

Wage Stabilization Board Gives Approval To Three Guild Cases Above 10% Levels

Failure To Detail Reasons for Awards Raises Policy Queries

By EVA JOLLOS
ANG Staff

Three of the four wage settlements exceeding the 10 percent wage stabilization formula, which were submitted to the Wage stabilization board in Washington last May by the ANG, have been approved by the Board.

Contracts approved are with the New Orleans Item, Kingston Daily Freeman and Erie Dispatch. Still pending is action on the Reno Gazette and Nevada State Journal contract, where the WSB has requested additional data from the parties before reaching a decision.

Meanwhile the WSB indicated that it would be several weeks before it would act on the report of the special panel which conducted hearings on the wage status of industries exempt from price controls. The panel filed a divided report, but included a recommendation that wage controls be dropped in industries which are wholly exempt from price and rate controls, including the newspaper industry.

The board also continued to revise its over-all policies, liberalizing wage increases which may be made without prior approval, but still leaving many aspects shrouded in confusion.

The WSB did not give its reasons for approval in the three Guild cases, merely notifying the parties that approval was granted on the basis of facts cited in the joint applications.

Thus, specific questions bearing on the treatment of various aspects of Guild contract practices, which were raised in the applications, remain largely unanswered.

Chief among these was the question of whether increases resulting from the establishment of minimums established in first contracts must be treated as general increases and offset against the 10 percent general increase permissible without approval under General Wage Regulation No. 6.

This problem was involved in three of the four cases submitted. Since, presumably, the WSB approval was based on existing policies regarding inter- and intra-plant inequities, and regarding deferred increases, there still is no definitive clue as to the board's future treatment of in-

All Must Clear Wage Cases Through ANG

A warning to all locals to clear documents involving wage stabilization matters with ANG before submission to any government agency, is issued by Secretary-Treasurer Ralph E. Novak.

"Under the ANG Constitution no local may initiate a case before any government agency without prior ANG approval," he stated. "The Pittsburgh convention re-emphasized this provision with specific reference to wage stabilization matters. All questions involving approach to any of the stabilization agencies must be cleared with ANG before submission to the government."

"Failure to do so can not only do grave injury to the individual unit members involved, but can also harm the entire membership of the ANG if adverse decisions result from a single unit's failure to observe these rules."

Increases stemming solely from establishment of the Guild's traditional wage structure in first contracts.

The four cases were presented to the WSB in Washington by ANG representatives in the form of joint letters, drafted by ANG and signed by the local Guild and management representatives.

● The New Orleans Item case involved two deferred increases,

effective April 11 and October 11, which were negotiated in October 1950. Approval presumably was granted on the basis of a recent WSB resolution directing the staff to approve all such increases which did not prove "unstabilizing." Each of the increases ranges from \$1.50 to \$3, depending on the appropriate minimums.

The first of the increases raised the over-all average increase for the unit to 13 percent above the average salary in effect on January 15, 1950, the base date for calculating the 10 percent increase provided under Regulation No. 6. This was due primarily to the sizeable increases resulting from establishment of minimums for the newly organized circulation department last year.

● In Kingston a general increase ranging from \$2 to \$4.50, coupled with increases in 1950 effective after the January base date, resulted in an over-all increase of 15.2 percent. Request for approval was based on inter-plant inequity.

● The Erie case involved increases resulting from minimums established for five classifications in a new contract covering the advertising and business office. While 14 other classifications had been settled just prior to the freeze last January 26, agreement on these five jobs was not reached until a few days afterward. This meant special approval for what amounted to a peculiar time inequity.

In addition to the Reno case, several other requests for approval of increases exceeding the limits provided by the various (Continued on Page Two)

Sauce for Gander—

CNDC Asks NLRB Rules In Naming Congressmen

San Diego — The California-Nevada district council feels that the NLRB policy of requiring a "yes" majority among all those eligible to vote regardless of whether they cast ballots should be applied to the election of congressmen.

Delegates to the council's quarterly meeting here unanimously approved a resolution to that effect, urging that in order for congressmen to be elected they must poll a majority of all the "adult citizens" in their districts or states.

In NLRB bargaining elections, including balloting to validate Guild shop clauses, the Guild must poll a majority of "yes" votes among those declared by the NLRB to be within the jurisdiction. Those not voting, including "free-riders," are counted as voting "no."

The CNDC resolution, introduced by Frank R. Sauliere, San Jose Guild, a council vice-president, stated: "Whereas, Congress, in setting up Taft-Hartley and NLRB validating election procedure requires that a majority of those eligible in such elections, rather than a majority of those voting, must vote 'yes' in order for the election to carry, therefore, be it

Resolved, That this council goes on record as advocating that the same principle be adopted in the election of congressmen—namely, that in order for them to be elected, they poll a majority of all adult citizens in their districts or states."

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SFONG Joins In Plans for Blood Bank

San Francisco — The San Francisco-Oakland Guild joined forces with AFL newspaper craft unions and publishers of the four dailies here to sponsor the opening of a new downtown Red Cross blood bank.

The week starting Monday, Sept. 24, has been designated as "Printing and Publishing Week" at the blood bank.

Monday and Tuesday will be metropolitan newspapers days, with CIO and AFL unionists donating their blood. The next three days will be reserved for "graphic arts" workers in the San Francisco printing industry.

Details of the Guild participation in the blood bank's kickoff week were worked out in a meeting between SFONG Executive-Secretary Bob Brown and representatives of other unions, the publishers and the Red Cross. Unit chairmen on the four dailies will serve as "precinct captains," clearing donor appointments through Jack Wallace, Chronicle special services staff.

Guild Promotes Romance In — Of All Places — Reno

Reno — Jeanne McBride of Reno Local 208 now answers to the name of Mrs. John Burns. Mr. Burns? He's the president of the local.



Jeanne is a general assignment reporter for the afternoon Reno Evening Gazette, while

John usually works the courthouse beat for the morning Nevada State Journal—both Springfield-owned papers.

Both are charter members of Reno Local 208, formed in 1949, and the Guild helped romance along. Working on opposite shifts for different newspapers, the couple got acquainted through Guild business and social activities.

Jeanne is a New Mexico product and a graduate of the University of Nevada before assuming her Gazette position in 1948. John hails from Rockford, Ill., where he was the secretary of the local, before moving to Reno in 1949. In the two Guild administrations so far in the Reno local, John has been elected secretary and president; while Jeanne has been active in all phases of Guild activity.

