

The GUILD REPORTER

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Broun Award Judge Is Tough Assignment, Says Wade Franklin

By WADE FRANKLIN
Broun Award Committee Chairman

Chicago, Ill.—How is the Heywood Broun Award winner selected? I have often been asked this question and I'll try to answer it here.

The Broun Award is now twelve years old. It is given annually by the American Newspaper Guild in the memory of its first president to the newspaperman who has done the year's best job "in the spirit of Broun." It is open to all newspaper men and women in the Guild's jurisdiction in the U.S. and Canada.

Entries, in scrapbook form, are due in the ANG office by Feb. 1 for the 1952 award. The prize is \$500 in cash and a Guild citation.

For the last six Broun Award competitions I have been the Guild's chairman and have been present when the selections were made. Believe me, it has been a great experience.

I have been impressed, year after year, with the quality of the work newspapermen are doing around the country, both in

the metropolitan areas and in the smaller cities. If you think newspapers are falling down on their job, and many of them are, you would at least come to admire the courage and integrity of many in the profession if you could see the Broun entries.

Also, I have been impressed with the men who have judged the competitions. Without exception, they have been outstanding writers and editors whose integrity has been almost painfully apparent.

The judges have never been given any instructions except to pick the entry they thought was best. Watching them arrive at a decision, I have never envied them their job. And they are always so conscientious about it that it hurts.

Through the years some real newspaper experts have judged the Broun Award. Included have been such men as Alan Barth of the Washington Post, Erwin D. Canham of the Christian Science Monitor, Louis B. Seltzer of the Cleveland Press, Bert Andrews of the New York Herald-Tribune, reporters William L. Shirer and John Hersey, John C. Manning of the Detroit Times and many others.

The judges are always keen-eyed. They can spot an outstanding piece of work the minute they see it, and they can read between the lines of a story

(Continued on Page Two)

AP Contract Gains Okay Of Stabilization Body; Back Pay Due By Feb. 1

Wage increases and improvements in conditions negotiated in the Associated Press contract were approved this week by the Wage Stabilization Committee in Washington. Staffers are to begin receiving the increases before the end of January.

The WSC approval covered the general increase, increases in minimum and upgrading of bureaus which established a basic national top minimum of \$110 for newsmen and a \$131 minimum for eight major cities.

Fringe items approved included an increase in severance pay from 36 to 46 weeks; increased night differentials; reduction in the service requirement for the fourth week of vacation from 20 to 15 years; provision for four weeks' pay for maternity leave, and increased mileage rates.

The case represented one of the most important Guild cases submitted to and approved by the stabilization agency, involving the largest Guild unit so far affected and establishment of some of the highest minimums in the industry.

Approval brings to 73 the number of Guild petitions approved by the WSB since its institution. Some 50 of the cases approved involved wage increases exceeding amounts permissible under WSB formulas. No Guild petition has been finally disapproved to date by the agency.

The AP petition was prepared by Eva Jollos, executive secretary of the IEB Contracts Committee, and submitted directly to Harry Weiss, WSB executive director at a conference early in December attended by Miss Jollos, Washington Unit Chairman Charles Barrett and Rowland Evans representing the Guild, and William Beale, Washington bureau chief, representing management.

Persistent prodding by Washington AP Guild members and management resulted in approval in one month. The Wage Stabilization Committee is the interim public-member group

which has taken over for the WSB, the latter rendered inactive through the walkout of industry members.

Management schedules posted in all bureaus immediately after government approval, promised that basic increases would be reflected in both the editorial and traffic payrolls by February 1. AP runs dual payroll staggered bi-weekly between the two major groups of employees—news-

men and photographers, and office boys and other traffic employees.

Improved night differentials and other fringe benefits will be effective simultaneously with retroactive pay back to Nov. 5, 1952, effective immediately thereafter.

The AP settlement sharply raised AP minimums to where about half of all AP newsmen, (Continued on Page Three)

Chronicle Takes 3 Back on Jobs

San Francisco, Calif.—After consultations with management, three of the 45 "Black Friday" purge victims at the San Francisco Chronicle have been restored to the payroll.

Two are classified department employees, who had worked at the paper for more than 15 years each.

