adjust a grievance involving back-pay due nine Guildsmen in the circulation department. Another issue involves the Record's failure to recognize operation of the Guild shop clause in the circulation department, and the burgeoning of three "executives" in that department as an alleged device to keep the men out of the Guild. The Guild two weeks ago defeated in court an attempt to extend a business office company union to the circulation department.

General Manager L. J. Van Laey of the Record was informed of the Guild's position in a brief visit to his office by five members of the Executive Board, led by local President Stanley Kuptas. It was pointed out that the Guild regarded the paper's activities as reprisals, in violation of a formal written Guild declaration last November that the contract was being signed only on condition that there would be no retaliation against strikers.

Dismissal notice given to two non-Guildsmen last week was viewed as an effort to neutralize the effect of the dismissal of the two Guild members. The dismissals are in the face of a recent front-page editorial boasting that the Record had not fired a single employee during the depression. The "economy reasons" were questioned in view of recent increases in advertising rates of 14 cents an inch and subscription rates from 50 cents a month to 15 cents a week.

During the past two weeks amid much publicity in all three of the daily papers, the Record made an obvious play for local good-will through retirement of two old-time newspapermen and a charwoman. The publicized retirements came on the eve of the opening of National Labor Board hearings on Guild charges that the paper fostered a company union.

Unit and Guild meetings on the Record situation were scheduled for Saturday and Sunday, April 9 and 10.

Under a bulletin board agreement of March 1, 1937, every editorial department employee was assured a week's vacation after six months' employment and two weeks after a year.

Under a bulletin board agreement of March 1, 1937, every editorial department employee was assured a

FURTHER ACTIONS OF I. E. B. AT MARCH MEETING

I.E.B. Backs Plan to Aid Unemployed

Urges Guilds to Push Program of Conference On Work and Security—Approves Applications Of Students for Membership—Other Actions.

The actions of the March International Executive Board meeting reported on this page are in addition to those reported in the April 4 issue.

The six-point program for alleviation of unemployment worked out by the National Conference on Work and Security in Washington, D. C., last month, was endorsed by the International Executive Board at its quarterly meeting.

Hearing a report by Vice-President Watson, who was chairman of the conference, the Board adopted a series of recommendations chiefly calling on local Guilds to give full support to the program. The conference (GUILD REPORTER, March 28) was composed of delegates from trade unions, cultural societies, religious and welfare bodies and professional organizations embracing 4,500,000 members. Its program called for an appropriation of \$3,500,000,000 to provide 3,500,000 WPA jobs during the coming year, and its plan, called a "National Program for Work and Security," was based on the following principles:

- (1) that the Federal government should establish a coordinated program covering work, relief or "unemployment assistance" and social security;
- (2) that the program should be planned over a six-year period, adjusting it to the needs;
- (3) that the program should aim frankly at three major purposes of supplying the physical needs of the unemployed, supplying needed social improvements neglected through the depression, and putting purchasing power into the hands of those deprived of it through unemployment;
- (4) that special consideration should be given to important groups among the unemployed, such as youth, middle-aged and farmers;
- (5) that the program should serve in so far as possible to utilize the skills of those made unemployed;
- (6) that every effort should be made to get away from the pauper basis of present work and relief activities.

In supporting the program, the IEB recommended:

1. That all locals support the program.
2. That the program be adopted by the Convention.
3. That copies of the proposed bill be purchased by the IEB when drafted for distribution to locals.
4. That locals take the leadership or assist in local campaigns to obtain general legislation for the relief of the unemployed.
5. That locals take leadership in assisting in labor's drive for the Pepper-Coffey (Federal Arts Bureau) Bill.
6. That locals participate in all moves for the organization

Lewis Asks 3-Billion WPA Fund for Coming Year

WASHINGTON—Stating that unemployment has again become "the most insistent problem in our national life," John L. Lewis, chairman of the CIO, has written to Representative Taylor, chairman of the House Appropriations Committee, calling for a relief fund of \$3,000,000,000 to provide a minimum of 3,500,000 WPA jobs for the coming fiscal year.

Lewis described the existence of 13,000,000 unemployed as "a profound threat to our stability as a nation."

"The CIO is convinced that vigorous measures must be taken by government to keep these unemployed from being cast out of our productive economy," he said. "It

Mickelsen Baby Born as IEB Meets

Word of the birth of a son to Vice-President Mickelsen reached him by telegram on the first day of the March Board meeting.

This is Mickelsen's second son, and he was named Erik. The telegram reported mother and child doing well. The father obviously was.

of the unorganized and the unemployed.

ASSESSMENTS
The Board motion levying assessments for the support of a strike in San Francisco if it develops, read:

That the IEB impose a 50-cent assessment to take effect immediately upon the calling of a strike in San Francisco, and that it further impose an assessment every two weeks thereafter for the duration of the strike, with authority for the Finance Committee to revoke or defer any or all assessments after the first if deemed wise or necessary.

WIRE SERVICE PLAN
The IEB authorized the Wire Service Committee to perform the functions of the Board in respect to wire service negotiations.

URGES FEDERAL PAPER
A recommendation to the Convention that it consider the possibility of a Federal newspaper which would truly exemplify the freedom of the press and would give work to unemployed newspaper men and mechanical workers was adopted by the Board on the motion of President Brown.

ACTION ON EX-SCAB
The application for membership of a man who scabbed during the Wisconsin News strike in Milwaukee, was reported by Vice-President Mickelsen, together with the decision of the Milwaukee Guild that he should be admitted on payment of a fine of \$100. The Board unanimously endorsed the local's action.

STUDENT MEMBERS
Applications for associate memberships from students in the San Diego (Cal.) State College school

ANG's Quarterly Budget

Below is the quarterly budget for March, April and May, adopted by the International Executive Board at its March meeting. The appropriation of \$25,074.50 compares with the budget of \$25,215.29 for the previous quarter. The expenses incurred for that quarter, not yet audited, were approximately \$23,200.