Rockford — Seven members and former members of the Rockford Guild are affected by shakeups in the Register-Republic and Morning Star news departments.

Two past presidents of the Rockford Guild are placed in executive posts.

Two other past presidents are the new city editors of the two dailies—both under the same management.

Robert C. Monahan, 37, staff reporter for 17 years and past president, vice president, treasurer and unit chairman, is the new city editor of the R-R.

He replaces William J. Garson, 34, past president and secretary of the local, who is moved to the newly-created position of news editor. Garson left the Guild when he was made city editor of the R-R in July, 1950. City editors are not covered by the Rockford Guild contract.

Fritz M. Asprooth, 37, charter member of the local, past president, vice president and treasurer, and former assistant city editor and sports editor of the Star, is the Star city editor.

He replaces C. Hjalmar Nelson, 46, two-time local president and one of the founders of the Rockford Guild, who is made managing editor of the morning paper. Oliver L. Cremer, is shifted from wire editor to sports editor of the Star.

Lee H. Cary, 30, local vice president and former Minneapolis Tribune, Chicago Herald-American and Chicago AP desk man, succeeds Cremer as wire editor of the Star.

R. G. (Nick) Powers, 35, local treasurer, is the new R-R wire editor, replacing R. C. Frank. Powers came to Rockford in 1948 from the city editor's chair at the Dubuque Telegraph-Herald. He is a former Waukegan News-Sun reporter.

Monahan, active in Rockford Guild affairs since 1934, was a delegate to the Washington convention in 1950. He has also served as a Guild negotiator.

Asprooth is married to the former Betty McCarren, who was a Star reporter and resigned her post as local president to her husband when she retired to become a full-time housewife.

Nelson, new managing editor of the Star, left the Guild when city editors were excluded in 1947. He was one of the prime organizers of a Rockford editorial workers union before the ANG came into existence and was instrumental in getting the unit affiliated as local No. 5 in 1934. He is a former editor of the University of Wisconsin Cardinal, a campus daily.

Garson, the R-R news editor, was a delegate to the Columbus convention in 1949, as local president. He started as a cub reporter for the Janesville (Wis.) Daily Gazette in 1932 and moved to the Rockford papers in 1939. His wife is a former Star city hall reporter.

The changes putting former active Guildsmen into management spots, although they might seem to strengthen the Guild's position, come at a time when the Rockford local faces implied threats by management to remove a women's editor from Guild contract jurisdiction and to make additional slashes in sick leave benefits covered by the Guild contract.

Rockford Promotions Move Seven Guildsmen Into Executive Spots

Minnesota CIO Backs Daily Labor Paper

Minneapolis—Delegates to the 14th annual Minnesota CIO convention here voted full support to the plan for a national labor daily newspaper, after the project was outlined by Sam Eubanks, ANG executive vice president.

A more detailed analysis and report was made to the convention's newspaper and education committee by Eubanks, and the project was endorsed unanimously by the committee, whose report included a resolution backing the project. The report was adopted by the convention without dissent.

"Such a newspaper is long overdue," the resolution stated.



LABOR DAILY BACKED—Sam Eubanks, ANG executive vice president, shown above with Rodney Jacobson, left, and Carl Henneman, right, Minnesota CIO secretary-treasurer and executive board member respectively, at that body's annual convention where Eubanks explained the projected national labor daily. His presentation received the unanimous support of the delegates.

Twin Sisters Win Honors In Cross-Country Flight

Sacramento—A Sacramento Guild member and her twin sister won second place in the All Women's Transcontinental Air Race.

The newspaper woman is Marion Dietrich, social news writer for the Sacramento Bee. She and Jan 24, piloted the plane which landed in thirty ninth position of the 41 which completed the course from Santa Ana, Calif., to Detroit. The race started August 14.



FLYING SISTERS—Double attractions in the powder puff derby were Jan (left) and Marion Dietrich, the latter a Sacramento Guild member. They took second place and \$500 for their flight.

"In order to make the facts, stories and information contained in this newspaper readily available to all CIO members, their families and friends in Minnesota, we urge each local to take several subscriptions to this new labor newspaper, thus insuring even wider reader coverage."

Rodney C. Jacobson, a member of the Twin Cities Guild, was re-elected secretary-treasurer of the Minnesota CIO body, and Carl Henneman, St. Paul Dispatch writer, was re-elected to the state executive board.

Other Twin Cities Guild delegates were: Emil J. Krieg, R. L. Gannon and Wilbur E. Bade, executive secretary of the local.

Calif.-Nevada Council Emphasizes Organization Needs and Policies

San Diego—Plans for expansion of organizing efforts were discussed at the quarterly meeting here of the California-Nevada District Council.

A stepped-up organizing program was authorized following a panel discussion on the subject led by Robert Greenock III, international representative for the ANG.

Greenock outlined organizational procedure recommended by the recent ANG convention. The council voted to adhere closely to ANG policy, with emphasis on bringing free-riders into the Guild and formation of new units within areas served by existing locals.

Specific organizing plans were discussed, with the council appropriating funds to assist in the program.

The council's new president, Frank McCulloch of the Reno, Nev., local, was officially installed at the meeting, succeeding John Caldwell of the Butte County Newspaper Guild.

Al Dipman of SPONG, member of the IEB, conducted a panel discussion on how policies set forth at the ANG convention affect the council and its eight affiliated locals.

Two locals took advantage of the council's scholarship plan for helping pay expenses towards sending delegates to union sponsored summer schools, it was reported by Virgil Elliott of SPONG, council treasurer.

Sent were Helen Zagel of San Diego, who attended the Guild's leadership training conference at Madison, Wis., and Henry Santistevan, LANG, who was a delegate to the CIO summer school at Pacific Grove.

Council delegates went on record as favoring court appeal



DISCUSSING COUNCIL AGENDA—Frank McCulloch, left, new president of the California-Nevada District Council, shown with Charles Wood, president of the San Diego local, host at recent council session.

from the California State unemployment commission's ruling that newspaper workers discharged with severance pay receive no unemployment benefits until the severance pay period has elapsed.

They also voted to share the costs of sending the Guild's representative to California CIO Council executive board meetings.

At the suggestion of San Diego delegates, President McCulloch named a committee to consider "equalizing and perhaps lowering" per capita dues paid to the council by affiliated locals. The dues now are 15 cents per month, with a ceiling of \$50.