Mrs. Clyde Richards was returned to her classified outside sales duties. Ed Sheehan was taken back as an intermediate clerk in circulation. Their seniority standing was restored.

The third person is Dorothy Duff, part-time business office clerk. She also was promised consideration for full-time work soon.

Thus the latest "box score" in the pre-Christmas economy wave stood at 34 outright dismissals and eight forced retirements.

Unit Chairman Joe Rosenthal reported that two others may soon be rehired from the rehiring lists, and said possible other jobs might open up in a contemplated expansion of library facilities.

In the midst of Guild protests over the "economy" firings of three classified workers with 15 years or more of service, the department head, Felix Abourrette, died suddenly of a heart attack.

Five of the firings were in Abourrette's department, where seven new employees had been hired in the last two months.

Through the talks with management, it was agreed that another classified employee, Orlo Gemlick, would be granted 11 weeks' additional pay and placed on the rehiring list. He had worked for the Chronicle 14½ years.

The Guild-management conferences also resulted in a Chronicle agreement to continue for six months the hospital and surgical coverage of those retired.

The Guild urged this continuation to allow time to work out a new citywide insurance plan to provide lifetime coverage for Guild members.

On Guild advice, the 35 employees discharged are appealing, through SFONG attorney, the refusal by the state to allow unemployment insurance benefits until the weeks covered by severance pay elapses.

To illustrate, a discharged worker who received 14 weeks severance pay is refused unemployment benefits until the 15th week after the effective date of his discharge.

SFONG took this ruling into superior court last year and received a favorable decision, but the state has appealed.

Guild-member Congressman Defines Minority Role

By LEO W. O'BRIEN
Tri-City Guild

The editor of The Guild Reporter has suggested that I, as a former newspaperman, spell out a piece on the duties and responsibilities of the "loyal opposition" in the 83rd Congress.

At first blush, that appears to be a simple assignment. All of us agree that a truly "loyal" opposition must place country above party. Most of us agree that the minority in Congress must give President Eisenhower a chance to function without the shackles of criticism for the sake of criticism.

Unfortunately, those are general principles, while the Congress will be dealing with specific legislation. The lawmaker who offers bills to water down the rights of labor may feel that he is doing so in the interest of his country, but those who oppose such measures also feel that our opposition is based upon the common good. We feel, too, that cooperation with the new President should not constitute a blank check for members of his party in the Congress.

The difficulties facing the "loyal opposition" are enormous. We must be cooperative without surrendering our principles. We must interpret, as best we can, exactly what the voters had in

Leo W. O'Brien, a member of the Tri-City Newspaper Guild, was elected early last year to a seat in the House of Representatives, from the 30th (Albany) New York district.

Last November, in the face of a Republican sweep, he was renominated to a full term.

The Guild has another Democratic member in the present Congress, Don Magnuson, of the Seattle-Tacoma local. He was named representative-at-large in the State of Washington, which at the same time chose six Republicans to speak for their districts at the Nation's capital.—Ed.

mind last November 4 when they elected Mr. Eisenhower by a tremendous margin, but gave him a Congress whose thin Republican edge is only a "coat-tail" majority.

Let us remember, too, who interrupted the Eisenhower political "honeymoon" before it was even started. Was it a Democrat? No, it was Senator Robert A. Taft, who intends to play a major role in the 83rd Congress. The question arises—must the loyal opposition follow Taft to cooperate with Eisenhower? I think not.

The words do not come easily in this article because the sheer objectivity of a newspaperman is not possible. Personal problems constantly intrude. For one thing, I am a member of that so-called loyal opposition. More important, I was reelected as a Democrat in a district which President Eisenhower carried by about the same margin I did.

For many weeks, I have been trying to puzzle out the meaning of that split vote. Vanity would dictate the idea of personal popularity, but there are too many congressional districts just like mine, districts in which thousands of voters wanted—simultaneously—Eisenhower and a Democratic congressman. Why a Democratic congressman? Why? If I had an easy answer to that one, the role of the loyal opposition in the 83rd Congress could be easily charted.

I think I know why a majority of the people in my district and my state voted for General Eisenhower. The main, impelling reason was a belief, or a hope, that he could end the Korean war and hasten an end to world tension. Millions of Democrats went "over the fence" on that issue.