HEADQUARTERS:	
Salaries	\$5,556.00
Overtime	100.00
Rent	1,050.00
March IEB Meeting	500.00
Headquarters Traveling Expenses	600.00
Telephone	600.00
Postage	550.00
Auditor	750.00
Electricity and Water	150.00
Stationery, Printing and Supplies	800.00
Payroll and Social Security Taxes	250.00
1937 Federal Excise Tax	71.24
Sound Track Insurance	47.49
Office Furniture Insurance	2.64
Per Capita to Affiliated Organizations:	
CIO	1,500.00
FLU	500.00
Contributions to Labor Causes	100.00
Furniture and Fixtures	100.00
Legal Fees and Expenses	50.00
Miscellaneous	1,314.63
	\$14,461.00
ORGANIZATION:	
Organizers' Salaries	\$1,456.00
Organizers' Expenses	1,300.00
Volunteer Organizers' Expenses	750.00
	\$ 3,506.00
GUILD REPORTER:	
Salaries	\$2,297.50
Overtime	100.00
Printing	2,950.00
Mailing	1,700.00
Miscellaneous	150.00
	\$ 7,197.50
Total	\$25,074.50

of journalism and from the Washington State Normal School at Bellingham, Wash., were reported to the Board and their applications were approved, providing that the locals concerned have no objection.

BACKS LABOR COLLEGE
Answering an appeal for funds from Commonwealth College, the labor college at Mesa, Ark., the Board voted that if any Southern Guild wished to send a member there to study, the ANG would pay half of his tuition of \$50. The offer was limited to Southern Guilds to hold down the expenses of traveling.

AIDS FILM PROJECT
The IEB voted to have the ANG join other trade unions in sponsoring a film to be based on the findings of the LaFollette CIO Liberties Committee. The film, to be produced by Frontier Films, will deal with violations of the rights of labor.

3-DAY MEETINGS
A declaration of policy in favor of three-day Board meetings was adopted. Heretofore the meetings have been limited to two days and many items of business have had to be rushed through. The March meeting held night sessions and finished at 1:15 a. m. the second night. The three-day plan will not apply to the meetings just before and after Conventions.

NEW NAME RECORDED
The Westchester County Guild, originally chartered as the Yonkers (N. Y.) Guild and embracing units in Westchester County, in the suburbs of New York, was re-chartered under its present name and allowed to retain its original charter number 12.

GIBSON CASE APPEALED
Roger Gibson of the Philadelphia Guild, recently suspended for a year by a local trial board as chief offender in a case of illegal collective bargaining with his paper's management, appeared before the IEB on March 27 to appeal the sentence. He was accompanied by H. S. Reed, a fellow Guild member, as counsel.

The Board established a sub-board to ascertain the facts and bring a recommendation to the next meeting. Homan, Farson and Watson were designated members, with another headquarters officer to be fourth.

IEB Asks U.S. Aid Bridges, Pritchett

Calling upon President Roosevelt and Secretary of State Hull to refuse to allow government machinery to be used under the New Deal to injure the labor movement, as would be done if Harold Pritchett and Harry Bridges were excluded from residency, the International Executive Board of the Guild at its March meeting asked that the two West Coast labor leaders be allowed to "continue their outstanding service to the American people without further interference."

Referring to Pritchett, the resolution stressed the international character of American unions and hence the necessity of allowing the international president full freedom to fill his office in this country. Copies of the resolution, passed by the board, were forwarded to President Roosevelt, Secretary Hull, Secretary of Labor Perkins, and Senator LaFollette, chairman of the Senate Committee on Civil Liberties.

THE RESOLUTION READ:
Whereas the attack on legitimate labor organizations by anti-labor employer interests is growing in intensity all over the United States but particularly on the West Coast, and

Whereas these employer interests in alliance with labor racketeers have been able to bring about the use of government agencies for major attacks on the labor movement, in the attempted exclusion of two outstanding American labor leaders, President of the International Union of Marine and Shipbuilding Workers of America, through deportation proceedings, framed charges against Brother Bridges and denial of permanent residency to Brother Pritchett, without color of excuse, immediately after his election by 150,000 woodworkers of the United States and Canada, organized in the historical form of crossing boundaries,

Whereas this misuse of agencies of a New Deal government constitutes a serious threat to the liberties of all people and to the right of American workers to organize and bargain through representatives of their own choosing,

Therefore be it resolved that the International Executive Board of the American Newspaper Guild call upon the President of the United States and the Secretary of State and labor to correct these abuses and permit Brother Bridges and Pritchett to continue their outstanding service to the American people without further interference.

The company union, springing up about two weeks ago, held its first meeting less than a week later and emerged from it with a printed constitution and by-laws included in a pamphlet which apparently was mailed to every employee of the company.

The pamphlet declares against affiliation with any national organization. The constitution provides that the amount of dues will be fixed by the executive committee, to be "held to a minimum commensurate with effectuation (sic) the purposes of the association."

Another puzzler was a provision that no seconds are required for nominations and that all motions, seconds, and discussion shall be unrecorded by the secretary, who will note only actions taken at meetings.

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

Barney Gallant
— A Gay and Friendly Place —
86 University Pl., Manhattan — STuyvesant 9-0209

Advertising Yield: A \$600,000,000 Mystery

**Linage Down, Rates Up
Publishers Wear Long
Faces, But Maybe Only
From Force of Habit**

By NATHAN L. GOLDBERG

On all sides there is talk about "doing something" for newspaper advertising. The "United Front" campaign of the publishers figures constantly in trade paper headlines. Radio advertising is skyrocketing and beginning to eat into the newspaper's part of the nation's advertising dollar. Magazine advertising is taking a spurt. Newspaper publishers, despite the generally optimistic stories they give the public, talk darkly to Guild negotiators about the prospect and quote long figures to show that they are not making nearly the rise of other mediums.

What does it all mean? Is the newspaper industry "sick"? Guild members are in a position to take a dispassionate view of the question. Naturally, we prefer to see the industry doing well. But the control of policies and new developments, as well as profits, is not in our hands. The newspaper is an essential factor in the economic system, and those who work in the industry are entitled to proper compensation.

THEY WON'T TALK IN TERMS OF DOLLARS AND CENTS

It is not possible to say whether newspapers are in the pink of health, just breaking even or down in the dumps. The figures on earnings are simply not published. The first comprehensive effort to establish the amount of expenditures for all kinds of advertising is now being made at the Harvard School of Business Administration and probably will not be ready till fall.

