

THE GUILD REPORTER

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

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GUILD WARTIME PROGRAM ADVANCES

Major Clash Threatened By AP Stand

A major clash between the Associated Press, biggest employer of newspapermen in the country, and the American Newspaper Guild was brewing last week.

This development was a prime point in sessions of the ANG's international executive board, meeting March 7 and 8 at the Hotel Lincoln in New York, where an AP challenge to the Guild was accepted.

The gauntlet was tossed out to the Guild by an AP management statement following a Guild request for collective bargaining discussion of terms of a new New York bureau contract.

"OBJECTIVE"—STATUS QUO

The management statement, completely rebuffing Guild proposals for wage increases of 15 and 20 percent, in line with increases in cost of living and with Guild contract trends, said flatly: "After full consideration of the problem, management does not now propose any lessening of conditions of the contract, even though consideration of a six-day week might well be justified."

"It concludes, rather, that holding of present gains, including the five-day week and present wage levels, should now be our joint objective."

Thus the management of the AP, long notorious for its low pay scales and working conditions, proposed to raise the ghost of the six-day week, and to bargain with the Guild for retention of standards long since achieved by the union.

National implications of the New York AP's position, which was stated by Claude Jagger, financial editor and management spokesman, were immediately pointed out by the IEB.

"The largest newspaper employer in the country takes the position that no matter how high

(Continued on Page Eight)

Jim Farmer Is Stricken

Stricken with recurrent heart attacks, ANG Vice President James Farmer was forced to withdraw from organizational assignments given him by the international executive board.

Under doctor's orders and in care of a nurse, he left Chicago just prior to March 7-8 IEB sessions in New York and returned for rest and treatment to his home in Seattle, where he had been on leave from The Star.

In Chicago, Farmer had carried on Guild work started there by International Representative Urcel Daniel following the resignation of Joe Carroll as ANG resident organizer.

Earlier he had organized Guild locals in Portland, Ore., and Salt Lake City, and had directed contract negotiations for them.

International Representative Wilbur E. Bade was assigned by the IEB to go to Chicago soon to help coordinate organizational work there and to assist a new resident organizer in pushing the Chicago campaign.

STRIKERS WERE NOT EXEMPT



March 15 was a deadline for Newspaper Guild strikers at Chester, Pa., too. They took time off from picket lines and production of the Guild's own daily to figure out income tax returns. Doing their duty at the table, from the left, are Evelyn Smith, Eva M. Turner, Leslie Chrismer (who's struck a snag), Kathryn Land and Lee Heinze. The kibitzers are Samuel M. Burke, left, Edwin W. Hilgert.

Guild Wins Cincy NLRB Vote

CINCINNATI—The Cincinnati Newspaper Guild won exclusive bargaining rights for all commercial departments of The Cincinnati Times-Star, afternoon daily published by the wealthy Taft family, in a National Labor Relations Board election on March 4.

The vote was 88 to 64 in "yes-no" balloting, with the Guild the only union listed.

The victory climaxed an organizing drive which began nearly 10 months ago and which encountered most of the delays and obstacles which hostile managements throw in the path of a union.

Finally, the question of representation was taken before the NLRB, which ordered the election.

LEADERS "JUBILANT"

George Hutton, Times-Star unit chairman, John Weillburg, resident organizer, and other leaders were jubilant over the victory.

They immediately launched a new membership campaign and laid plans for beginning negotiations for a contract. The Times-Star management advised the Guild that it was willing to meet without delay with the committee.

Balloting was spurred by departmental Guild election committees, with a coordinator supervising their work by telephone from the Cincinnati CIO office, and the machinery functioned smoothly.

Five votes were challenged — three by the Guild on ground the employees concerned did not prop-

COAST PAPERS BOOST RATES

SAN FRANCISCO —Almost simultaneously with granting pay increases through Guild negotiations, The Examiner and The Chronicle, morning papers here, boosted the street sale price of their Sunday editions from 10 to 12 cents and announced an increase in subscription rates. The company union Oakland Tribune fell in line a week later.

erly belong in a commercial unit, and two by management, for the same reason.

Setting of the election date followed a decision February 21 by the Labor Board defining the scope of the bargaining unit.

The Guild won a major point at issue at that time—exclusion of more than 50 maintenance men

and women employed in the entire building, only part of which is used by the newspaper.

From that point on to the election, the Times-Star unit intensified its organization work, directed by Weillburg. House-calling, telephone solicitation, and leaflets, passed out daily in front of the plant, were employed in the drive.

Strike Aid Is Doubled In Guild Victory Drives

In quick reply to union-busting, blacklisting, slash-fund challenges by the Pennsylvania Newspaper Publishers Association, the American Newspaper Guild has underscored, with firm strokes, its all-out underwriting of members' strikes at Chester and Aliquippa.

The ANG's international executive board last week voted to double financial support of the strike at The Chester Times, where 32 Philadelphia-Camden Guild members have been on picket lines since last November.

The IEB at the same time told Pittsburgh Guild strikers at The Aliquippa Gazette, where a half-dozen employees have fought for basic rights during the same period, that they could continue to expect nothing short of over-

all backing by the ANG for the duration.

IEB APPEALS TO LOCALS

And the IEB called on all locals to step up their help for the strikers, urging them to increase voluntary payments for strike benefits.

Meanwhile ANG President Milton Murray's Pennsylvania Educational Fund grew at ANG headquarters in New York, where \$1 monthly contributions flowed in for the Committee of 600, organized to match monthly \$600 payments by PNPA members to break the Aliquippa strike.

Wilbur E. Bade, ANG director of organization, was assigned to Chester to help coordinate plans for enlarging strike activities and for putting increasing pressure for a Guild contract on Publisher Charles R. Long, whose anti-Guild tactics have been financed by strike insurance.

Bade's assignment followed a conference between Philadelphia-Camden Guild officers, headed by Treasurer Mary E. Smith and Secretary Max Ways, and ANG Executive Vice President Sam B. Eubanks and Secretary-Treasurer William W. Rodgers.

Among his objectives will be expansion of the Chester strikers' daily community newspaper, The Reporter, and mobilization of additional support from CIO and other labor organizations in the area.

When this groundwork has been completed Bade will turn over

(Continued on Page Eleven)

Members Up, Wages Raised \$900,000

BULLETIN

NEW ORLEANS — Editorial employees of The New Orleans Item voted 32 to 5 for the Newspaper Guild in a National Labor Relations Board election following organization of the local here.

Two more locals of the American Newspaper Guild—the sixth and seventh organized in the past four months—were chartered last week coincident with reports of general progress by the union in wartime.