Another controlling factor which led many Democrats to support the Republican candidate was an uneasiness over re-



LEO W. O'BRIEN
Democratic Congressman

ports of communist infiltration in government.

I am not defending either of those issues, nor am I attacking them. I am only reporting their existence, as noted personally by me.

My people, then, apparently wanted me, as their continuing representative, to support their choice for President on foreign policy and national security, plus any steps he might take to insure a closed door to commu-

nists holding or seeking places in governmental service.

From what I have heard about the Eisenhower foreign policy and his views on national security, I shall have little difficulty supporting him in both of those fields, unless he should yield to isolationists in his own party, a development which I do not anticipate, or to economists who think cancellation of international insurance is a saving.

Ouster of communists or fellow travelers from government has my support, but I would not go along with smears based upon unsupported charges.

So much for foreign policy, national security and communists in government. Where do we go from there? What mandate was given on November 4 in other fields?

During 30 years of political reporting at the state and national levels, I have wearied of the word "mandate." New or re-elected administrations love the word and employ it to cover everything they want to do.

I can comprehend a mandate based upon a majority vote on a constitutional amendment, or a bond issue, or certain major issues. But I detest the suggestion that voters who elect a certain President or Governor give (Continued on Page Two)

MORE MILLIONS THROUGH TAX LOOPHOLES

Law Lets Speculators and Big Estates Dodge Another Billion

By HUBERT M. HUMPHREY
U. S. Senator, Minn.

Except for estate and gift splitting provisions which were enacted in 1948, the estate (enacted, 1916) and gift taxes (enacted, 1922), have remained untouched since 1942. The opportunities to avoid high transfer taxes by placing property in trust or making gifts still remain open for those who have skilled legal counsel.

In their present state, the estate (inheritance) and gift taxes are a mere appendage of the tax system—they raise less than one billion of the annual tax total.

While all other taxes were increased very substantially in the 1940's, the estate and gift tax rates and exemptions have remained the same. Exemption for estates remains \$60,000, for gifts \$30,000. In addition, the 1948 amendments permitted married persons to exclude one-half of their gifts from the tax base, and the estates of decedents who were married at death are allowed deductions for one-half of the total estate if it is transferred to a spouse, thus in effect doubling the exemption.

These splitting provisions gutted the estate tax even at the low rates. Their effect was to decrease the total estate tax yield by a third. Before the 1948 amendments a \$10 million estate of a decedent married at death paid an estate tax of \$5 million. As a result of the 1948 amendments that tax was reduced to \$2 million if one-half of the estate was transferred to the spouse, a reduction of 60 per cent.

Aside from the splitting, enacted in 1948, these taxes are ineffective because a wealthy man can so arrange his bequests as to place the property he bequeathes beyond federal taxation power for one or more generations. This is done by placing property in a trust, so that successive generations can inherit income from it, without paying any estate tax.

These and other loopholes were the subject of a special study by a group of five eminent lawyers appointed by the treasury. This group made recommendations in 1947, which Congress has disregarded.

Amendments were proposed that would have obtained some contribution to the defense ef-

The following is the second and final of two articles on tax loopholes in our present internal revenue laws condensed from a study by Senator Humphrey, and published this year by Public Affairs Institute.—Ed.

from these levies by (a) Repealing the amendments of the Act of 1948; (b) Increasing the tax on estates and gifts by 15 per cent; (c) Cutting the exemptions by half. THESE AMENDMENTS WOULD HAVE RAISED \$600 MILLION FROM SOURCES WHICH GO TO BEAR INCREASED TAXES WITHOUT ANY HARMFUL EFFECTS CURRENTLY TO INCENTIVE TO PRODUCE INCOME.

Closing estate and gift tax loopholes for wealthy persons would have more than made up for the \$428 million raised through higher manufacturers excise taxes under the 1951 Act, an additional burden on low income groups. New levies were placed on consumer items: The choice made by Congress in avoiding the estate and gift taxes granted special tax favors to the few, and made it necessary to raise additional revenue by taxing articles in everyday use by millions.

A fifth loophole is the treatment of capital gains, now subject to a maximum rate of 26 per cent.