In addition, there appears to be some reticence about revealing figures on the part of the publishers themselves. When they talk about advertising they do so in terms of linage, not dollars. This makes accurate yearly comparisons with other mediums almost impossible.

haps by the American Newspaper Publishers Association, which zealously guards its figures.

There are a few clues to the industry's condition. A leading economist in the advertising field guesses that a billion and one-half dollars is spent each year in the United States for advertising of all forms, and that newspapers get the lion's share, or about \$600,000,000; and radio and magazines each about \$150,000,000. The remainder goes into outdoor and the many other forms, including direct mail, novelties, etc. Newspaper advertising fluctuates more than the other major mediums, incidentally; it follows retail sales closely, and is subject to the sharp changes that go with short term contracts.

DIVISION OF THE PIE WAS DISCOURAGING
The ANPA gave its version of the trends during the early stages of its "United Front" drive, when it was trying to collect \$400,000 from publishers for a wide campaign to sell the virtues of newspaper space to advertisers. In a report for members the association pictured a dollar and cut it up into pie segments. The ANPA is against publication of the chart, even by trade papers, but it was used by some and we have reproduced the figures in a table on this page. They disclose that while the advertising of national advertisers was increasing, the newspapers were getting a smaller percentage of the total spent for all advertising. Where in the early years radio's slice of the pie had been coming out of the newspapers' share, in the latter years of the depression it was beginning to cut into the newspaper segment. In 1933, the newspapers' portion of the dollar was 48.6 cents; chain broadcasting's, 10.7 cents, and magazines', 31.5 cents; while by 1936 the newspaper portion was 44 cents.

According to an estimate by Advertising & Selling, advertisers' budgets for all mediums went up 5 per cent in 1937. Radio led the field in recovering depression losses, and there is no doubt that the networks cut into the newspapers' dollar volume. Advertising & Selling says that radio billings gained 16.21 per cent, magazine linage 14.86 per cent, while newspaper linage (national only) fell off 2.59 per cent. Local linage, however, evidently served to pull the newspapers out of the hole, for Printers' Ink reports that the

JERRY ON THE JOB



ADVT. Remember Jerry? He and his boss, Mr. Givney, were popular comic cartoon characters years ago. About five years ago they dropped from sight. This year both were resurrected to do service to Young & Rubicam, the advertising agency which uses it for one of the General Foods Corp. products.

newspapers had a total gain of 2.7 per cent in 1937. February Advertising & Selling adds this pertinent comment:

To sift these figures, as did "Business Week," is to reveal that food and drug accounts were most helpful to radio, that automotive advertisers moved much of their money from newspapers to the networks, and that newspaper rate increases indicate revenue gain despite linage loss.

Regardless of the opinions or conclusions, current clues tend to prove that while linage is decreasing, dollar revenue from newspaper advertising is gaining. Clue number one, and outstanding, is a complaint by General Motors that it is getting less space for its advertising dollar than it got in 1929.

In a fit of pique over the widespread blame the automotive industry was getting in the trade papers for newspapers' linage in linage, General Motors last week came forward with a revealing answer in letters to the trade papers. The implication had been that automotive ad budgets were being diverted to radio and other advertising mediums. Publisher lamentations held this largely responsible for the newspaper losses between 1929 and 1937. On March 1, for instance, Tide reported that an ANPA pamphlet distributed among members said that auto linage dropped almost 70 per cent below the 1929 total.

GENERAL MOTORS IS THE TOP SPENDER

General Motors' reply, written by D. H. Odell, assistant director of the advertising section, declared that it had the ANPA's word for it that General Motors is the largest national user of newspaper advertising.

Not mentioned in Odell's letter, but available from other sources, is the interesting fact that General Motors' expenditures for automotive advertising in 1937 was about \$20,000,000 on newspapers, magazines and radio.

Odell's letter compares expenditures on newspaper linage with that for radio, magazine and outdoor combined. He furnished a chart with the comparison, saying:

... taking 1929 (expenditures) as 100 per cent ... you will note that in 1930 we spent 113.6 per cent of 1929, dropped to 91.1 per cent in 1932, were back to 97.7 per cent in 1936, and 96.2 per cent in 1937.

You will note that in 1937, there was spent on newspapers within 3.8 per cent of the amount spent in 1929. ... You will note that in 1929 newspapers received 51.9 per cent of the total amount spent, 59.6 per cent in 1930, 41.8 per cent in 1932, 55.8 per cent in 1934, 56.5 per cent in 1935, 55 per cent in 1936 and 52.6 per cent in 1937.

It is true that our linage in newspapers has dropped through this period, and it is causing us quite as much concern as newspaper publishers. However, this is not as a result as yet of any action taken by us.

In an endeavor to discover the reason for this drop in linage, a check was made of our automotive linage and costs

for the year 1937 in the fifty cities on one of our key city lists. In these cities, we placed 12,900,000 lines of advertising at a cost of \$5,460,400. By applying the 1929 rates to this linage in exactly the same way it was bought, we find that in 1929 we would have paid \$241,500 less for the 12,900,000 lines. Or, in other words, if we had paid the average 1929 rate during the year 1937, for the expenditure of \$5,460,400 we would have had an increase in linage of at least 861,000 lines, making our total for 1937 13,761,000 lines instead of 12,900,000 in these fifty cities.

THEY WENT FOR COMICS IN A REALLY BIG WAY

The percentage of increase in all joint line rates is considerably higher than indicated here for the fifty cities, so there is no doubt that we obtained several million lines less in 1937 for approximately the same expenditure as was made in 1929.

As stated above, we are concerned over our drop in linage, which, however, has not come about through curtailment of newspaper advertising expenditures. Other factors, such as increased rates, must be taken into consideration when talking about the drop in automotive linage. It is quite apparent that in the case of General Motors, it has not been caused by the diversion of funds from newspapers into other classes of media.

In conclusion, we wish to state that we have been wondering for some time just what publishers are most interested in—linage or dollar volume. We hear a great deal about linage, but nothing whatever about dollar volume.