In the same four-month period, Executive Vice President Sam B. Eubanks told the ANG's international executive board, 1942 pay raises of more than \$900,000 have been negotiated in 43 Guild contracts.

1,665 JOIN GUILD

Since last November, he said, 1,665 new dues-paying members have signed up with the Guild—an average of 416 a month, compared with a monthly new membership average of 330 in the 12-month period ended January 31.

Meanwhile financial reports by Secretary-Treasurer William W. Rodgers, subject to official auditing, showed that a previous Guild trend of "excess of expenses over income" had been "reversed" since November.

His figures indicated a February income-over-expenses balance of \$1,000. In January the balance was \$467.75; in December, \$754.14. In November expenses exceeded income by \$4,974.35.

The IEB, noting these reports in March 7 and 8 sessions at the Hotel Lincoln in New York, pointed out the need for the Guild in the newspaper industry during

CITE WAR DUTY

"The IEB commends its members and locals who have taken active and wholehearted part in defense and war activity programs in the purchasing of defense bonds and stamps, and in contributing to the CIO war relief agency.

"The IEB renews its recommendation of January 10 to all members to participate in such activities. The board also urges locals to join with other CIO groups in demanding a full labor representation in such activities as rationing boards and other defense committees."—Motion by ANG vice President Joseph Walsh, passed unanimously by international executive board.

the war was greater than ever and that the need would increase.

The board reemphasized the Guild's share as a labor union, in the war, reaffirmed its determination for all-out participation in the fight for victory, and urged every local and every member to engage fully in war activities.

The new locals, both chartered following organizational work by International Representative Barney B. Taylor, are in Atlanta and New Orleans, territory hitherto not entered by the Guild.

Earlier, new or revived locals

(Continued on Page Seven)

On the Inside...

Jimmy Wechsler reports from Washington — page 12.
New York news — page 2.
What happened in the radio-press monopoly probe? — page 3.
New local wins raises to 30 percent — page 4.
Pulitzer gives his Guild shop answer — page 4.
Working newspapermen vs. the censorship — page 6.
Guild strikers get big news beat — page 7.
It seems to us — page 9.
With the women — page 10.
The rewrite desk — page 12.

New Yorkers Aim at 'Abuses' on Jobs

Following a Guild-sponsored meeting of district, beat and building reporters, a survey by a committee elected at that meeting and consultation with the Guild, New York's leg-men have embarked on a program to make sure there will be more jobs, not fewer.

The dangers to job security in wartime were dramatized by the folding of the New York City News Association February 11 and its replacement by a new Associated Press local bureau which is trying to cover Manhattan and the Bronx with half the number of men used by City News.

Opinions expressed at the reporters' meeting and sounded out by the special committee indicated two preliminary steps were necessary:

1) Putting an end to abuses in pack reporting, particularly eliminating fill-ins for men who are assigned out of a building or district when a story breaks there.

2) Stopping abuses in telephone reporting, particularly ending the practice of getting complete stories by telephone.

These steps, the reporters said, would mean the end neither of combinations in reporting nor of

making checkups or getting bulletins by telephone.

However, they said the program would mean a stop to the practice of some newspapers of using reporters employed by other newspapers, through the pack reporting system, and also the practice, dangerous in wartime, of getting detailed stories by telephone without showing any reporters' identification when other reporters are on the scene and able to get the stories directly.

Plans were laid for obtaining general and acknowledged acceptance of this program, as the only method whereby reporters could reverse the trend toward monopoly and contraction in jobs.

Meanwhile, more than 20 City News men remained out of work. The Guild distributed lists of their names and qualifications and conferred for two hours with the United Press on a Guild suggestion that the UP start a local bureau rivaling the AP's.

COLUMNIST GETS TICKET



The art in the foreground, lower left, belongs to Lotella Val-Mery, secretary of New York press agents' own union, which is as it should be. Guildwoman Alice Hughes is in the middle. At the right, Ed Sullivan, Broadway columnist. Purpose of the shot: a plug for tickets for the New York Guild's "Page One of 1942" defense fund benefit April 10 at the Hotel Astor.

Stars Billed For Party In New York

Newspaper publishers, public officials, radio, stations and motion picture companies are included in quantity among those who have taken \$25 tables or boxes at \$30, \$36 or \$40 for the local Guild's annual party—"Page One of 1942"—April 10 at Hotel Astor.

Ralph Ingersoll, editor of PM, Frank Schreth, publisher of The Brooklyn Daily Eagle, and Malcolm Blair, publisher of Newsweek, have already bought boxes.

Other table or box holders include State Attorney General John J. Bennett, Jr., National Democratic Chairman Edward J. Flynn, CBS, the Blue Network, Mutual, WOR, WINS, WMCA, WNEW, WHN, MGM, Warners, Republic, Paramount, Columbia, 20th Century-Fox, United Artists, Carl Byoir, Earle Ferris and Tom Fiddale.

"BEST OF YEAR"

The Hotel New Yorker is lending Woody Herman and His Band, one of the outstanding swing ensembles in the country. Stan Shaw has been plugging the party as the best of the year in New York several times a night on the "Milkman's Matinee" over WJLB.

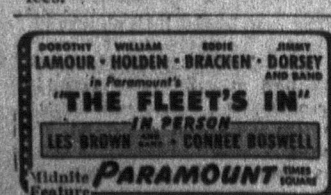
"Page One" awards will be given to winners in a poll of columnists, radio, screen and drama critics and entertainment editors. Winners who have already been selected and who will help provide entertainment at the party are Eddie Cantor, Dinah Shore, Danny Kaye, the Harpman and Bill Robinson.

The awards consist of sticks of type mounted on an engraved base, the type declaring that the recipient has received the award from New York's 5,000 organized newspaper workers.

Leonard S. Smith of The Daily News is chairman of the dance committee.

CARD IDEA SPREADS

DETROIT—(AP)—The Detroit Federation of Teachers is giving a pickup union card to all members enrolled in the armed services.



Herald-Trib Drive Expands

The current organizing drive on The New York Herald Tribune has gained real momentum, following a membership meeting at the home of Lewis Gannett, first vice-president of the local.

Wilbur E. Bade, national director of organization, spoke at the meeting. According to Fris Silber, unit chairman, and MacParsons, New York organizer, weak spots in the editorial department are being rapidly eliminated and inroads are being made in the commercial departments.

A current organizing leaflet tells the story of how everyone on The Herald Tribune has already vastly benefited from the Guild.

Extension of the five-day week, severance pay, a job-back-after-the-war guarantee, a 5 percent (up to \$2) cost-of-living bonus and other items have been put into effect by the Herald Tribune management in the last five years to thwart Guild organizing.