A council by-laws change was approved, making it possible henceforth to change the per capita allotment at any regular council meeting, providing notice

had been given at the preceding regular meeting.

Previously, per capita dues could be changed only at the council's annual meeting in May.

Another proposed by-laws amendment, which would have created a position of paid executive-secretary for the council, was voted down.

Next meeting of the council was set for November 10 and 11, with Sacramento as host local.

Gannett Group Buys Newsprint Mill

Rochester—The Gannett Company, operating 21 dailies in N.Y., Conn. and N.J., has bought the Berwin paper company at Danville. Plans call for expanding facilities to provide 60 tons of newsprint daily within two years.

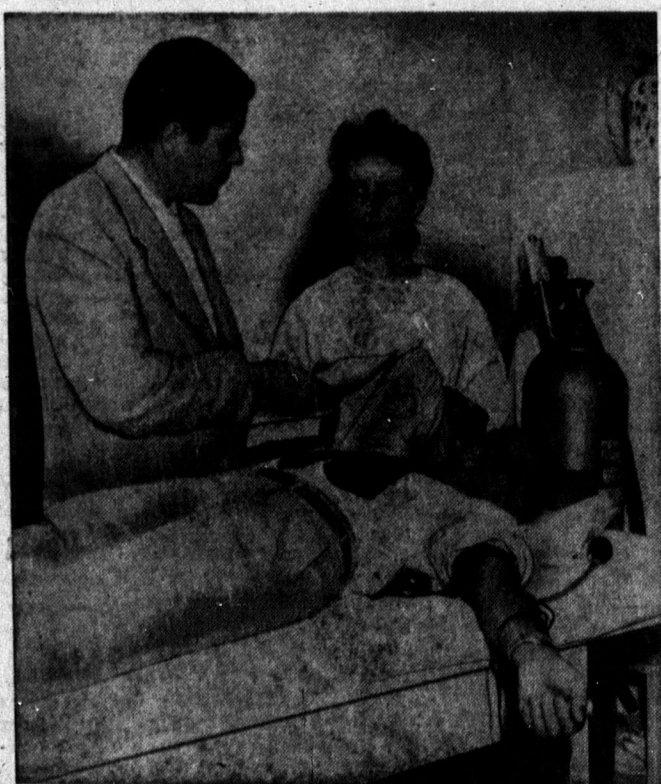
BLOOD BANK FOR GUILD MEMBERS AND FAMILIES STARTED IN DENVER

Denver—The Guild local has launched an unusual cooperative blood bank program that has won immediate commendation from the membership.

Blood is now available free to

members or their families in cases of medical or surgical emergency. The usual charge for whole blood is \$25 a pint.

Blood donated by Guild members will be held on deposit in



BLOODING FOR A GOOD CAUSE—First members of Denver Local to contribute to the organization's new cooperative blood bank program were Bernice Morgan, center, chairman of the Denver Post Unit, and Marvin Zeldin of the Oil Workers International and a local member at large. Don MacMillan, left, helped organize the program, which will provide free blood to Guild members and their families.

New Unit Gets Initial Contract

Tonawanda—The Buffalo Guild has signed a contract covering eight editorial employees of the Tonawanda News, in a first contract providing for a Guild shop, a five-day week and severance pay, all new to News employees. The reporter minimums begin at \$47.50 and go to \$52 after four years.

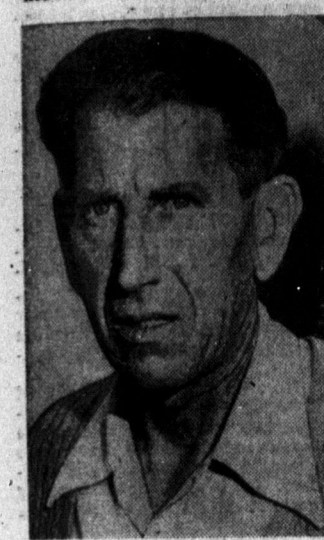
Actual increases under the contract average out to 11.6 percent over going rates as established by wage stabilization rules. The agreement is effective as of last May 21, the date when negotiations began.

Spokesmen for the Guild included Charles A. Perlik, Jr., local president, James Higby, Tonawanda unit chairman, and Ralph Young, of the Buffalo Evening News unit.

Brown Succeeds Nathanson As LANG Administrative Officer

Los Angeles—Jess P. Brown, circulation district manager for the Herald Express, and a member of the Los Angeles Guild's local executive board, was named as administrative officer of the local in a four-way election, to serve the four months of the unexpired term of Ben Nathanson, who resigned in July.

Brown has been an employee at the Herald Express for 23 years. Last January he tied with George Meenes for the post of local vice president, but declined that office in order to accept the execu-



JESS P. BROWN
Elected

tive board spot, for which he qualified in the balloting.

He is one of LANG's delegates to the California-Nevada district council. He was a delegate to the Washington and Pittsburgh ANG conventions.

Brown's closest competition in the administrative officer contest was from John Shanky, ANG international representative on loan to the local in a temporary capacity in the administrative spot.

Shanky had served until the August 12 resignation of Lucian Haas, chairman of the Daily News unit, who had taken over Nathanson's duties.

The tally by the election committee showed the following results:

Jess P. Brown 292
John Shanky 253
Morace Blanco 24
Hymen Finkel 16

There were write-in votes for three others, two for Haas, and one each for Lewis Roberts and William Gibbs.

Blanco is a Daily News classified solicitor and a member of his unit's steering and negotiating committees. Finkel is a district manager for the Herald Express, and has served on the representative assembly for five years.

Roy Wimberly was chairman of the election committee, which also included Margaret White, Arthur C. Atwell, Rudy Stowell and Ben Schullman.

Chicago J of C Unit Faces Company Union

Chicago—Guildsmen who work for the Wall Street Journal's Chicago Journal of Commerce edition have been pierced through the pocket-book by a company union.

When the Wall Street Journal last Jan. 1 took over assets of the old Chicago Journal of Commerce from the Riddler interests (publishers of the New York Journal of Commerce), Dow Jones also agreed to take over the Guild contract, signed a

year ago after certification of the Guild as the news-editorial department bargaining agent.

Guild negotiators and management of the Chicago edition of the Wall Street Journal had set a July date to reopen negotiations but were notified that the Dow Jones Employee Association, Inc., had filed for certification as the bargaining agent for all non-mechanical department employees in the Chicago offices. Negotiations with the Guild were postponed till the case was disposed of.