The Secretary of the Treasury urged last year that the capital gains tax be increased. His recommendation was that the alternative tax rate be increased from 25 to 37 1/2 per cent. However, the 1951 act increased the capital gains rate for individuals and corporations from 25 to 26 per cent and the holding period was kept at six months.

IT IS ESTIMATED THAT FAILURE TO ADOPT THE RECOMMENDATION OF THE SECRETARY FOR THE INCREASE OF THE CAPITAL GAINS TAX COULD THE TREASURY APPROXIMATELY \$400 MILLIONS.

Preferential treatment of capital gains is nothing less than class legislation—legislation

among the winners, so have some of the smallest. I remember that the year Elias McQuaid of the weekly Manchester (N.H.) News won we had an outstanding entry from the New York Times.

Every year my paper, the Chicago Sun-Times, has given me time off to go to New York (and once to San Francisco) to help with the Broun Award.

The Guild pays my expenses. I get an education out of it. It's worth a year, at least, in any journalism school or a couple of months on a news desk just to hear the discussions of the judges about the Broun entries.

I've often wondered why more guys in the Guild didn't try to get my assignment.

This year I'm taking lessons from three more outstanding newspapermen, Carroll Binder of the Minneapolis Tribune, Kenneth G. Crawford of Newsweek and Jacob Scher of the Medill School of Journalism, Northwestern University.

When they sit down sometime after Feb. 1 to look over the Broun entries you can be sure a guy will have to be good to win it. You can also be sure that everybody will get a fair shake.

Some entries have been elaborately prepared and a few have been real works of art. The judges, however, while they appreciate an orderly presentation, have always been impressed only with the work itself.

The judges, too, have always been honest and impartial about the newspapers represented in the competition. They are as fair to the little fellows as they are to the big paper. While some of the top papers in the country have been represented

which reduces the tax burden of the wealthy.

If an individual draws a salary or receives rent from a small house or makes a profit from business, he is subject to ordinary income tax rates which go as high as 92 per cent. But if you sell at a profit a stock or a bond, which you held for some time, that profit is called a capital gain and is subject to a maximum rate of 26 per cent. Most people don't benefit from this bargain rate.

The maximum capital gains rate of 26 per cent is given those with profits from sales of assets held for six months or more. The six-month holding period enables speculators to hold their gains for at least six months in order to obtain the lower rate on long-term capital gains. Through this provision, speculators and coupon clippers have attained a preferential status over wage earners and salaried executives.

For example, a single individual with one dependent, who has a net income of \$50,000 a year pays a tax under the new rate of 56 per cent. If the same individual through the sale of some investment in addition has a capital gain of \$50,000, he would not be placed in the \$100,000 income class taxable at the rate of 67 per cent of the total, but would, if the investment had been held six months or more, be able to pay the lower rate of 26 per cent on the second \$50,000 or \$15,000.

Instead of taxes amounting to \$69,680 on \$100,000 income, his total taxes, because of the lower rates for taxable gains, would amount to \$41,466, about \$28,000 less than the Government would have collected on a straight personal income tax basis.

People who formed valid partnerships in a bona fide way have been allowed to split their

without income splitting, a married man with two children earning \$100,000 net would pay an income tax of \$68,104. As the rate is now, his tax is \$66,028. By the fiction of income splitting, he saves in taxes \$12,072—almost the entire amount of a senator's salary.

Now let the \$100,000 man take advantage of the new law and form partnership with his two babies. Then he keeps one-half of the income himself because he does all the work, and gives each of his children one-quarter interest in the business. By first giving split income in 1948 and now by legalizing family partnerships, Congress has saved our \$100,000 businessman \$24,344 in taxes.

People who formed valid partnerships in a bona fide way have been allowed to split their

income by the Bureau of Internal Revenue. Others who had little evidence that their family partnerships were bona fide, have generally settled their claims, gotten some tax advantage—not all they claimed.

THE TREASURY ESTIMATES THAT THE FAMILY PARTNERSHIP PROVISION WILL COST \$100 MILLION ANNUALLY. It is apparent that this provision is of no benefit to taxpayers earning under \$5,000. The allegation has been made that the principal support for the provision came from tax lawyers who gave bad advice to clients that they could set up tax avoidance schemes to duck the higher income tax rates during World War II, and then had them upset by the courts. There is no shadow of justification for the adoption of this loophole.