The leaflet, policy suggests that non-members are "free loaders" and should join the Guild.

Guild Cites Racing Form Before NLRB

New York Guild complaints that Walter Mulligan and James Haberkorn were fired by The Daily Racing Form for union activity reached a National Relations Board hearing stage March 10.

Milton Derber, NLRB field examiner, was told that Mulligan was dismissed February 21, the day after he was elected chairman of the Guild's Racing Form-Morning Telegraph unit, and that both were dropped from the payroll in an abrupt dropping of the department in which they worked.

ANNENBERG CASE CITED Although a company attorney called the Guild "insolent," A. J. Iserman, Guild lawyer, said he had given the Guild his opinion it would be proper to protest granting of a parole to M. L. Annenberg, now in the federal penitentiary in Lewisburg, Pa., unless the Mulligan-Haberkorn case was rectified. The Daily Racing Form and Morning Telegraph are part of the Annenberg interests.

Iserman said he presumed Annenberg hadn't known anything about the firings when they occurred but if a man's corporations were continuously violating a federal law, that was a very pertinent matter to his application for parole.

Evidence was presented showing that abandonment of the department in which Mulligan and Haberkorn worked was a sudden move, following a series of steps taken to build up the department. The evidence also showed that Mulligan was barred from the Racing Form-Morning Telegraph Building after he was dropped, although other former employees were fired were still allowed to enter.

16 OPERATORS FIRED

The racing sheet company placed a proof boy who has been active in the Guild on vacation, after first firing him, and then rescinding the move, and it suddenly discharged 16 women who worked at answering telephone inquiries about race results.

Guild organization at the two papers moved steadily ahead nevertheless, especially after two management stooges were elected from a unit meeting at Guild headquarters March 10.

The racing sheet employees have refused to be intimidated.

Publishers Utilize War To Halt Pay

Newspaper Guild negotiators here are running up against a brick wall of publisher resistance which may compel the New York local to abandon its policy of relying on peaceful settlement of disputes during the war period.

The most prosperous news enterprises in the city not only have flatly rejected Guild proposals for decent cost-of-living blanket salary boosts in contract negotiations but have also slammed the door shut on arbitration as a method of resolving the controversies between them and the Guild.

The New York Times and Time-Life-Fortune, together with such enterprises as Billboard, are consequently subject to charges of flagrant war profiteering.

USE WAR EXCUSES They have made patent attempts to capitalize on the war and popular sentiment arising from it to refuse contract proposals which they would have granted or been forced to grant the Guild in peacetime.

The Times has finally and definitely rejected arbitration, in spite of the fact that its proprietor, Arthur Hays Sulzberger, is a member of the board of directors of the American Arbitration Association. The Times had originally refused arbitration and then reconsidered so management could get in touch with Sulzberger, who was out of town.

In addition to disagreement on various salary minimums and an open shop clause demanded by The Times management, the Guild had presented a proposal for a general 10 percent salary increase, and the management had replied during negotiations by giving 5 and 6 percent to persons earning up to \$40.

The Times, despite its wealth and preeminent position, refused to give more.

TIME STANDS STILL Henry Luce's money-making Life-Fortune organization continued in its refusal to meet the Guild's cost-of-living salary increase demands, although Newsweek has just signed a Guild contract including such wage boosts.

Luce's organization continued unwilling to arbitrate the question of the firing of Anna Goldsborough Kaufman, whose case is now before the National Labor Relations Board.

Billboard proved virtually the most stubborn of all. The proprietor, William Littleford, coming to New York from Cincinnati, told General Guild Organizer Jack Ryan that the amusement weekly would on no condition agree to any wage increase. He made no counter-offer and even objected to severance pay.

On the whole, the publishers took this fatherly counsel to heart. They weathered the storm.

The new storm—the press-radio inquiry which began in July, 1941, and ended last month, with no decision expected for several months—differs only in degree from several previous spouts of bad weather.

The trouble started when PM opened up a new aerial lunch-counter.

Newspaper publishers who had failed to get into AM, the regular broadcast bands, hurriedly drafted applications, along with those publishers who wanted to expand an already satisfactory air business.

Out of 110 FM applications pending, at least 43 showed newspaper affiliations.

That led James Lawrence Fly, social-minded former Tennessee Valley Authority solicitor who is head of the Federal Communications Commission, to call an inquiry into the "question of joint control over newspapers and broadcasting stations."

PROBE SET HIGH IN FOOLISHNESS The inquiry set new high in foolishness, which did not become as widely known as they should

have, because of scant newspaper coverage.

The strange claim of the publishers was that the inquiry was handicapping the war effort. The FCC retorted promptly that the inquiry was aiding the war effort.

Another dubious claim by the publishers was that from the very first they had recognized the affinity between the rotary press and the radio and that the two were as allied as a man's right and left arms, hand and legs, or Amos 'n' Andy.

The publishers also charged, as they always do when embarrassed, that "freedom of the press" was in jeopardy.

On the factual side, the FCC probers—called super-scoopers by the radio trade—did not dredge up any tremendously damaging evidence of maladministration by newspaper-owned stations.

They discovered minor chafing, but no blood-curling business or political crimes. Doubtless the previous surveillance by the FCC kilocycle cops helped minimize offenses.

ERNST-HAYS CLASH LIVENED THINGS On the theoretical side, the inquiry developed a sharp, exciting clash between Morris Ernst and Arthur Garfield Hays, both attorneys of the American Civil Liberties Union.

The Ernst-Hays difference of views is now being aired within the ACLU before a special committee headed by Quincy Howe, whose report ought to make interesting reading.

On the basis that truth can survive only if the pipelines leading to the marketplace of thought remain open, Ernst came out flatly against ownership of any radio station by newspaper interests.

He maintained that both newspapers and radio would lose much of their vitality unless set up so they could criticize each other.

If there was too much abuse, of dominating position over the pipelines of thought, he said, the people themselves would rise up and cry.

"Take 'em over," "What frightens me most is that the government might take over," he declared.

Hays declared that newspapers could not logically be differentiated from other types of radio licensees such as moving picture concerns or preachers.

Any discrimination, he said, would require the FCC to hand-pick all applicants to insure proper diversity of expression.

"You're not dealing with mo-

Radio-Press Probe Airs Monopoly Trends

By OLIVER PILAT

and JO RANSON
New York Guild
(The authors of "Sodom by the Sea—An Affectionate History of Coney Island" write a not so affectionate history of growing newspaper control of radio.)

During the early days of radio, many publishers could have picked up a broadcasting station for a song—and no Irving Berlin song at that.