After a preliminary hearing, the NLRB held a full-dress hearing late in August with the Guild local, the company union and management.

The Dow Jones Employees Association's only local is in the New York office of the Wall Street Journal.

The paper is the only really national newspaper in the country, being published simultaneously in New York, Chicago, Dallas and San Francisco. Editorial direction is from New York and certain features—

notably on the front page and editorial page—appear identically in all four cities.

The Guild seeks to keep its present unit—all members of the news and editorial departments whose place of employment is Chicago. There is historical precedent for that unit, since all non-mechanical employees of the Chicago newspaper were in the Guild when it was formed in 1932.

The Guild has confined its organizing efforts to news and editorial employees.

The company union sought to show high interrelationship between the news department and other non-mechanical departments. It tried to show that the Chicago newsmen's only task was to put into the paper the news that came out of New York—which is not the case.

The Guild feels confident of retaining its present unit, but meanwhile, the Chicagoans go on without the benefits of a new contract—the old one expired August 30—and the almost certain general raise that would come with it.

Rowan Head of Twin Cities Urban League

Minneapolis—Carl T. Rowan, staff writer for the Tribune and a member of Twin Cities Newspaper Guild, has assumed office as head of the Minneapolis Urban League. He had been a vice president, and succeeds Rev. John G. Simmons, who has accepted a pastorate in California. Rowan recently wrote a series, "How Far From Slavery," for the Tribune, recounting experiences on a trip he made through southern states.

Winds of Freedom Carry Leaflet Balloons To Enslaved People Behind Iron Curtain

The International federation of free journalists, comprising exiled news writers whose home countries are now behind the Iron Curtain, has joined with half a dozen other groups in democratic nations in the first launching of high altitude balloons from west Germany, sending a message of liberation to the peoples of Czechoslovakia.

Some 2,000 balloons carrying

more than 2 million leaflets expressing hope and friendship were launched last week by the Crusade for Freedom, of which Gen. Lucius Clay is chairman. It is affiliated with Radio Free Europe.

Dubbed "Operation Winds of Freedom," the first launching was witnessed by Boleslaw Wierzbanski and Georg Ionescu, chairman and general secretary

of the free journalists federation.

The last two American Newspaper Guild conventions have had guests from the federation as speakers, and have voted support of their aims—the breaking down of news barriers which now seal off millions of Europeans and Asians from knowledge of the western world.

This dramatic method of reaching enslaved people of Kremlin-dominated countries has been in the making for two years.

At altitudes of more than 25,000 feet, prevailing winds travel from west to east. Experiments at the University of Minnesota and elsewhere were conducted to determine the best type of balloon to carry light weight packets of leaflets from western Europe to points beyond the Russian barrier.

The tests developed two kinds, both of which are being tried. One is a four-foot plastic "pillow" made of film about one 600th of an inch thick. When loaded with 200 leaflets and inflated, it will rise to about 20,000 feet and float at that height until seepage of gas brings it down, intact.

The second type is of rubber, spherical in shape, which will take 2,000 leaflets to a height of about 30,000 feet. At this level it bursts, scattering the leaflets over an area of several square miles.

During the experimentation with the "pillows," on several occasions they were reported as being "flying saucers."

The balloons travel from 100 to 700 miles, depending on their load and amount of gas used. The trial launchings were from a spot near the Czechoslovakian border, where the experimenters were certain the majority of the leaflets would be carried to points in that country.

The messages printed in the Czech language declare that "There is no dungeon deep enough to hide the truth, no wall high enough to keep out the message of freedom."

On the reverse side are listed the transmitting data for free world radio stations which can be heard in Czechoslovakia.

Basic purpose to test the effectiveness of the new communications technique, to alert the captive peoples to the method of contact, and to undermine morale of the communist oppressors.

FLYING PILLOWS, NOT SAUCERS—Designed to break through Soviet barriers of silence, these plastic balloons, shown here in experimental flights, have been launched by the thousands to people in the Iron Curtain countries. They carry messages of hope and freedom.

Frontier Nears Its 3rd Year As West's Liberal Monthly

Los Angeles—Under a former Guildsmen, Frontier magazine—an experiment in liberal journalism—is approaching its third year of operation on the west coast.

Frontier, a monthly published in Beverly Hills, Calif., for the

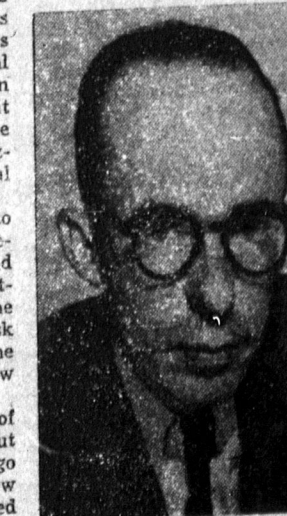
11 western states, is edited by Phil Kerby with the financial backing of Gifford Phillips, wealthy former Denver resident now living in Los Angeles.

Kerby aided in organizing and was first president of the Pueblo, Colo., Guild local, in 1942.

Commenting on Frontier, the Christian Science Monitor said: "It puts the liberal viewpoint on record for a region of tremendous, vital growth—a service that can be useful not only to liberals but to careful, conservative critics of the liberal position. It helps, therefore, to draw the line between the genuine liberal viewpoint and that wholly fallacious liberalism espoused by the Communists."

Frontier has not yet reached a "break-even" point, but the magazine's aim is to build sufficient circulation, which, with tight budgeting, will enable it to become self-supporting.

Frontier's contributors include Harold L. Ickes, Norman Thomas, Cabinet Member Charles F. Brannan and Maurice Tobin, Helen Gahagan Douglas, Arthur Schlesinger, Jr., and Richard L. Neuberger.



PHIL KERBY
He Edited Frontier

Liberal Publisher Cahan Dead at 91

Abraham Cahan, 91-year-old publisher of the Jewish Daily Forward, died after illness which had caused his retirement in 1940 from active duties.

Mr. Cahan founded the paper 54 years ago, and from 1907 directed its editorial policies, creating a financial success as well as the potent voice of New York's east side millions.

Born in Russia, he was a friend of organized labor and a foe of communism. Labor Secretary Tobin brought to his funeral service the tribute of President Truman to his life-work, which had included pioneer aid in improving conditions in the needle trades industry.