Clue number two is the increased rates publishers are receiving for their space owing to the wider use of more expensive advertising forms, such as color, roto and advertising comics. Specialty advertising has had an amazing upsurge. Colored comic section advertising, being promoted largely by the Young & Rubicam advertising agency, hopped up 15 per cent last year over 1936, reports Editor & Publisher. Run-of-paper color increased 17 per cent. Local and national advertisers both are taking more color and roto space. Advertising & Selling for April hazards a guess on the growth in revenue from color-comic linage alone, making its own translation of linage figures into dollars. Here is its table:

Year	Expenditures
1931	\$ 361,461
1932	3,005,115
1933	4,881,764
1934	9,020,203
1935	10,250,000
1936	14,350,000
1937	16,500,000

Moreover, "roto figures for the early months of 1938 indicate that important gains are being made in the field," says Editor & Publisher.

Color, roto and comic advertising is sold at premium rates. E. & P. estimates roughly that total 1937 revenue from this source was \$44,400,000, a gain of nearly \$5,000,000 over 1936.

Apparently the publishers are grouching chiefly because their medium is not having the same spectacular rise as other newer

mediums. Maybe the patient is not sick but just can't stand rivalry. But if its performance looks less impressive on the chart, what is the reason?

Tide, the advertising journal, after the presidential election in which the press suffered a major defeat, laid it in part to the newspapers' declining credibility. It reprinted the ANPA's pie chart as part of the evidence of the newspapers' lower prestige. As further documentation it quoted a speech made in 1936 by Publisher Arthur Hays Sulzberger of the New York Times, warning publishers of the "growing disposition on the part of the public to view with skepticism that which they read in their newspapers and to distrust newspaper motives." Tide continued:

Month before election [Publisher Frank E.] Gannett's Frank E. Tripp had thought the "cause of the trend away from newspapers" was a desire on the part of advertising agencies to experiment.

But many an adman actively engaged in the "experimenting" (mainly with radio) saw plenty of other reasons for the increasing disaffections of advertising.

WHEN A NEWSPAPER ISN'T BELIEVED—
For a long time these other factors had been intangibles. But the day after election they boiled down to a simple statement: "When a newspaper isn't believed editorially, the believability of advertising in it suffers."

There were a few who carried the thought deeper and further.

1) Newspapers have a public function to perform. They've failed to perform to many cases, grossly abused it in others, with consequent destruction of reader confidence.

2) They're firmly entrenched, and those arrogated to themselves special privileges opposed to the public interest, curiously assuming the public won't notice.

3) For the same reason they comfortably suppose newspapers as a media need no selling. Likewise, important advances and innovations in editorial technique came in other fields (cf. Times, News-Week) and left them behind. Only a few of them now know who their readers are or what these readers think.

4) Lots of them are still cutting advertisers' throats via high-pressured special sections, meanwhile refusing to reform their rate structures.

5) They've foolishly bucked radio as a media, succeeding thereby only in promoting it. They badly need more and better promotion with fewer bald statements of circulation.

That was said in 1936. Events since have demonstrated that while many, many publishers still pursue the same old line editorially, they have awakened commercially. The ANPA's Bureau of Advertising has advanced its "United Front" drive, blanketing the bureau's membership and 48 state leaders or "captains" with its campaign brochure "The Road Ahead for Newspapers." Regional publishers' associations are starting similar drives.

D. E. Moran, Jr., president of the Gravure Service Corporation, ascribed the gains in color and roto advertising to the development of group selling plans in which publishers unite regionally to sell their space on a national basis. Thus the "United Front" drive is bearing fruit.

Technological improvements—in color and roto—are coming to the aid of the newspapers as to other mediums. The papers still get the lion's share of the business. Maybe if they showed more concern for the welfare and intelligence of their readers, they would be in fine condition. As it is, they are surviving rather comfortably.

How the Advertiser Distributes His Dollar

These figures, from an ANPA survey of how the national advertiser spends his dollar, show that newspapers get the largest slice of the expenditure. They show that radio's slice is getting larger, and the newspapers' is diminishing. They do not show what is happening to newspapers' actual income.

	1930	1931	1932	1933	1934	1935	1936
Newspapers	45.0c	46.4c	46.4c	46.7c	45.6c	45.6c	44.0c
Magazines	39.6	37.7	33.3	31.5	32.5	32.5	33.6
Radio	5.3	8.1	11.3	10.7	12.2	13.4	14.0
Outdoor	8.8	6.1	7.8	8.0	7.7	7.9	7.9
Car Cards	1.3	1.0	1.2	1.2	0.9	0.6	5.0

Scripps Chain Talk Proposed

Advisory Committee Chairman Suggests Cincinnati Parley Easter Sunday or Week Later to Further Coordinate Bargaining Drive; Report Progress.

(Continued from Page One) had never been told of this previously by either management or union, although the contract took effect June 8, 1937. They had not received its benefits, either, particularly in regard to hours.

COLUMBUS GAINS POINT

COLUMBUS—The Columbus Guild in negotiation with the Columbus Citizen (Scripps-Howard) succeeded last week in striking out a management proposal exempting the paper from dismissal indemnity payments when discharged employees secured other employment.

The proposal was contained in a counter-offer made to the Guild after initial negotiations last week, and apparently is being pressed throughout the chain. It provided that "if in obtaining other employment the salary for which does not equal the salary of the discharged employee at the time of discharge the management will continue to pay the difference between the wage earned and the salary drawn at the time of discharge until the full discharge indemnity period is reached."

The Citizen counter-proposal provided for three-year minimum of \$30 per week. The Guild asked for five-year minimum of \$30.

Editor Robert S. Brown flatly refused to approve the preferential shop provision of the Guild proposal, saying that, in his opinion, "no Scripps-Howard newspaper" will sign a contract containing such a provision.

CLEVELAND ON WAGES

CLEVELAND—The Negotiating Committee met again last week with E. S. Wallace, business manager of the Scripps-Howard Press, for a session lasting six and a half hours.

Wallace devoted the entire session to presenting counter-proposals to pay schedules for the various classifications of the business, advertising and other commercial departments. In every instance, the management's proposals for minimums for each classification was below the Guild proposals.

Wallace reiterated his declaration that the management would not consider any pay schedules that involved any pay raises whatever. He repeated also his earlier declaration that dismissal pay schedules would have to differ between business, advertising and editorial departments. Wallace agreed to accepting Guild's proposals for grading schedules, based on one, two, three years' experience, in clerical telephone and office divisions, but insisted it is impractical in cases of advertising salesmen, etc.