Those who disdained cheap-and-easy access to the air gave such excuses as these:

1. They were too busy.
2. Broadcasting was a racket to push the sale of radio sets.
3. Broadcasting was a form of show business, and you know show business.

Later, when radio developed into a sustaining and then a profitable venture, publishers who had missed the mike in the early days made a sudden rush for wave lengths.

PUBLISHERS START THEIR HOWLING

Sometimes, when they failed to get what they wanted, they howled so loudly that public attention was directed toward the growing concentration of the power of communication.

A Congressman who had quarreled more or less seriously with the publisher back home who also controlled the only local radio station was likely to worry lest he be cut off from his constituents during a campaign.

This gave Congressional support for agitation.

Back in April, 1937, when a bill was pending in Congress to prohibit radio ownership by newspaper publishers, former Senator Clarence C. Dill of Washington, who had written the Communications Act, gave some sensible advice to representatives of newspaper-owned stations at a meeting in the Waldorf Astoria in New York.

Pointing out that 200 out of 700 odd radio stations were already in the hands of newspaper publishers, Senator Dill advised the publishers somehow "to stop the flood of newspaper applications now going into the Communications Commission."

SENSELESS ADVICE IS HANDED OUT He told the publishers to lean over backwards on the air to give both sides of any controversial subject, political or otherwise, and not to let up advertising on the station with that in the newspapers.

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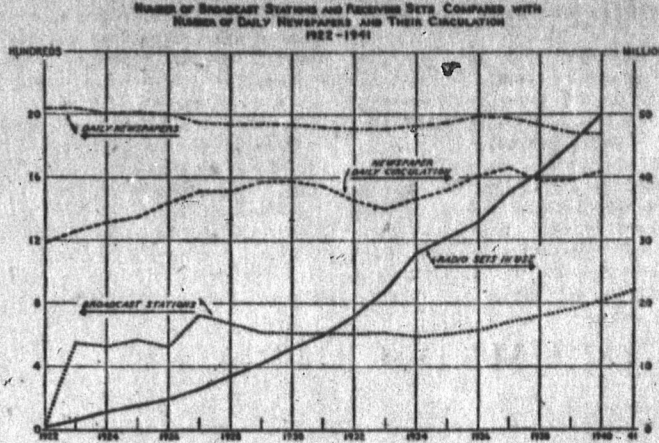
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"You're not dealing with mo-

NUMBER OF BROADCAST STATIONS AND PENDING SETS COMPARED WITH NUMBER OF DAILY NEWSPAPERS AND THEIR CIRCULATION 1922-1941



nopoly here," he said. "You are dealing with one class on the chance it might result in monopoly."

ROSE SHARPLY

The FCC put in a significant exhibit of the trend of newspaper infiltration.

In 1931 there were 85 newspaper-associated stations out of a total of 612, it showed, and in June 1941, 298 newspaper-associated stations out of 897, or a jump from 13 to 33 percent. There were some mistakes in these figures, but not enough to change the general trend.

Most interesting of all the exhibits, to working newspapermen, was the one showing that total newspaper circulation in the U.S. increased from approximately 29,000,000 in 1922 to more than 41,000,000 in 1940, while the number of newspapers dropped from 2,933 to 1,877.

During this period, the number of radio stations increased from 8 to 822, with the number of receiving sets jumping from 400,000 to 50,100,000.

Since replacements were not calculated, it is possible that 50,000,000 radio sets were never in working order at one time in the U.S., but even so the exhibit made its point.

A compilation of advertising revenue in five major media over a period of 15 years put in neat visual form what everybody knew, that the newspaper share of advertising had dropped while that of radio gained.

The inquiry went along mildly at first, with exhibits and the chit-chat of professors delving into such matters as the prudence of radio, which it seems still

run his obituary.

Despite all these grievances, Rivers proved a gentleman on the stand, disinclined to utter any harsh word.

Perhaps the fact that his net profit in 1940 was 858 percent (correct) over that in 1939 explained his leniency.

Kansas City was supposed to furnish an explosion, but that also turned out to be a pop. There was no doubt that the Kansas City Star, which had its fingers deep in the control of Station

WDAF, gave its friend the breaks, particularly when several stations were carrying identical programs.

Dean Fitzer, who doubled as radio editor of The Star and manager of WDAF, put it this way:

"I am frank to say that in an instance of that sort we are selfish for the reason we don't think a listener needs two radio stations to hear one program."

Instead of complaining, Donald Davis of the rival WBB declared that WDAF might have been unfair to the public but not to him. In fact, they were very nice to him, he said.

HAYWOOD CITES CIO GRIEVANCES

Allan S. Haywood, director of organization for the CIO, made the undeniable point that labor, and particularly the CIO, was not given its day on the air.

"The CIO has had repeated reason to complain of discriminatory denial of the use of radio facilities," said Haywood.

He expressed the hope that the FCC would dig deeply "into the restrictions of labor's rights by newspaper-controlled stations."

Haywood added that the FCC itself was "subject to serious criticism" for not protecting the interests of labor.

FCC experts made quite a point of 35 cities which have one newspaper and one radio station under the same control, but even those communities, according to Dr. Paul Lazarfeld, director of Columbia University's Office of Radio Research, received 35 copies of out of town papers for every 100 copies of intown papers.

Irving Brant, veteran mid-Western journalist, suggested that newspapers be excluded from the FM field. He advocated turning FM over to controversial groups.

"Let them all on the air rather than try to equalize them on the other stations," he said.

Representatives of FM Broadcasters, Inc., appeared at the "shenanigans"—their own term for the inquiry—to testify that the whole FM development might be scuttled unless the newspapers were allowed on board, but they failed to shake the FCC determination to hold applications in suspense until the inquiry was finished.

FEW DRASTIC RESULTS EXPECTED

Now that the testimony has been recorded, and the legal motions handled, what benefits can be expected, other than a rather desirable airing of the whole press-radio situation?

Well, the likelihood is that some publishers will get slapped on the wrist, more or less gently, and that some general recommendations will be made to Congress.

It is not likely that the trend toward increasing newspaper participation in what somebody has termed "comic ventriloquism" will be halted at this time.

In fact, if you have any friends (which God forbid) among the publishers, it is probably safe to advise them to go ahead after all with these election lessons.

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Pulitzer Says \$125,000, Open Shop

The next day Storm quit his job at the Columbia Recording Company and joined the Navy. One of two men injured in the U-boat attack, he is convalescing at a Cape May hospital with a fractured knee cap.