"Paper Maker" Steps Up Issue Frequency

Albany—The Paper Maker, monthly edited by Guildsmen Jim Russell, marks its third anniversary by changing to twice-a-month publication. It is the official newspaper of the AFL paper-makers' union, started as an offset job and is now run off here by letterpress.

Non-Red French Newsmen's Unions Meet With Martin, Move for New World Group

Paris — France's three non-Communist unions of journalists have met informally for the first time in history, as luncheon guests of ANG President Harry Martin.

Representatives of all three unions agreed to urge their respective executive boards, at meetings this month, to participate with the other free journalists' unions of Europe in discussions looking toward the formation of a new international organization of journalists.

Prior to the lunch, no authoritative source had considered it possible for more than one of the three French unions to be represented in the proposed new democratic international.

Separated by deep ideological and religious differences, the three groups are bitter rivals for support by the newspapermen of this country. A fourth union, not included in the list of President Martin's guests, is

the Communist-dominated CGT journalists' union, which has provided the Communist-dominated International Organization of Journalists with a president, Jean Herman, from the time of its formation. Considerable maneuvering was necessary to bring together leaders of the three non-Red organizations. Two of them had previously declined to take part in even the most informal of discussions about a new international, partly because of reluctance to cooperate with the rival movements, partly for fear that such talks might lead to an international affiliated with the new International Confederation of Free Trade Unions.

The Guild president made it plain to the three groups that the Guild would not insist upon ICFU affiliation—much as it would like to do so. If this would interfere with participation by any substantial group of the world's journalists.



Sid Harris, one-time copy boy on the former San Diego Journal, in same job at San Diego Union.

Eugene LaMont, vice-president of the San Jose Newspaper Guild, won \$100 in a television western region contest. The award also entitles him to enter the national contest. On advertising staff of the News and Mercury, LaMont was a delegate to the Guild convention at Pittsburgh.

To be married this month are Guildsmen Ken Aubineau, San Jose News sports writer, and Joan West, local secretary-treasurer. Also, Guildswomen Gladys Gottle and Dom Fanelli. Married in August, Society department's Margie Bots and James McCoy. Also News Sports Staffer Tom Rowan and Josephine Marbaccia. Marilyn Bourat, former librarian, has left her job to await the arrival of the stork. Newcomer to the Mercury News society department is Phyllis Foster of Chico, California U. graduate. Off to Europe with her parents is Billie Simons, society writer.

Earl Almqvist, formerly on Minneapolis police run for St. Paul Dispatch, now labor editor of Pioneer Press copy desk.

John R. Finnegan, from Rochester, Minn., Post-Bulletin, to Pioneer Press staff. Jack Weinberg, Capitol runner, in Mount Sinai hospital, with heart ailment.

Chuck Swingsen, formerly of Toledo Blade, now on Pioneer Press copy desk, replacing Frank Walsh, in Singapore on a State department assignment. Carl Grande, former library assistant, back to Fort Jackson, S. C., after home leave. Private in the 106th Eng. Corps of 21st Infantry Division, he expects overseas assignment soon.

Bernie Blerman, former University of Minnesota football coach, now on sports staff of St. Paul papers, covering football for the Dispatch and writing a Sunday column for the Pioneer Press.

It's a boy for Cos Crawford, past president of Buffalo local. Joe Korlewski, army reserve captain, back to active service last week, leaving his editorial spot on the Buffalo

Evening News. Newcomers at Buffalo News are Ashraf Patis, copywriter, from the St. Louis Star-Times; and John Sunley, artist, from the NEA staff in Cleveland.

Glen Weeks, Buffalo News copyboy, has left to resume studies, and associate Guild membership, at St. Lawrence U.

Charles Perlik, Buffalo local president, took part in a Labor Day program on WREN-TV.

Wedding bells for Raymond C. E. Pryde, Baltimore Evening Sun copy editor, and Mrs. Elinor Ralph Burks. He has been with Sun nine years, formerly worked on Jamestown, Buffalo and Utica papers. Served as treasurer of the Utica Guild's Observer-Dispatch unit.

Funeral services were held in San Francisco for Mrs. Ethel M. McLean, 37, wife of William L. McLean, San Francisco Examiner editorial makeup writer.

At Fried, S.F. Examiner music and art critic, is the proud papa of a baby girl, Harriet. Also at the Examiner, Dan Danielson, circulation, has a new son, Dennis.

It's a boy, James, for Sut Chalos, sports writer on the San Francisco Call-Bulletin.

Ward T. Sims has been transferred from the AP bureau in San Francisco to the office in Tacoma. His S.F. replacement is Ray Harverson.

Gunter Dahl, Chicago News rewrite, now working for Carl Byoir Associates.

Bob Briggs, St. Louis Globe-Democrat photo, reports next week for lens-and-shutter duty with the Signal Corps. John T. Stewart, for six years church page editor for the defunct Star-Times, now holding same job with the St. Louis Post-Dispatch.

Mark Eshridge, Jr., back at the Washington Post after four-year absence, during which he worked in Winston-Salem, London, Manchester and Edinburgh.

Marjorie Harper Philadelphia Inquirer society staffer, wed to Joseph J. Miller, GE engineer. St. Raymond's Church in Oak Lane was the wedding scene. Richard Wanek remained chairman of St. Paul Dispatch Pioneer Press unit.

Lillian Gibson advanced to society editor Elizabeth Journal, succeeding Helen Everett Davey, retired. Joan Haggerty employed as new assistant editor.

Belgian Union Moves For Participation

Brussels—The "Union Professionnelle de la Presse Belge" has voted in annual convention to take part in the Paris discussions in October looking toward a new international of the free journalists. It was announced here by the organization's president, M. Stijns.

Leaders of the Belgian organization, a national federation of journalists' unions had previously been reluctant to participate in the movement for the new world body, although separated from the old Communist IOJ for two years.

One national affiliate of M. Stijns' group has membership in ICFU, but two others do not. Decision of their over-all federation to join in the Paris talks is believed to have been spurred by the news that ANG President Martin would not press for affiliation of the new global organization with ICFU.

"Force Ouvriere Syndicat des Journalistes" said they had already been given authority to accept by the national congress of their organization in July.

Importance of a decision for unity of international action by the three French groups carries far beyond the borders of France. For each group—Socialist, Catholic and independent—has connections within national journalists' organizations in other European countries, that will take their cue for action from the decision by their friends in France.

Martin said that one of the major stumbling blocks to a new international will have been removed if the rival French unions can be brought to joint action on the question.