A. T. Burch, editor, previously had declared he would not consider any pay schedules in the editorial department that would increase salaries. Burch will present counter-proposals next week, after which discussion of dismissal pay, working conditions, hours, etc. will be resumed jointly with Burch and Wallace. Both refused to agree to a clause prohibiting firing as a result of the contract and prohibiting pay cuts during the life of the contract.

N.L.R.B. PETITION FILED

AKRON, Ohio—The Akron Guild last week asked the National Labor Relations Board to certify it as the bargaining agency for all white-collar workers of the Times-Press, Scripps-Howard paper. The petition was filed only after the Guild had been balked in all its efforts to bargain.

With all 52 editorial and 10 of 11 advertising department workers members of the Guild, the committee at first tried to bargain only for these divisions. The management refused, maintaining that the advertising men were covered by an A.F.O.L. contract in the business office.

The 10 who had joined the Guild

Stern Unit Stands Firm On Vertical Pact Demand

PHILADELPHIA—The Record unit of the Philadelphia and Camden Guild last week unequivocally stated its position on the management's insistence that separate contracts be signed for editorial and advertising groups.

By a vote of 123 to 15 the unit instructed the negotiators to demand from Publisher J. David Stern a single contract for both groups.

The committee also was instructed to request Stern himself to appear at the next negotiating meeting "as an evidence of good faith." Stern attended several of the meetings when bargaining began five months ago, but has not appeared at them for at least three months.

The unit also unanimously endorsed the appointment of a committee to cooperate with the execu-

tive council of the local in investigating apparently suspicious circumstances surrounding the filing of 54 application cards for Guild membership—accompanied by initiation fees and in many cases the first month's dues—immediately following a strike vote that was defeated 83 to 72 three weeks ago.

One batch of 19 application cards was delivered to the unit controller by a department head who is not a member of the Guild.

In view of the closeness of the strike vote, the council suspected an effort was being made to pack the next unit meeting with employer-unfriendly with the facts, and instead of accepting the applications held them up for investigation.

'Exhausted' Guild Snagged In Detroit Bargaining

DETROIT—Negotiations on the Detroit Free Press abruptly halted last week when Editorial Director Malcolm M. Bingay declared that he would not sign an agreement with the Guild.

The executive is Henry Manz, newly appointed advertising manager of the Post. Manz, formerly classified advertising manager of the same newspaper, was called before the local director of the National Labor Board last fall on charges of coercion preferred by the Guild.

At short time ago, Manz was elevated to his present post. Addressing the advertising salesmen, Manz outlined what he expected them to accomplish and in the course of his talk used the ominous phrase, "this or a similar staff." The salesmen understood the threat, met the next night and 80 per cent of those present signed Guild membership applications.

A few days later, Manz apologized to the staff for his statement. But his department now has a substantial majority in the Guild.

Syracuse Names Guild Officers

SYRACUSE, N. Y.—Gerald H. Salisbury, Syracuse Herald copyreader, has been elected president of the new Syracuse local, Times A. Rose, of the Post-Standard, has been named first vice-president; Robert T. Brown, Journal, second vice-president; Charles Villency, Herald, secretary; and Diane La Fliche, Journal, treasurer.

Miss Ida Golden and Henry C. Niles, of the Herald, and Gene E. Badger, of the Post-Standard, were elected to the executive committee. Dues have been set, and a constitution is being drafted.

ANOTHER 'FREE PRESS' CRY

DENVER (FP)—Cries on freedom of the press "which might have subversive tendencies" were called for here by Mrs. Vinton Earl Sison, national defense chairman of the Daughters of the American Revolution.

United Press Offers Plan for Five-Day Week

(Continued from Page One) Immediately after certification by the National Labor Relations Board, bargaining conferences were started. From the beginning the man-

agement was adamant against the five-day week, holding that it was not applicable to the wire service business. After long-drawn-out discussions, agreement was reached on wage miniatures, and the miniatures were to have been put into effect immediately. The management insists that most of these raises have been put into effect, though there have been some complaints.

The Guild negotiators announced at the outset that no contract without the five-day, forty-hour week would be satisfactory.

A. STEVE NANCE DIES

ATLANTA, Ga.—A. Steve Nance, southern regional director of the Textile Workers Organizing Committee, died here April 3 at 42. Nance aided the Guild in its organizing efforts here. He was a member of the Newspaper Mailers' Union.

Guildsman Fired as Talks End

CHICAGO—Close on the heels of suspension of negotiations by the Chicago Times unit, a Guild member was fired last week from the editorial department, and warning was issued that more Guildsmen would be replaced by men of "a higher type."

Simultaneously, the A.P. of L. Chicago Printing Pressmen's Union began an enrollment campaign among circulation department branch managers who, with Guild aid, last week resisted attempts to force them into the Teamsters' Union. The multiple drive upon the circulation men was believed to have the encouragement of S. E. Thomson, Times publisher and president of the Chicago Publishers' Association and outspoken Guild foe. The Guild has petitioned the National Labor Relations Board to add to pending charges against the Times a clause alleging intimidation and coercion of the branch managers.

Joseph H. E. Roche, Pressmen's Union organizer, is conducting the pressmen's drive. The union never before had claimed such jurisdiction here.

The Times' new attack upon the Guild follows abandonment, by a vote of 40 to 34, of Guild bargaining in the face of management pressure coming right after the posting of a bulletin board statement boosting wages more than \$3,000 a year. Last year a similar statement was posted, adding \$34,000 to the payroll. Shortly thereafter, however, a wave of firing was loosed which cut the Guild membership down to one in ten.

Under the bulletin board agreement eight positions were exempted from the 40-hour week and there was no mention of the 5-day week. The new contract exempts only four executives, from the 40-hour schedule and guarantees the 5-day week to the rest of the staff with six exceptions.

The contract provides that negotiations for new salary minimums will be reopened Oct. 1. Under an oral agreement, however, the management has already instituted the scale now in effect at the Zellerbach-News. The old Times-Union schedule called for no graduation between the \$16 minimum for beginners and \$40 for three-year men, while the KAN agreement called for \$25 after one year and \$32 after two years. This change brought increases to several, including one jump from \$17 to \$32 a week, on the Times-Union.