—Photo by Harry

Likmann, Northwestern Indiana Guild.
 en down for Northwestern Indiana
 the publisher agreed that the payroll
 is signed by H. B. Snyder, editor.

In addition to Murray and

In an effort to avoid a strike at the harbor during the wartime emergency, the Guild unit asked the CIO Maritime Committee, composed of 13 unions at San Pedro, for aid.

The statewide CIO group held a convention early in March, with the SNG participating.

The Seattle Guild's action closely paralleled that of the powerful CIO Longshoremen's Union here.

—Photo by Herb Likmann, Northwestern Indiana Guild.

Last December Gary Post-Tribune editorial employees put their names down for Northwestern Indiana Newspaper Guild membership. Last month, in amicable negotiations, the publisher agreed that the payroll should go up—an average of 18 percent per employee. The contract is signed by H. B. Snyder, editor, seated. Standing, from the left: J. R. Snyder, publisher; Larry George, local Guild president; Louis F. Ade, ANG vice president; Steve Ripley, unit controller; Ed Brennan, unit chairman.

In addition to Murray and Rodgers, International Representative Urcel Daniel and A. J.

Committees of businessmen and union representatives called upon

meetings over the telephone. But she did not curtail her union activity, and remained president after intimidation had broken a strike threat and stripped the local of a large part of its membership.

Ace Reporter Urges All To Join Guild

KANSAS CITY, Mo.—In a double-barrelled appeal to newspapermen, Quentin Reynolds, associate editor of Colliers magazine and ranked as one of the greatest reporters in the world, told fellow newsmen here to join the Guild and unite in defeating the Axis.

Reynolds spoke at an informal party in his honor given by the Greater Kansas City Newspaper Guild. The writer was here on a lecture tour.

PRaises THE GUILD
Unorganized newspapermen from the Kansas City Star as well as members from The Star, The Journal, Associated Press and United Press heard Reynolds praise the Guild and call for an "end of the conscious and unconscious Quiltings and fifth columnists who are trying to divide us from our allies, Britain and Russia."

The affair was arranged by Kenneth Clark, chairman of The Star organizing committee, and ANG Representative H. Richard Sells, who is conducting the organizing campaign at the powerful Kansas City Star.

"If anyone needs a good reason for joining the Guild," Reynolds said, "let me tell them of the time when 300 of us, including myself and Heywood Brown, were set out on the street by the, falling of the old world."

"Those newspapermen had nothing, nothing except years of hard work and devotion to a newspaper. A couple of years later, The Journal folded, and it was quite different. The least that anyone got—and many got much more—was dismissal pay."

"The Guild, which I had some small part in helping Heywood found between those two dates was the answer."

URGES ALL TO JOIN
Reynolds urged all newspapermen to join the Guild as an organization that is "really doing something for the working newspapermen of this country as the National Union of Journalists is doing for the newspapermen of Great Britain." Reynolds praised the British union and said that "publishers over there are different in an way."

"Lord Beaverbrook, who nobody has ever classified as a liberal and who is one of the wealthiest publishers in the world, has 600 of his staff men in the armed services in Britain."

"And it was he who suggested to the British union that he pay each one of them the full difference between their army pay and the pay they had been receiving on The Express. I've never heard of an American publisher acting like that. Over here you have to join the Guild and force them to act that way."

ROAD "WIDE ENOUGH"

Turning to his experiences in England, France, Russia and Ljbia, the correspondent told of a night he spent in Churchill's home and a dinner he had with Stalin.

"There is only one fundamental difference between us and the British and the Russians," Reynolds told the Guild meeting. "In England they drive down the left-hand side of the road, and anyone who has been in Moscow knows that those darned fools drive right down the middle of the road."

"But the road to Berlin is wide enough for us all. All we need to beware of are the Lord, Haw Haws and the Quiltings who would divide us."

"We can drive down the right-hand side of the road, and the British can drive down the left-hand side of the road, and the Russians can drive down the middle of the road."

PLACARD, FACES TELL STORY



Results of an organizing job by the Cincinnati Newspaper Guild at the Taft Times-Star are demonstrated here. In the foreground, a bulletin on the vote in a National Labor Relations Board election. In the background, from the left, Guild executive committee members: Jim Murphy, assistant treasurer; Mrs. Margaret Brewsage; Arthur Keller, past president; Jeanne Imhof, secretary; Paul Kennedy, president; George Hutton, unit chairman; John Wellburg, ANG Resident Organizer; Bob Geit.

Boston Offers Program for Morale
BOSTON—Hoping that Guild-publisher conferences can develop a broader program for lifting and maintaining citizen morale, the Boston Guild's executive committee has sent to local publishers an invitation to such discussions.

The statement said: "Donald M. Nelson, head of the War Production Board, has said that the next 300-odd days remaining in 1942 may determine our history for the next 1,000 years because of their importance in the battle for war production. 'That means that no stone can be left unturned which might in any degree help win the war.'"

"Urging unselfish, unstinting cooperation between labor and industry in this great crisis, Nelson

Agnes Fahy Offered Job, But Back Pay Withheld

NEWARK—Faced with a contempt action filed by the NLRB, The Star-Ledger has offered reinstatement to Agnes Fahy, fired for Newspaper Guild activity in 1937, but apparently is preparing a last-ditch fight on payment of almost \$10,000 in back salary.

Publisher S. I. Newhouse was to have attempted to show cause, at a hearing March 13 before the U. S. Circuit Court of Appeals in Philadelphia, why he should not be held in contempt of court.

The reinstatement offer, on March 5, was apparently made in an effort to avert a contempt citation.

Miss Fahy accepted reinstatement effective at the expiration of three weeks' notice to her present employer, the National Public Housing Conference, New York.

In the opinion of A. J. Isserman, Guild attorney, reinstatement will not be sufficient to purge the publisher of contempt. Isserman pointed out that Newhouse has not yet posted required

Contract Readied By Birmingham

BIRMINGHAM—The Birmingham Guild's newest unit, recently organized on The Alabama News-Digest, a labor weekly, elected Paul Winn, advertising salesman, as chairman, then drafted contract proposals to present to the management.

Appointed by President Harold Belfer to negotiate the contract were James Shipley, former BNG secretary, Fon McGinnis, local vice president, and Guy Matlock, public relations officer for the SWOC.

The unit has 10 members—100 percent of the staff—and includes the Guild's full jurisdiction. The organization of the unit was aided by Barney B. Taylor, ANG international representative assigned to the southern region.

The News-Digest, a CIO paper, is partly owned by the Birmingham Industrial Union Council.