The weekend of Oct. 12-14 has been tentatively set for the Paris meeting, provided agreement is reached among the French. Such a meeting would point toward a possible world congress late in 1951 or early in 1952 at which a new international could actually be brought into being.

Cincinnati Honors Everett As He Leaves for New Post

Cincinnati—Rollin H. Everett, who on September 1 left his post here as Cincinnati local's executive secretary, to take up similar duties for the St. Louis Guild, was guest at a cocktail party at the Sheraton Hotel marking his departure.

The Cincinnati Guild presented him with a briefcase, a \$100 U.S. savings bond and a plaque inscribed with acknowledgments of his services to the

The Guild's Bookshelf

RAYMOND OF THE TIMES, Francis Brown, Norden, N.Y.C. 245 pp. \$4.

The man who more than any other established not only the physical basis for today's monumental New York Times but laid down the rule of "moderation, impartiality and common sense" in its operation is presented in scholarly fashion in this biography.

The author is book review editor of the Times. The work has been many years in the making, has drawn extensively on such new sources as the Lincoln letters, and re-creates in vivid fashion the life of a century ago. Its issuance occurs happily in the centennial year of the Times itself.

What Manhattan newspaperer was like 100 years ago, when Greeley of the Tribune and Bennett of the Herald formed with Raymond a triumvirate of personal embroiled and embattled editors, provides contrasts, and perhaps some regrets, in today's atmosphere of counteringhouse respectability.

Henry J. Raymond "broke in" under Greeley, broke away to become a rival publisher and political enemy. Although Raymond's editorial intent to "get in a passion as rarely as possible" was frequently discarded under the pressures of necessity, his Times did achieve a middle-of-the-road decency which was rare in days when horse whips and pistol holsters were necessary tools of the trade.

In wealth of detail and interest, this volume, although lengthy, repays a leisurely reading.

THE LOBBYISTS: The Art and Business of Influencing Lawmakers, Karl Schriftgiesser, Atlantic-Little, Brown, N.Y.C. 297 pp. \$3.50.

In writing this thoroughly factual treatise on lobbying, the book editor of Newsweek admits to one prejudice. He says, "I believe that any citizen who petitions the government for a redress of grievances should stand up and say who he is, and what he wants, why he wants it, and who paid his way."

And although the author disclaims any attempt to "expose the pressure boys," his volume contains much that answers his own questions as to the who, what and how much of some lobbying activities, the effects of which have been far-reaching on the American public.

He starts by saying that lobbying can be good or evil, that most of it is legal under the First Amendment, and that "indirect" lobbying is fully as important and less easily discerned than the actual buttonholing of legislators, or their bombardment by well-planned barrages of telegrams or letters.

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out, but does not actually regulate the practices.

An example of the law's failure to prevent "indirect" lobbying is the admission of an officer of the Committee for constitutional government—a pet of Publisher Frank Gannett—that if the CCG had paid the postage on millions of pieces of literature it was sponsoring, which were sent out under congressional name and NOT REPEAT NOT AYE withdrawal, strategic or otherwise.

It's a little puzzling not to know your way around your own new office, but I'll learn, no doubt. The old building at Baltimore & Charles was home for a long while.

But I was asked for some Kaesong insights...

SUNDAY, July 8, began calmly enough in the so-called peace zone north of Seoul. It was the day of the preliminary meeting to arrange the cease-fire conference.

That night in the press camp lightning forked out of a small cloud. Officers who "briefed" correspondents had not been at Kaesong, nor had they been at the "teenage" point of view. Shown a war map, she asked: "What's that?" War front bulletins were just so much nuisance.

What the teenage soldiers—many grown up in war but still teenagers leading older men in battle—thought of all this could

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS, by Ben Duffy, Prentice-Hall, N.Y. \$5.00.

An old bromide of the advertising business says, "Advertising is not a science and never will be," but Ben Duffy in his new book almost succeeds in refuting it. Duffy, incidentally, is president of Batten, Barton, Durstine and Osborne, Inc.

Originally published in 1939 under the title, Advertising Media and Markets, the new edition is revised to keep pace with the growth and progress in the industry and benefits from the author's own increased knowledge.

Included is a new chapter on television, a new chapter on today's techniques of measuring radio and television circulation, plus an expanded chapter on merchandising services offered by media.

The 22 chapters tackle the mountainous job of analyzing media and markets, giving short, concise information and opinion on each. The author makes no attempt to favor one media over another, but as impartially as possible states the facts on each.

In dealing with television, the author offers a clear and concise chapter on a subject made difficult by rapidly changing factors. Several startling charts show the progress made by radio at the expense of radio.

The chapter covering merchandising services by media traces the growth of this department in all media, and deals extensively with the two broad classifications of selling the campaign to the dealer, and providing market analyses and data.

Other chapters give a complete and detailed account of each step involved in the scientific selection and most effective use of each type of media: newspapers, magazines, business papers, farm papers, outdoor advertising, radio and television.

Duffy analyzes each from the standpoint of circulation, economy of rate, editorial policy, size of space, position, competition and the type of reader it attracts.

The book is easy reading and is a storehouse of information, a must in the library of men and women (veteran or beginner) engaged in the advertising business.—M.G.

This review is by Marshall Gensow, a member of the local advertising staff of the St. Paul Dispatch and Pioneer Press. Gensow is a vice president of Twin Cities Guild.

Both Briefing Officers and Press Foul Up Handling of Truce Parley

By JOHN T. WARD

NICE TO GET back where you don't have to use cables as such as NOT REPEAT NOT, commas can be commas and periods without spelling out, and AYE (more cables) retreat can be called by its right name and NOT REPEAT NOT AYE withdrawal, strategic or otherwise.

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TUESDAY, the 10th, was the big day. Admiral Joy and fellow delegates left with great fanfare, but that night briefing officers had scanty information. The explosion which followed did no credit to either military or correspondents. Army and Navy briefers lost their tempers, as they were baited by a few bottle-fortified newsmen.

Some of the most vocal new arrivals ready to run the show. This did not sit well with the majority, who had for months been tramping over Korea's war-torn battle line. The calmer ones couldn't get a word in edgewise.

CORRESPONDENTS went into Kaesong on this peace mission on Sunday, July 15. All we could pick up, of course, was "color," such as peasants waving to the convoy, glaring looks from the uncooperative "reception personnel" and the comic photographer, energetically "taking" movie shots with the cover still on the camera lens.