What is the underlying reason for the growing number of tax loopholes?

The vast majority of taxpayers—workers, farmers, consumers, professional people and others—are not familiar with the loopholes worked out for the convenience of wealthy taxpayers. Only corporations and wealthy individuals can afford the legal talent which devises such loopholes and maintain an elaborate, well-financed lobby in Washington to adequately present their views on such highly technical matters to Congressional committees.

International Ladies Garment Workers Union placed second in the poll of the nation's leading labor writers, published in its December number.

Runners-up for "best" were Typographical, United Steel Workers, and Amalgamated Clothing Workers; for "worst," International Union of Operating Engineers, and the Teamsters.

Irwin Ross, who wrote the magazine's analysis of the poll results, defined a "good union" as "one that is slow to strike, ever-ready to deliberate, brimful of public spirit and endless plans for community welfare."

He defines a "bad union" thus: "It does little to enrich its members, but much to enrich its leaders. It has scant patience for democratic checks and balances, but a rare tolerance for communists. Towards the community at large, it displays an attitude of lofty disdain. When it is not exploiting its members, it is exploiting the public."

The UAW's position on public issues under the presidency of Walter Reuther, now president of the CIO, and the manifold welfare activities of UAW seem to have weighed heavily to place it at the head of the list of good unions.

Barry is president of the Nashua Guild, which was formed two years ago and conducted a long, and unsuccessful, strike against the Nashua Telegraph. It ended last month when the local formally voted to discontinue the fruitless struggle.

Barry had been a general assignment reporter for the Telegraph. He is married and has a daughter, born last fall, during the time when picketing was being maintained at the newspaper plant.

Mr. Gersh, a former newspaperman, came to the ANG staff from the CIO Textile Workers Union. He is active as a magazine and radio writer, as well, currently writing for Commentary Magazine and the radio crime program "Under Arrest," heard on Mutual.

He will not be wholly severing his relations with the Guild by his resignation, for one of his new bosses will be A. H. Raskin, a director of the JFS and chairman of its public relations committee.

They plan to keep a diary of their trip, and to be home by Thanksgiving.

Study your Guild contract... and know what clauses mean.

THE GUILD REPORTER

PUBLISHED BY THE AMERICAN NEWSPAPER GUILD (ANG), the second newspaper of each month at 24 University St., New York 3, N.Y.

\$5 per year. Single copy 15c. Entered as second-class matter May 27, 1949, at New York Post Office under act of Aug. 2, 1912. Vol. XX—No. 2—January 9, 1953

Failure to lengthen the holding period from six months to one year is also unwarranted. The six-month holding period benefits mainly the speculator; the genuine investor who holds stock for long periods derives no benefit from the short holding period.

What is more important, ordinary incomes are converted to capital gains by legislative action. THE 1951 ACT EXTENDED CAPITAL GAINS TREATMENT TO COAL ROYALTIES, BREEDING LIVESTOCK AND SALES OF UNHARVESTED CROPS. There is no limit to the maximum rate of 26 per cent, which can be added to the list.

The revenue act of 1951 allows a father who runs a business to reduce his taxes by making gifts of an interest in his business to each of his children. The children need not work. An infant six months or six days old can be a partner. If the father wants to be technical, he can create a trust for his children, make himself trustee, and in that capacity become his own partner.

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Third Ouster Move Filed Against ANG At Canadian Press

Ottawa, Ont.—A third attempt to have the Guild decertified as bargaining agent for editorial employees of the Canadian Press is under way, with the filing of an application and supporting affidavits carrying the names of 50 of the wire service's 88 eligible employees.

The dominion labor relations board turned down the two previous applications, on technical grounds. The current attempt is backed by the signatures of 56 percent of the total employees—almost the same percentage by which the Guild won its bargaining rights in a representation election three years ago.

The intervening years have seen an almost complete turnover in employes personnel, due to mass discharges, resignations and other terminations; but have been marked by an unswerving stand by Canadian Press management against signing a Guild contract which would reflect, in its wage minimum figures, even the meager salary levels presently effective in the wire service. CP management has fought every step against either formation or effectiveness of the Guild among its staff.