Price Rebuffs Guild Offer To Cooperate

WASHINGTON—Byron Price, former AP executive and currently chief of censorship, insists that the "voluntary censorship" imposed on American newspapers is a "matter of policy" to be guided by publishers and a matter in which working newspapermen have neither concern nor voice.

Price has been under pressure of a Newspaper Guild demand for working press representation on the Censorship Advisory Council.

MURRAY MEETS PRICE
The latest attempt at such representation was a personal meeting with Price by ANG President Milton Murray in Washington.

"The publishers set the policy of newspapers and we must deal through them," Price argued. "This is national policy and not local editorial policy," Murray argued.

"The working press, the reporters and photographers who get the stories and prepare or edit them for publication are the ones who must contend with the restrictions and impositions of censorship."

WORKING PRESS PROBLEM
"They are the ones who know those problems better than publishers and should be consulted in mitigating the problems and expediting the proper ends of wartime censorship."

Murray cited a number of instances of censorship restraint. One was an irrational decision that prevented Guildman Robert S. Allen from broadcasting figures available in a five-cent government publication but pertinent to Allen's broadcast.

LIST BEING COMPILED
Another was an instance in which a reporter whose office ordered publication of certain manufacturing statistics was reprimanded when the censorship division complained.

ANG headquarters in New York is now compiling a list of instances of censorship complaints for presentation to Price to bolster the demand for working press representation on the council.

Guildsmen who have such complaints should forward them soonest.

Buy defense stamps to defend your country and dues stamps to protect your home.

GUILD PROMOTES VICTORY SALES

Members of the new Salt Lake City Newspaper Guild have put their city room talents to work to publicize the victory bond and stamp drive in Utah. They're voluntary press agents, taking assignments from right standing. Arnold Brown, Fred E. Hamlin, Jr., Conant Moulton, Bob Hale, who is Guild editor, and Mrs. Richard Johnston.

Finances Up, Budget Cut, Plans O.K.'d

(Continued from Page One)
were established in Salt Lake City, Syracuse, N. Y.; Lima, O.; Manchester, N. H.; and Portland, Ore.

GIVES PRICE WARNING
Eubanks, reviewing developments within the Guild and the newspaper industry and the war's effects on both, said that contract gains had followed "a fairly uniform pattern," but he warned the IEB:

"It should be recognized that increases in no instance have been sufficient to compensate for the provable rise in the cost of living during 1941."

"This means that the buying power of newspaper workers in 1942 will be less even at 1941 prices and will decline sharply throughout the year if the cost of living continues its current rate of rise."

On the ANG's own financial side, operating economies were reflected in a March, April and May budget of \$35,603.50 approved by the board. This compared with a budget of \$36,525.50 for the preceding quarter.

Rodgers estimated that total income of the last quarter would be about \$35,390, compared with expenses of \$35,515. Actual total expense in the September-October-November period, he said, was \$35,595.67.

BADE REVIEWS PROGRAM
The ANG's general organizational picture was reviewed by International Representative Wilbur E. Bade, director of organization, who recently completed swings to Albany, Syracuse, Rochester, Buffalo, Wilkes-Barre and Baltimore.

He cited Taylor's work in the South, where a Guild nucleus in Atlanta's big Associated Press bureau spread to establishment of the local with the assistance of the Commercial Telegraphers Union and with Al B. Richardson as provisional president.

In New Orleans the new local was developed in editorial rooms of The Item, with Ward B. Melody as provisional leader.

Along other organizational fronts, Bade reported, were these Guild staff men:

H. Richard Sells, international representative based at Kansas City; organizing at The Star, Journal and Radio Station WDAF; John Wellburg, resident organizer at Cincinnati at work there, in Detroit, Lima and Dayton.

John Blawie, resident organizer at Albany; steering Hearst Times-Union negotiations, seeking Guild recognition of its right to bargain for Knickerbocker News editorial workers.

Charles L. Whipple, resident organizer at Pittsburgh; directing the Allegheny strike, negotiating in Harrisburg, Pittsburgh and Clarksville, W. Va.

Research and contract work will be stepped up from New York headquarters by a program developed by Urcel Daniel, newly named international representative and research director.

One of her first jobs at head-

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Strikers Scoop All on Sub Story



This is how the Philadelphia-Camden Newspaper Guild's Chester Times strikers played a beat on the U-boat sinking of a home port tanker in South American waters. Of 33 missing crew members, 11 were from the Chester district. First news of the tragedy trickled in with notifications to their families.

CHESTER, Pa.—It's pretty tough for a newspaper to score a scoop in the present war, what with Army regulations, Navy regulations, Government censorship requirements, etc.

Yet The Chester Reporter—the Newspaper Guild's own daily published by the union's Chester Times strikers—licked the powerful Philadelphia Evening Bulletin by 8 and a half hours on a hot local story the other day and scooped the Philadelphia morning papers by a full day.

The Bulletin is the outfit which moved into Chester a few weeks ago, set up an office and started after The Chester Reporter and The Chester Times' business by coming out with a two-page "suburban" section devoted almost entirely to the district which the struck Times covered before it suspended publication last November 5.

HIT STREET EARLY
The Reporter was on the street at 8 a. m. March 6 with an exclusive story on the torpedo-sinking of a Marcus Hook oil tanker, in which 33 officers and crewmen were lost—18 of them from the Chester-Philadelphia section.

At 2.30 p. m. The Bulletin picked up the story in its night extra edition—hours after Reporters had been gobbled up by a news-hungry public.

The Reporter editorial board learned of the sinking early March 5 and went to work immediately getting the details. A complete list of the crew was obtained, with the names of the only two survivors, one of whom lives in Chester and the other in nearby Media.

Details of the actual sinking of the tanker by a prowling German U-boat were hard to obtain but The Reporter dug up enough to complete the picture.

A couple of background stories were written about the families of the missing men and the local history of the ship.

BURN UP WIRES
Telephone wires to the Navy Department in Philadelphia were kept hot as the editors sought to obtain confirmation and release of the story.

Meanwhile the news was set at Wilmington, where The Reporter is printed.

Repeated attempts to get official sanction from Naval authorities failed so The Reporter, closely adhering to all known rules of censorship, broke the story in an unofficial manner.

The name of the torpedoed ship was withheld from the public, along with the location and date of the sinking and the actual owner of the tanker.

BURN UP BULLETIN, TOO
A few minutes later The Bulletin started to burn. It sizzled as its postscript edition went down into Chester without a line on the sinking and was left on the stands as the people grabbed The Reporter.

It burned slowly during the afternoon as the strikers' paper continued to sell like hotcakes and dealers all around the Chester-Marcus Hook section telephoned in for more and more copies.