But briefings got better after that, as you know. Actually the military did a good job of providing facilities. It was the most comfortable place we'd ever had in Korea—the only place where we slept between sheets.

Sleeping quarters were bunks in three tiers; it was once a hospital train. Food was better than at our billet at Seoul, which consistently had the worst food in Korea.

Maybe some of the newsmen were suffering from heat or claustrophobia, being cooped up on the train.

The working car was fitted up with long desks on each side where typewriters could be placed and forty reporters could grind out copy elbow to elbow. Others raced up and down the aisle. Still more shouted over the single phone to Seoul. There were additional shouts and murmurs common to any city room.

MORE THAN 150 piled into Seoul and the Munsan press train to cover the cease-fire, resulting in a barrage of copy. Twenty-five-mile jeep rides at the end of the day were sometimes necessary to "ride a story through" censors and the 5th

John T. Ward, recently returned Korean war correspondent for the Baltimore Sunpapers, wrote the "Kaesong Vignettes" herewith for the Baltimore Guild's publication, "Working Press."

Army's hesitant teletype. If you had already made the 60-mile frustrating trip to Kaesong and back this was quite a dish.

Included among the correspondents were three women, one of whom was long practiced in needing Congressmen in Washington. Another was assigned to get the "teenage" point of view. Shown a war map, she asked: "What's that?" War front bulletins were just so much nuisance.

What the teenage soldiers—many grown up in war but still teenagers leading older men in battle—thought of all this could

Things have since settled down at "Camp Upstar." Some of the disturbers departed. The sessions drag on; sometimes the information on them is fragmentary. When I left all were certain there would be a cease-fire but that the enemy would haggle to the limit. We are dealing with ruthless, treacherous people, full of guile.

BACK IN CIRCULATION

Closed since April, the Jewish Morning Journal this month resumed publication, with reorganization under bankruptcy laws.

Under its terms, five district managers are guaranteed minimum salaries of \$30, reached after five years of experience, and a flat minimum of \$95 is set for the two supervisors.

Management agreed that current adjustments of pay will not be less than \$2.50 weekly, regardless of minimums.

Albert Viola and Vincent

Morgan were negotiators from the Scranton local and William J. Faran, ANG director of the organization, Joseph F. Collis, ANG vice president and Thomas Hart, of the Wilkes-Barre local, were other members of the committee.

Negotiations under the wage reopening clause of the AP contract have been initiated by the Guild. The contract is openable on the question of minimums, general increase and other wage matters, as of November 5. The Guild served notice of its intention to seek changes in wages by notice to management on September 5.

In accordance with the reopening, negotiating meetings must start within 40 days after notice.

Scranton—A supplemental contract covering seven circulation department employees of the Scranton Tribune has been closed between the Scranton Newspaper Guild and Tribune management, extending from September 1 to October 1, only. On the latter date, the entire contract is to be re-opened, affecting both circulation and editorial employees.

The agreement, perhaps the shortest in term in Guild records, provides the first non-editorial coverage in Scranton contracts.

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Scranton Tribune Circulation Supplement Is Signed, Covering Non-Editorial Employee Group

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commercial is sales talk on the radio

but Commercial is a daily newspaper

COMMERCIAL

SECTIONS—64 PAGES

Clouds "D"

"Commercial" and "commercial" provide a perfect illustration of the way a capital or lower-case initial changes the meaning of a word.

It's the same with Coke—the friendly abbreviation for Coca-Cola. With a lower-case initial, the word means something else entirely.

So, when you write or print Coke, and mean Coca-Cola, reach for that upper-case "C." Your readers will know what you are talking about. And you'll be observing correct usage, too, for Coke is a proper name.

Coke is also a registered trade-mark. Good practice requires the owner of a trade-mark to protect it diligently. That's why we keep asking you to use the capital initial when you refer to our product.

Ask for it either way... both trade-marks mean the same thing.

Coca-Cola

Coke

THE COCA-COLA COMPANY

THE GUILD REPORTER

Published by the American Newspaper Guild (CIO)
CHARLES E. CRISSEY, Editor

Guild Reporter deadline at 99 University Place, New York 3, N. Y.; letters, features and ads the Friday preceding publication date; news, Tuesday preceding publication; news bulletins, Wednesday preceding publication.
Published the second and fourth Fridays of each month. Single copy 15¢. Yearly \$3.00.
Acceptance for mailing at the special rates of postage provided for in the Act of February 26, 1925.

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September 14, 1951

Vol. XVIII—No. 18

The State of the Union—



Herein of Lively Guild Meetings, (And Raising Dues)

By Ralph B. Novak

DURING a bull session between classes at the Guild's leadership training conference at Madison, the subject of non-attendance at meetings came up for considerable kicking around. All agreed the problem was not easy to solve. Some of the members had used various techniques with most results varying between bad and mediocre. In all the discussions, however, I heard one plan that I thought should be passed on. It was a plan told to us by Don MacMillan of Denver. In order to insure good attendance at unit and local meetings, here is what the Denver local did:

First, the meeting committee decided what would be of utmost interest and ballyhooed it in a short but lively letter to all members. Don pointed out that such letters can and probably should include timely and topical illustrations. In addition the letter should be well and interestingly written.

The next step is a matter of coordinating the "follow through." In Denver they used telegrams to key Guildsmen which reached them the afternoon of the scheduled meeting. The telegrams were simply brief reminders of the session and urged the recipient to bring along at least ten other Guildsmen. Often a member with a car can pick up as many as four or five other members, thus serving as a more personal contact follow-through.

TWO OTHER committees are important in the Denver plan—a telephone committee and a group to pass out small reminder cards of the meeting at the various newspaper exits.

In Denver the telephone committee began by calling members' homes early in the afternoon and reminding whoever answered the phone—the Guildsman's wife, mother, aunt, sister—that the meeting had been called and would begin on time. In all instances phone conversations were brief and to the point.

The last step was to pass the word along; an old tried and true method, but one Guildsmen seem generally to forget.

The meeting committee itself actually has the most important job of conducting a lively and interesting meeting—a session which will inspire participation and over-talk, i.e., talk about the session the next day.

OTHER important points stressed by MacMillan were to adopt a policy of starting meetings on time, keeping them short and above all, keeping the session moving along.

We have talked here of preparation for the meeting and the meeting itself. One other thing they did in Denver is worth passing on. Both before and after a meeting officers and stewards made it a point to see that Guild members became acquainted.