Previously AP newsmen progressed to top minimums of \$96.50 after four years, \$106.50 after five, and \$114, \$119 and \$125 after six years depending on location.

Office boys now will advance to \$45 after two years' experience in the biggest bureau.

Employees making more than the top for their classification will benefit by general increases ranging from \$2 to \$4 which for the first time will go to all employees within Guild jurisdiction.

Previously, a cut-off point on contract wage increases had left some employees dependent upon post-contract merit increase or without improvement.

The new AP agreement also gives nighttime workers a 20% boost in night differentials to \$6 for even workers and \$9 for those on the lobster trick.

Also brought under contract guarantee was the AP pension plan which also will be subject to improvements to be negotiated jointly among the Guild, the Commercial Telegraphers Union (AFL) and representatives of management and "confidential" groups.

A company-paid health plan is to be negotiated during 1953 and incorporated when a wage reopening after one year goes into effect. Basic contract terms will remain in effect for two years with the reopening subject to advisory arbitration backed by the Guild's right to enforce a settlement in event the arbitration award should be unacceptable.

The two non-Heard units, which are covered by the Hearst National Memorandum through citywide bargaining in San Francisco, have a total of some 500 members. More than 2,700 take part in the nation-wide Hearst unit referendum.

In requesting additional ballots, Eubanks, former ANG executive vice president, wired: "San Francisco Local intends to ask IEB for interpretation of Constitution Article XVIII, Section 6b, permitting Chronicle and News unit to vote on Hearst Memorandum. These are part of 'membership' to be covered by such contract and should have a voice in decision."

The constitutional provision cited is concerned with method of ratification of a chain-wide agreement. Article XVIII, Section 6a, describes chainwide bargaining procedure as follows: "If units of a chain of papers agree, through their locals, to enter a collective bargaining program under the IEB, such a program shall be binding on those locals until the negotiations are declared concluded by the IEB."

Section 6b reads as follows: "In the event that IEB negotiations result in agreement on a proposed contract it shall be submitted to the locals for approval by a vote of the membership to be covered by such contract."

Members of the News unit (Scripps-Howard) and Chronicle unit (Independent) have not

voted on any of the previous Hearst National Memoranda. Neither unit has requested the IEB to bargain on its behalf in chainwide negotiations.

The SFONG representative assembly previously had called on members of the IEB Hearst Negotiating Committee to recommend acceptance of the Memorandum terms because of a "report" that Harvey Kelly (Hearst labor counsel) regards acceptance of the Memorandum as "closing the door to local bargaining on pensions."

This request also was sent to Novak, who had participated in negotiations. In explanation, he wrote to Eubanks: "The Hearst Negotiating Committee of five members voted unanimously to recommend approval of the Memorandum. . . . All members of the committee were aware of Mr. Kelly's stand on pensions, since his position had been fully explored."

"As for Kelly's claim in the San Francisco sessions that locals are precluded from bargaining on pensions, I do not share your belief that his position is binding upon the Guild. . . ."

"In 1949 we discussed pensions at some length, if you recall. Yet this did not foreclose discussions in San Francisco which resulted in a joint study being made by management and the Guild. Further, there is no 'zipper clause' in the Hearst Memo. Our position is that you are free locally to negotiate on pension plans. . . ."

Copies of the complete correspondence were mailed immediately to presidents of locals with Hearst units and to unit chairman and Hearst chain council delegates so that they could have full information during the balloting period.

NLRB Fixes Early Date For DC Vote

Washington, D. C.—Circulation department employees at the Washington Daily News, of whom more than 90 percent have signed Guild membership cards, will vote next Wednesday in an election conducted by the National Labor Relations Board, as to whether the Washington Newspaper Guild is to represent them in collective bargaining.

The Guild came to agreement with the News management as to the size and make-up of the proposed bargaining unit, making unnecessary this week's scheduled hearing before the labor board. There will be \$1 eligible to take part in the election.

The Guild has been organized, and under contract, for several years in the editorial department of the News.