At long last The Bulletin (circulation, nearly 650,000—almost 100 times greater than the Reporter) printed the story, which was already old to the people it is attempting to win over in the Chester area.

The morning the two Philly a.m.'s came out with the sinking.

In publishing the sinking without being able to obtain official sanction, The Reporter felt that it was doing nothing to interfere with prosecution of the war, that it was giving no valuable information to the enemy, and that it was performing another service for the public.

The news was already out in a roundabout fashion, as relatives of the missing men notified by mail of the tragedy. Those notifications gave the actual date and location of the torpedoing.

AMONG OURSELVES

CECIL BROWN, whose CBS war story is a saga, was a New York American and Newark Ledger Guildman. . . HAROLD BREARD, former ANG resident organizer, now with Marines at San Diego. . . COLONEL PERRY MORISON, Columbus Guildman, leading Red Cross war fund drive there.

IRVING BENNETT, Pittsburgh Guildman in Army at New Cumberland, Pa., engaged to MERYL PINCUS, Carnegie Tech Junior. . . RAYMOND GOLDSMITH, Philadelphia Guildman, is executive secretary Red Cross labor committee. . . CHARLES JAMES NELSON, Joliet, Ill., reporter, now a second lieutenant.

Boy scouts arrived for Newark Guild Treasurer BILL CALANAN and Drama Ed GORDON ALLISON of Newark Sunday Call. . . WALT PARTHYMLER, New York cartoonist, ex-hibiting lithograph in Seattle and watercolor in New York. . . DICK WASHBURN, longtime

Los Angeles Guild leader, author of "Hooray for a Rose," bawdy book of verse. HAROLD LYNCH, Indianapolis Times street truckman, now at Fort McClellan in Alabama. . . JIM CALOGERO and DON FLYNN, Lynn (Mass.) item reporters, joined Coast Artillery. . . THOMAS SNYDER, Pittsburgh Sun-Telegraph reporter, enlisted in Navy.

Army claiming three key New York Guild leaders: WILLIAM REIDY, City News chairman. . . PHILIP BISBEE, World-Telegram chairman. . . JACK HORNBER, retiring Daily Mirror chairman. . . All members of the city-wide executive committee.

ART RIORDAN, Philly Guild president, vacationed in Florida. . . 1937 Duluth Guild strike featured in published collection of columns and verse by IRENE (Calamity Jane) PAUL of Midwest Labor. . . EDDIE COLLINS and ELMER WIDELL of Lynn Guild are auxiliary police sergeants.

S. F. SEES \$125,000 CEREMONY L. A. Urges
Post-War Plans Now

Law enforcement officials and defense council leaders united in praising the work of Guildsman Fineberg in awakening the vital Buffalo defense area to the dangers of sabotage.

READY FOR INCENDIARY

Big City Annihilator. He writes all copy, mails it, handles all pictures and listens to all complaints. But when the monthly check arrives, by some strange quirk of circumstance, it bears

gram printed a front page editorial headed "Wake Up, America! It's Late."

brigate!

Roy Howard, The World-Telegram and the Scripps-Howard newspapers

to Washington in the military in-

ADAMANTLY INSISTING IN THE ADVERTISING

CHESTERS SINGLES

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WASHINGTON ROUNDUP

Capital Salons, in Deep Distress,
Worry Over the State of the Unions

By JAMES A. WECHSLER
Washington Guild
Labor Editor of PM

WASHINGTON—In the better salons of this town there is deep distress over union demands for wage increases "while MacArthur's boys get \$21 a month and nothing extra for overtime."

This lament has become the keynote of the drive to slap down labor while living costs go up.

The point was advanced with much fervor during Congressional debate over Representative How-

ard Smith's bill eliminating overtime rates for extra work.

MORE UPCOMING

You will hear more of the same as wage disputes are fought out before the War Labor Board.

And well-paid editorial writers will advance the thought with deep passion at the behest of opulent publishers.

It would all make more sense...

1) ... If the anti-labor bloc were ready to apply the same wage standard to industrial management, corporation profiteers, professional coupon-clippers. When Roy Howard becomes a \$21-a-week man I think the Newspaper Guild owes him a sympathetic hearing on the subject of Army pay vs. civilian pay. When Eugene Grace and the other residents of Bethlehem's Bonus Hill (so named because of bonuses reaped in World War I) decide to reduce their living standards to steel workers' levels, the SWOC ought to stop clamoring for \$1-a-day increases.

2) ... If the press and Southern politicians were tubthumping for increased Army pay, legislation is now pending to boost Army wages. Do you hear a thunderous roar from the press gallery in behalf of MacArthur's underpaid warriors? There's a good chance that the legislation will go through—simply because it's hard to oppose. The Smith boys are holding no overtime caucuses to insure its passage.

Unless a last minute miracle occurs, Martin Dies will have his new appropriation by the time this is in type. (There was no miracle. The House gave Dies leave until next January 3 to proceed with his un-American activities.—Ed.)

"FEW OWE SO MUCH—"

Despite the vigorous opposition of CIO President Philip Murray and other outspoken citizens, the House will reappoint Dies as watchdog against New Dealers who steal into government posts while the nation's back is turned.

I think history will show that few owe so much to so many newspapers as the Trojan horse-doctor from Texas.

The case of Mr. Dies' "Yellow Paper" is characteristic of the whole history of his committee. The "Yellow Paper," as one correspondent noted, conclusively proved that Japan had imperialist ambitions.

Later researches by Representative Tom Eliot (Dem.-Mass.) showed that a major part of the Dies "expose" was lifted from such secret sources as the Public Library. Other chunks were borrowed bodily from an anti-fascist news service on the West Coast.

The New York Times, and most of its contemporaries, fell for Dies as they always do. His "Yellow Paper" rated Page 1. Subsequent debunking by Eliot and others was reserved for smaller space in less conspicuous places.

I know that Dies reflects the prejudices and preconceptions of a lot of little people, as well as bigshot labor-baiters.

"PUNY PLAGIARISM—"

But his hold has been perpetuated by the refusal of most newspapers to call his "Yellow Paper" and previous documents, puny plagiarism of old stuff.

Dies' exposure of Communists proved that he or one of his assistants were studious readers of The Daily Worker. His anti-Japanese disclosures reveal a cursory reading of public Japanese periodicals.

As a result of this detective work he will be given another year to harass the New Deal, labor organizations and related agencies.

Meanwhile, the Farm Security

Administration is called "boondoggling."

Robert Watt, international representative of the AFL, relates that he was recently invited to participate in a labor-industry radio forum.

The subject impartially suggested for nationwide airing: "How Labor Has Interfered With Production."