The oral agreement also raises the 412 Times-Union minimum for copy boys to \$15, with the provision that boys operating stock machines receive \$18. It raised the \$15 flat minimum for librarians to a \$30 figure for three years experience.

Talks Opened

Stevens and R. S. Gillman of the Twin Cities Guild (Minneapolis-St. Paul) opened negotiations for a contract with the two papers on April 2. The bargaining quickly broke down upon rejection of the Guild shop. An agreement was made that a definite reply would be made on this point by 1 p. m. Sunday. Then, contrary to the opinion given by himself earlier, the publisher said that he could not make a decision until he had conferred with officials of Northwest Publications, Inc., specifically, Leo Owen, St. Paul, general manager, who was in California, but headed for home.

So intent was the membership on the Guild shop, that it remained in session from 11 a. m. to 10 p. m., when the Guild's deadline expired. The vote to strike was by secret ballot.

The unit had been on a virtual slowdown in a hotel basement a block from the plant all day, with no men going to work and all members coming off duty called to the meeting. In the face of obvious stalling, experienced often before with the same management, the membership decided the best tactics was to strike at once.

On Other Labor Fronts

Pennsylvania CIO Unions Convene State Council

Delegates Representing Half Million Workers Call for Kennedy Support

HARRISBURG, Pa. (FP)—The first convention of the Pennsylvania State Industrial Union Council ended with representatives of half a million organized workers echoing a call for the unity of labor—in the CIO, A.F. of L. and the railroad brotherhoods—and of all liberals and progressives behind the candidacy of Thomas Kennedy for governor.

The convention endorsed a 6-point legislative program: 1) \$3,000,000,000 for relief; 2) a gigantic housing program—not only from federal but from state funds also; 3) extension of unemployment compensation to include all workers; 4) a civil rights statute; 5) a merit system for all state employees, and 6) extension of workmen's compensation.

A list of resolutions was unanimously approved: for freedom of Money and Billings, passage of a wage-hour law, the anti-lynch bill, the American youth act, the federal arts bill, a wage collection bill in Pennsylvania, inclusion of state and government workers under social security laws, support of Rochdale cooperatives, and support of the CIO in its attempt to achieve unity with the A.F. of L. The delegates unanimously pledged support of loyalist Spain and called on affiliated locals to assist the Spanish people.

POWERHOUSE 'SIT-IN'

DETROIT (FP)—Occupation and uninterrupted operation of half a dozen power plants and numerous substations by members of the Utility Workers' Organizing Committee of the CIO April 1 came to a successful finish April 4 when a settlement with the Consumers Power Company, chief Michigan power producer, was negotiated through Governor Murphy.

The company renewed the contract with the UWO as sole bargaining agent for four months. There are to be no wage cuts and no discrimination against strikers. Within sixty days a Labor Board election is to decide the employees' desire for representation.

Everything worked smoothly in and out of the occupied plants. The strikers made no attempt to disturb the strikers, and customers in a number of instances wrote or phoned in their compliments to the new management.

The UWO announced that its action was taken to "forestall layoffs and wage cuts pending completion of negotiations begun Feb. 10." The company had stalled behind an injunction obtained by a company union called the Independent Power Workers' Association.

ENGINEERS JOIN CIO

WASHINGTON (FP)—Abolition of the Society of Designing Engineers, with a membership of 2,000, with the Federation of Architects, Engineers, Chemists and Technicians, a CIO affiliate, was announced here. The designing engineers, employed in automobile plants, will launch an organizing drive among the technicians on April 10.

Pact, Enrollment Drive in Baltimore

BALTIMORE, Md.—The Sun-papers units have voted to seek Labor Board certification of the Guild as the bargaining agency in the departments where it has majority representation. In the meantime, plans are being made for a city-wide organizing campaign to close Guild ranks on all papers.

The Afro-American unit is preparing a contract for submission to the publisher, and will hold a defense fund party in the near future. Meanwhile, a Labor Board decision is being awaited on the findings of Unit President Milner and other Guild leaders.

NO FAN: Sally Rand Wears All Her Clothes To Sign Chorines' Union Contract



The fan dancer left her fan at home, wore conventional garb, and made a union talk, when the American Federation of Actors signed its contract covering salaries and working conditions for chorus girls in the show "Let's Play Fair" at Billy Rose's Casa Manana. Left to right, Rose, Executive Secretary Whitehead of the AFA, and Sally. Looking on are the chorines who win the closed shop, \$36.50 minimum and other benefits.

Pact for 'Members Only' Paves Way for Rival Group

QUESTION: If we are unable to obtain the Guild shop, should we attempt to obtain, as an alternative, a clause that the contract shall apply to Guild members only? ANSWER: We realize, of course, that you wish to establish the principle of preferential consideration for the Guild members as a substitute of sorts for the Guild shop. However, we know that in practice the publisher is going to extend the benefits of the contract to all employees regardless of the terminology of the contract. In other words, we don't establish any actual preference by making the contract cover Guild members only, except in words.

For this dubious advantage, we prejudice our rights as the sole collective bargaining agency for all the editorial employees. In other words, so long as the contract covers all editorial employees, the publisher could not possibly enter into a contract with any other organization or agency on behalf of those who are not Guild members. But, if our contract reads for Guild members only, he might construe this as a right to make another contract for those who are not Guild members, and it is just possible that he might be able to establish this principle either before the Labor Board or in the courts in the event of a showdown on the issue, particularly if, for any reason, our membership should become a minority of the staff.

As a matter of fact, we would suggest that on the contrary the preamble be changed to make it perfectly clear that the Guild is the collective bargaining agency for all editorial employees, something as follows: "This agreement is between the (name of paper) and the (local Guild), which is recognized as the sole collective bargaining agency for all the editorial employees of the (name of paper)."

Bayonne Returns A Strike Favor

BAYONNE, N. J.—Members of the Times Unit have returned a favor to the Workmen's Circle Labor League Association. A check for \$50 was mailed the association whose building was used as headquarters during the seventeen weeks of the recent strike.

Nathan Abramson, association president, in his letter of appreciation, wrote: "I want to assure you that if you had found it necessary to continue your strike for 17 years, not 17 weeks, the facilities of this building would have been available for that period. . . . Although money for upkeep of the building is sorely needed, it is a secondary question with us."