Someone, I do not recall who, suggested the sure-fire method for getting a big meeting was to start a rumor that dues were going to be raised.

Well, there you are, two methods, both tried (although I cannot recommend the second method for continuing results).

If other locals have evolved a successful system of getting attendance at meetings, we will be happy to give them Guild Reporter space, too.

OH YES, speaking of raising the dues, I would like to remind Guild members that the Organizing committee report adopted at the last convention provides in part that:

"Locals with dues schedules at least up to the minimums in the model schedule in the ANG constitution but still financially unable to meet servicing-organizing charges for work done by international representatives, shall be entitled to such service at the discretion of the director of organization. Locals whose dues schedules are below ANG minimum standards, or which have not otherwise raised the money for these services, shall be required as a prerequisite to receiving service, to bring their dues schedules up to the ANG minimums."

Now would be a good time to review your local dues structure and see whether it gives your local enough money for it to function efficiently and in the best interests of the members.

Washington Roundup

By CHALMERS M. ROBERTS
Washington Guild

THESE wacky scientists with their three-year, round trip, space-ship-jauant-to-Mars idea have been giving me a lot of fun. I've been jotting down names of certain characters I'd like to see incommunicado for three years on the theory it might give tired old Earth a breather.

We could start with the 14 Politburo gents and toss Gromyko in for fun. Franco and Tito could go along as far as I'm concerned to add spice. And I'm about ready to add Nehru, too. Yes, Iran's Mossadegh and the British heads of Anglo-Iranian Oil ought to be trundled aboard also.

Around Washington there's the Senate Class of 1953. Never knew the senate had classes? Well, it does. These are the members coming up for reelection next fall—they're also known as Class 1 senators. For my money they're at the bottom and not the top of the senate.

Included are those swept in, in the GOP landslide of 1948 which brought us the 80th Congress. Three Republicans—Ives of New York, Lodge of Massachusetts and Thye of Minnesota—I have considerable respect for, and I think the press corps would generally agree that all are good citizens.

Here are the other Republicans in "Class 1": Bricker of Ohio, Cain of Washington, Ecton of Montana, Jenner of Indiana, Kem of Missouri, McCarthy of Wisconsin, Malone of Nevada, Martin of Pennsylvania, Watkins of Utah and Williams of Delaware. In any vote of obstruction in the senate you can be reasonably sure most, if not all, of them will be in there shouting.

Outside the South the only Democrat elected in the face of the 80th Congress GOP sweep was Maryland's O'Connor. The genial senator, lately chasing both crooks and reds, is well aware of the bloody fate of his erstwhile fellow Marylander, Tydings, who fell before McCarthyism. The winner was a Baltimore lawyer named John Marshall Butler who has done nothing since he got to Washington but vote "right" on party lines. The senate wits say O'Connor is running hard for reelection on the John Marshall Butler ticket and, in fact, their votes have been inordinately parallel.

The Bricker-Cain-Ecton-etc. batch of senators shows you what you can get in an election sweep. The Democrats have been looking forward, in a way, to 1952 as a chance to replace some of them and there probably will be some tough fights. But if Eisenhower by some means should get the Republican nomination, a sweep could return them all—and more like them.

Hence, it would be handy to load the batch on that Mars-bound space ship.

BUT to come back to earth a bit, Washington at this writing is off on a guessing game again—just what are the "fantastic weapons" Truman talks of?

The Korean peace bog, the Russians at the Japanese peace conference, failure of the Iranian talks, the new weapon hints, a colossal money bill for arms going through Congress—all are signs of the deepening crisis. The fear of some sort of Communist Pearl Harbor is widespread and important, it appears to me. Hence the elation here over reports of midget atomic bombs for use to stop the Russian ground armies should they pour across Europe and of new fantastic weapons to be delivered against the enemy by air, perhaps to neutralize an air attack on America. Maybe, on second thought, I'll ask for space on the Mars-bound clipper myself.

ONE of those Oriental mysteries is currently running in some of the papers—the story of shenanigans in the purchase of arms for Nationalist China through an American firm. A Chinese air force officer, Col. Hsiang Wei-Hsuan, came to see reporter Al Friendly on the Washington Post with his story nearly a year ago. Friendly put him in touch with the senate preparedness sub-committee which has been doing some first rate work. The result now is some fine newspaper copy and the public airing of a sordid tale of forgery, smuggled airplane parts, and Chinese "squeeze" (Americans call it graft).

The tragedy of China is that its non-communist leadership is reduced to a group of politicians on Formosa so busy fighting for their lives they have apparently lost all sight of their heritage. To make it worse, they have become pawns in an American political battle, moved about by men who know little and care less about China, not in all but in many cases.

My own visits to China left me with deep affection for its people. To me the Point Four approach is the right one but that is out, in these days of communist military control—and besides Henry Wallace once was charged with trying to give a bottle of milk to every Hottentot because he advanced the novel idea that kids overseas ought to drink the stuff just for health's sake.

I'm not sure we'll learn much from China's current tragedy. But we ought to learn that if we haven't enough sense to give a hand to our economically backward neighbors they, too, are likely to fall for the commies, directly or indirectly.



WEIGHTY EVIDENCE — Perry Cragg, Cleveland News camera staff head, says a trifle as he holds a 26 1/2-lb. muskellunge.

Undertakers Write 30 In St. Louis Softball Game

ST. LOUIS—The recently-waning record of St. Louis newspapermen for defeating girls' teams was violently killed and effectively buried here by a group of lady undertakers. In a softball game for charity, a girls' team sponsored by the Kutis Undertaking Establishment overwhelmed a men's team of the St. Louis Newspaper Guild by a score of 16 to 3.

Pitching told the story. High speed curves exhibited by the women pitchers had Guild batters, gaping, mostly at third strikes. The throwing of three Guild pitchers left the girls puzzled and they enacted a dazzling parade around the bases.

For the past three years the Guildsmen have been participating annually in a softball game for the benefit of the Psychiatric Aid Society. Their usual opponents are a team of nurses from City Hospital. The Guildsmen won twice previously.

This year's game was witnessed by the Kutis girls, champions of the local women's softball league. They challenged the Guildsmen to a game for the benefit of the same charity. The game with the nurses netted a profit of \$1,400 to the Psychiatric Aid Society. The profit on the game with the Kutis team has not yet been calculated.

The Guild Reporter

99 University Place, New York 3, N. Y.