The National Association of Manufacturers is compiling monthly score-sheets to prove that labor has reverted to a "strikes-as-usual" policy. In most journals NAM figures are treated with solemn respect and given wide display.

But Richard L. Strout, Washington correspondent for The Christian Science Monitor, decided to regard the statistics as "enemy claims" and check with the War Department.

RECORD IS LOOKED AT

Among other things he found: The NAM estimated that 2,028,824 man "hours"—roughly equivalent to 225,425 man-days—were lost by strikes during February. The check-list kept by the War Department, Strout discovered, showed that only 35,350 man-days were lost in strikes during that month.

Strout also pointed out that the NAM, in an effort to show a major "rise" in strikes, compared February figures with January. January was the low-point in recent history.

Unity note:

James B. Carey, national secretary of the CIO, was honored at a luncheon here recently. Sponsor of the luncheon was the Junior Chamber of Commerce, which designated Carey—along with Colin Kelly, Nelson Rockefeller and seven others—as one of the nation's ten outstanding young men of the year.

93 Percent Buy
Defense Bonds

INDIANAPOLIS—Reports from a defense bond campaign at The Indianapolis Times showed that 93 percent of employees in the Guild's departments signed up for payroll allotments to help beat Japan and Hitler.

ING Treasurer John Cromie served as chairman of the employee committee which conducted the drive.

Only Guild department which finished below the plant average was the editorial room, which had 80 percent.

Guild departments which were 100 percent were business office, janitors, warehouse, retail, national and classified advertising, art and circulation.

First Fund Split
By CIO Agency

NEW YORK (FP)—An initial fund of \$10,361 contributed by CIO unions has been distributed among four relief organizations, the National CIO War Relief Committee announced through Chairman Irving Abramson.

Two British groups, the British War Relief Society and the British and American Ambulance Corps, received \$5,455, or 53 percent.

United China Relief was allotted \$2,201, or 21 percent, while Russian War Relief was given \$2,704, or 26 percent.

The money was donated by the National Maritime Union; the United Electrical, Radio and Machine Workers, the United Office and Professional Workers, and the National CIO Children's Village Drive.

Philip Murray Speaking...

"Our President is now our Commander-in-Chief in a world war which threatens not only our nation's security and our very lives, but all our freedoms, our way of live, and our living standards. . . . There can be no question of the response of true American working men and women to the demands of our Commander-in-Chief . . . wholehearted and enthusiastic response of good soldiers of democracy. . . ."

"We are fighting nations whose economy is based on slave labor. . . . Without union protection and without democracy, the workers are ground down to coolie wage levels and intolerable working conditions. They are treated as voiceless instruments of dictators, their war lords and their industrialists."

"We know that this is labor's war. We of labor must be more than loyal followers and patriotic citizens. We are and must continue to be leaders in the demand for more production and for every step that is necessary to win the war."

"We are also mindful that the experience of other countries has taught us . . . that national unity can be undermined by appeasers and Quislings, whose subtle propaganda can be as dangerous as actual plant sabotage. . . . Constructive criticism we must have, to mobilize our full democratic effort. But let the appeasers and the men of faint heart beware of the wrath of America's workers, if their constant carping cloaks a purpose to disunite, to confuse, and to sabotage. . . ."

"We take courage and renewed inspiration from the fact that our Production Chief is now urging steps which we have long advocated. The joint labor-management plant committees which he proposes are directly in line with our (CIO) Industry Council proposals, as is the whole spirit of the program which he advances. . . . I am sure we can count on patriotic employers to join with labor in setting up functioning committees for the promotion of every constructive step. . . ."

"If we . . . examine the facts, we will find labor's position is firm and consistent, that winning the war must be our first consideration. . . ."

"There is no force, not even that of a complete dictator, which can furnish any absolute guarantee that a man will not cease working under conditions which he finds intolerable. The best guarantee that can be given under a free system is the pledge of the workers' own democratically elected representatives and the assurance that collective bargaining will remedy grievances without the need to strike."

"In conclusion, I want to express again and again to labor and to the public that America is today at the parting of the ways. If we lie down on the job, if we shirk, if we listen to the sly preachers of disunity and complacency . . . we can go down to defeat, dishonor and the loss of all our liberties. . . ."

THE GUILD REPORTER

Copyright, 1942, by the American Newspaper Guild



Editor
Wilbur H. Baldinger
Acceptance for mailing at the special rates of postage provided for in the Act of February 26, 1935.

ANG International Officers

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Barney B. Taylor		
International Headquarters, 14 Pearl Street, New York, N. Y.		

March 15, 1942

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Vol. IX—No. 5

The Rewrite
Desk

Note on mobilization of the nation's man, brain and craft power for the war: The Army has at least 7,000 newspaper workers in its services, but doesn't know where to find them for such specialized duty as news assignments at the fighting fronts.

This Bo-Peep variation developed in disclosures that there was no file for newsmen in the Army's push-button shuffle classifications of civilian occupations of its men.

Suggested solution: Guildsmen in the services—Front!

The copyrighted Kiplinger Washington Letter, "circulated privately to business men" over such cautions as "No quotations, please"—"No copying," gratuitously sends The Guild Reporter a subscription prospectus. At the grave risk of copyright infringement, these typical tips are copied:

"Government patience with labor is thinning, anger is rising. . . . Strikes and idleness in war production plants (emphasis Kiplinger's) are big irritants."

Psst! What strikes, Kiplinger? Psst! Psst! What about plant idleness, General Motors and National Association of Manufacturers? Hey? What say?

Heartening freedom-of-the-press news from Poland: More than 100 underground newspapers are being published by patriots for 3,000,000 non-Nazi readers. At the risk of death. In the hope of freedom.

"We understand this paper is not being published," said Standard Rate & Data Service as it got down to The Aliquippa Gazette in its tabulations. This was no misunderstanding.

Advertising rates and circulation figures of the Pittsburgh Guild's community strike paper, The Aliquippa News, furnished on request. That goes for The Chester Reporter, too. Advertising space restricted, though, due to heavy demand. Apply early. But no curtailment of and no charge for news and appeals in the war effort.

Speaking of advertising, Editor & Publisher continues its patriotic contributions to the country's war program. The thing to do, says E.&P., in a two-column editorial, is to let the newspapers "make this war personal" to the average citizen.

How? It's all very simple and all very brave:

"Answer—By the adoption of modern technique in the marketing of federal securities—by an appeal written by advertising psychologists to the mass mind . . . by the use of paid display advertising in newspapers. . . ."

Stop the presses. A dime cut on a defense stamp may be coming up.