Hearing Date Set In Fahy Case

NEWARK, N. J.—Hearing has been set for April 25 before the National Labor Relations Board in the complaint of Agnes Fahy, president of the Newark Guild, who was fired from the Newark Ledger on Sept. 22, 1937, for her Guild activity.

Brother Lavine has not done as accurate or fair job of reporting the conversation. The article itself indicates its purpose better. We feel that the condition exposed was one of importance to Guild members and the public.

As a matter of accuracy, the question of authorship was not discussed with Brother Lavine. His last paragraph deserves special mention. The burden of his questions in the conversation was whether Bernays had ever given any cause for personal animosity. He was assured there was none. He omits this fact, as he does also the fact which he mentioned in the conversation, that he has received various publicity jobs from Bernays—Editor, GUILD REPORTER.

AJAY HULL, member of the Newark (N. J.) Guild and artist on the Newark Star-Eagle staff, last week addressed the Mercian Club of Northern New Jersey on the subject, "Art in the Newspaper Field."

PAY YOUR DUES AND ASSESSMENTS!

TESTED, and FOUND GOOD

THE tide has set for another great period of Guild growth.

Time and again in the ANG's brief life we have seen these periods recur: a short advance, then new, intense opposition; then the break through and a sudden powerful surge to a new level.

This is a time of surge. Again events have forced us to demonstrate anew the essential soundness of our plan; again they have forced us to summon greater strength; again the results tell our story to the thousands still outside.

This is a time to organize.

Today, if any doubts remained with members or potential members of the correctness of the industrial form of organization in our industry, they must have been ended by recent events. We have come through a winter of hard struggle. The publishers have resorted to every possible device to intimidate, to stall and to chill interest. On top of this, they used all kinds of tactics to divide us, to split editorial from commercial memberships; they have had the assistance of dishonest elements within the labor movement, who, ignoring the logic of a single organization for newspaper employees, have connived to divide and coerce these employees into isolated segments. Despite these attacks and this plain treachery, the Guild has had a winter of amazing success. It has—

won seven strikes, testing and demonstrating the solid bond of interest that exists between members, from whatever department;

demonstrated its ability to fight victoriously if need be in several strikes at once;

signed 24 new or greatly improved contracts, ten of them benefiting commercial members.

Moreover, we now have a specific decision from the Labor Board giving its conception of the appropriate bargaining unit in our industry. This came in our own New York Mirror case.

Here the Board followed the same pattern as in other industries; within the limits set by established union jurisdictions, it agreed that the appropriate bargaining unit was all the employees of an employer in a single plant.

These are convincing facts, for non-members.

These same months have shown not merely the soundness but the absolute necessity of the in-

dustrial union form for labor. How else can we interpret the persistent efforts of managements everywhere to defeat it. In their mildest forms these efforts have followed the same line as that used against our original affiliation with the labor movement. No single step was so important to us as that affiliation. Were the publishers in fighting it thinking of our good? Today these same managements say flatfootedly that they will not sign single contracts covering the Guild's whole jurisdiction. Editorial departments, for some still undisclosed reason, must be kept separate from commercial. The next refinement is to offer special inducements to the editorial group to remain separate—or to sign first and forget about the commercial. Next—when a real artist at labor manipulation enters the picture, such as Harvey Kelly, the Hearst labor specialist, or Dave Beck, the Seattle boss—other unions suddenly bob up with exaggerated or long-abandoned jurisdictional claims, and the managements cooperate amicably with known racketeers. This strange alliance opposes elections, or when it agrees to them, either brings in blackjacks or throws out various forms of bribery to induce employees to vote themselves into isolated, water-tight compartments. Is it hard to imagine that the publishers are playing for high stakes?

This plan of segmentation lends itself easily to boss rule. Each little group of employees is isolated, relatively helpless; the system lends itself to a regime of fixers, and their accessories, the "goon" squads.

Under the industrial form, employees band together in a single large body, subdivided only as needed for administrative purposes or attention to any special craft needs; the body of membership is much too powerful for boss rule.

The Guild in pioneering in this form of organization for white-collar workers is making a major contribution to the welfare of labor; its success has already been an inspiration to other white-collar groups, which are themselves organizing now by thousands. Thus the labor movement is losing its old narrow, isolated character and becoming broadly representative of the population.

In this new day of huge national organizations, too, the Guild as a body of 150,000 or so, instead

The Guild Reporter

Copyright, 1938, by the American Newspaper Guild



Editor: Clyde Beals
Assistant Editor:
Nathan L. Goldberg
Contributing Editor:
Leon Svirsky
Staff for this Issue:
H. Richard Seller
George Edson
Ajay Hull (art)

"... 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.

ANG International Officers

President Heywood Brown	Executive Vice-President Jonathan Eddy
Secretary-Treasurer Victor Pasche	
American Newspaper Guild International Headquarters International Vice-Presidents:	
W. Eric Homan, 118 Endlich Ave., Mt. Penn., Pa.	Garland Ashcraft, 44 E. 211th St., Euclid, Ohio
Julius H. Klyman, 626 Forest Ct., Clayton, Mo.	Betty Ballantine, 111 Ellis St., San Francisco, Cal.
Morris Watson ANG Headquarters	Harry R. Farmer, 74 Dunn Ave., Toronto, Ont.
William J. Farson, 2221 E. Washington Lane, Philadelphia, Pa.	Robert T. Camozzi, 1718 Minor, Apt. 314 Seattle, Wash.
Gunnar Mickelson, 2105 E. Kenwood Blvd., Milwaukee, Wis.	

International Headquarters: 1560 Broadway, New York, N. Y.

April 11, 1938

Vol. V—No. 16

of the 30,000 which would be its maximum in the editorial jurisdiction, will be an important influence in the future course of labor. Because of labor's growing power, that carries with it the greater opportunity to be an influence in national affairs.

We are building with our eyes on the goals of today, but we can do so with confidence that our structure will serve a larger purpose as well.

Organization of the unorganized in our field is an immediate obligation, both for today and for the future.

POPULAR RIGHTS WIN NEW SANCTION IN U. S. COURT

By A. J. ISSERMAN

MARCH 28 was an important day for labor in the United States Supreme Court. Three forthright decisions were made, free from the legalistic legerdemain so commonly used to cheat labor of its rights under the Constitution and hard-won statutes. These rulings gave judicial sanction to labor activities or curbs on employees in several diverse fields.

The first of these (Lovell vs. Georgia), a Georgia leaflet distribution case, though generally subordinated by publishers in the news of that day, is a tremendously important victory for freedom of the press. The decision declared unconstitutional "on its face" an ordinance under which a permit was required for the distribution of circulars, handbooks or "literature of any kind." Hundreds of similar repressive ordinances, many of them adopted since the CIO came into being and principally used to prevent distribution of trade union literature at factory gates or progressive and radical political leaflets, are now left on the statute books merely as evidence of the intolerance of city and state officials and of the limitations imposed upon them by the Bill of Rights, when they are dealing with labor and minority groups. A few of these officials have shown further disregard of their oath of office by stating boldly that the decision would not be followed. In Jersey City, where even after the decision leaflets were confiscated and distributors manhandled, announcement was later made that the ban on further distribution is lifted.

The Court left no doubt that the First Amendment protected the news mediums of workers and the "underdog"—the leaflet, circular, shop paper, and pamphlet—as well as established commercialized publications. It may be inferred from the decision that the former were perhaps the prime consideration of those who formulated the Amendment. The Court said:

The liberty of the press is not confined to newspapers and periodicals. It necessarily embraces pamphlets and leaflets. These indeed have been historic weapons in the defense of liberty, as the pamphlets of Thomas Paine and others in our own history abundantly attest. The press in its historic connotation comprehends every sort of publication which affords a vehicle of information and opinion. What we have had recent occasion to say with respect to the vital importance of protecting this essential liberty from every sort of infringement need not be repeated.... Liberty of circulation is as essential to that freedom as liberty of publishing; indeed, without the circulation the publication would be of little value.

While a mopping-up process is indicated to obtain nationwide enforcement of this decision, labor and minority groups will now be able to make vastly increasing use of the leaflet as a prime weapon of persuasion

in organizing drives and in labor disputes. Placards carried in strikes and in secondary picketing, if not false, seem to be protected by the decision.

The second decision of the Court of interest to labor (New Negro Alliance vs. Sanitary Grocery Co.) established the right of a Negro association to picket a store in Washington, D. C., patronized by Negroes, for the purpose of inducing the Negro patrons to make their purchases in stores which employed Negroes. The picketing was entirely peaceful and the placards were factually correct.

The lower courts in denying the right to picket held that no labor dispute existed, and that the dispute was a "racial one." A New York Court in 1934 had decided similarly that such picketing was unlawful as leading to "race riots and reprisals." The Supreme Court recognizing the underlying economic motivation for the picketing, held that such picketing created a labor dispute and was therefore protected by the provisions of the Norris-LaGuardia Anti-Injunction Law. The Court said:

... the desire for fair and equitable conditions of employment on the part of persons of any race, color, or persuasion, and the removal of discriminations against them by reason of their race or religious belief is quite as important to those concerned as fairness and equity in terms and conditions of employment can be to trade or craft unions or any form of labor organization or association. Race discrimination by an employer may reasonably be deemed more unfair and less excusable than discrimination against workers on the ground of union affiliation.

Thus a powerful weapon for economic pressure is assured to Negroes in their fight to end discrimination in industry and business. It has already borne fruit. Since the decision, Vice-Chancellor John O. Bigelow of Newark refused to issue a temporary injunction in a similar case, taking the same position as the Supreme Court took on the right of Negroes to protest discriminatory treatment by picketing. The Guild's own fight for the right to picket advertisers will be aided to some extent by this decision.

Lastly, the Supreme Court by its decision in the Santa Cruz Packing Company case (Santa Cruz Fruit Packing Company vs. NLRB) upheld the Labor Board in taking jurisdiction over the company though none of its raw materials came from out of the state of California and only 37% of its finished product was shipped out of the state. The Circuit Court had sustained the Labor Board, one of the judges in a concurring opinion holding that if only 1 per cent of the company's goods moved in interstate commerce the Labor Board would

have a right to proceed in the case.

The Supreme Court refused to go mathematical, holding that the essential question was whether commerce was affected, not whether it was affected 37% or over 50% as the attorneys of the company insisted was necessary to give the Labor Board jurisdiction. The decision is an extension of the Labor Board's power as defined in previous decisions. It is another step away from the academic logic of the NRA decisions and towards a realistic conception of American industry as a national enterprise subject to national regulation.

Of particular interest to the Guild is the fact that the hopes of Elisha Hanson and the publishers based on the recent Arizona Tax case are gently blasted by the Supreme Court. The Court adopts the same view as the GUILD REPORTER's editorial on the subject (March 28, 1938, "Wishful Reasoning"). In the tax case the Court held that the imposition of a small tax on advertising did not burden interstate commerce sufficiently to warrant setting it aside. The Supreme Court, in the Santa Cruz case, in referring to similar tax cases said:

Nor are the cases in point which are cited by petitioner with respect to the exercise of the power of the State to tax goods, which have not begun to move in interstate commerce or have come to rest within the State, or to adopt police measures as to local matters. In that class of cases the question is not with respect to the extent of the power of Congress to protect interstate commerce, but whether a particular exercise of State power in view of its nature and operation must be deemed to be in conflict with that paramount authority.

The Court also held:

The close and intimate effect which brings the subject within the reach of federal power may be due to activities in relation to productive industry, although that industry when separately viewed is local.

Advertising for the purposes of a state tax may be deemed local, while at the same time a strike in the advertising department, or in the whole plant, which obstructs the interstate flow of the same advertising, and of newsprint, news, etc., called because of an unfair labor practice by the employer may be deemed to affect interstate commerce sufficiently to give the National Labor Relations Board jurisdiction over the employer. As the Supreme Court language indicates, the judgment in respect to the state tax is based on entirely different considerations from the judgment in respect to Labor Board jurisdiction. Wherever the line of Labor Board jurisdiction in newspaper cases will ultimately be drawn, it will be little affected by the Arizona tax case and considerably influenced in favor of the Board's jurisdiction by the Santa Cruz decision.