9 Locals Sign Term Insurance Pact With ANG

Nine locals which have taken advantage of the term insurance policies written for the American Newspaper Guild by the John Hancock company have been sent individual contracts covering the term insurance plan.

These locals which have financed their employees' insurance thus far are Chicago, Cleveland, Denver, Indianapolis, Philadelphia-Camden, Pittsburgh, St. Louis, Seattle-Tacoma, and Twin Cities.

Each individual is covered by a \$5,000 straight life policy, for which the premium rate this year is \$6.27 per \$1,000, a rate determined by pooling the ages of the group covered, and subject to recalculation each year.

Locals with staff employees who desire to avail themselves of the insurance plan may contact Miss Riesel.

All ANG employees are covered as of last September.

Chicago Guild Gals Plan 11-Month Trip

Chicago, Ill.—This city's first cold snap of the season and the wanderlust hit two Chicago Guildswomen at the same time; and unlike a good many others, they did something about it.

This weekend, Annette Darling and Elizabeth "Buff" Dobyns, both of the Chicago Daily News, leave for an eleven-month tour of the south, east, west and northwestern States. They'll travel in a 1950 Chevlie they own jointly, and they plan to meet traveling expenses with jobs along the route, backed up by a \$500 kitty to which they contributed equally.

Both are experienced travelers, and firm friends and partners since they met at the Daily News. Annette is 25, and started as woman's department secretary in 1949, moving up to society reporter. Buff, 24, her successor as secretary, was queen of the Chicago Guild's Page One Ball last spring. Anne lives in Chicago, Buff's home is in Shelby, Mo.

They plan to keep a diary of their trip, and to be home by Thanksgiving.

AP Contract SFONG Balloting Status May Delay Final Count In Hearst Memo Voting

(Continued from Page One)

photographers and related classifications will be subject to a top of \$131 after six years' experience. This will include all such editorial employees in New York, Washington, Chicago, San Francisco, Los Angeles, Boston, Detroit and Philadelphia—the latter five cities being added for the first time to the top group.

Other AP newsmen will progress to local bureau tops of \$120, \$115 and \$110—with \$110 after five years' experience representing the minimum below which no AP editorial staffer may be paid regardless of assignment. This new nationwide figure was achieved by combining the old fourth and fifth grade bureau classifications.

Previously AP newsmen progressed to top minimums of \$96.50 after four years, \$106.50 after five, and \$114, \$119 and \$125 after six years depending on location.

Office boys now will advance to \$45 after two years' experience in the biggest bureau.

Employees making more than the top for their classification will benefit by general increases ranging from \$2 to \$4 which for the first time will go to all employees within Guild jurisdiction.

Previously, a cut-off point on contract wage increases had left some employees dependent upon post-contract merit increase or without improvement.

The new AP agreement also gives nighttime workers a 20% boost in night differentials to \$6 for even workers and \$9 for those on the lobster trick.

Also brought under contract guarantee was the AP pension plan which also will be subject to improvements to be negotiated jointly among the Guild, the Commercial Telegraphers Union (AFL) and representatives of management and "confidential" groups.

A company-paid health plan is to be negotiated during 1953 and incorporated when a wage reopening after one year goes into effect. Basic contract terms will remain in effect for two years with the reopening subject to advisory arbitration backed by the Guild's right to enforce a settlement in event the arbitration award should be unacceptable.

The two non-Heard units, which are covered by the Hearst National Memorandum through citywide bargaining in San Francisco, have a total of some 500 members. More than 2,700 take part in the nation-wide Hearst unit referendum.

In requesting additional ballots, Eubanks, former ANG executive vice president, wired: "San Francisco Local intends to ask IEB for interpretation of Constitution Article XVIII, Section 6b, permitting Chronicle and News unit to vote on Hearst Memorandum. These are part of 'membership' to be covered by such contract and should have a voice in decision."

The constitutional provision cited is concerned with method of ratification of a chain-wide agreement. Article XVIII, Section 6a, describes chainwide bargaining procedure as follows: "If units of a chain of papers agree, through their locals, to enter a collective bargaining program under the IEB, such a program shall be binding on those locals until the negotiations are declared concluded by the IEB."

Section 6b reads as follows: "In the event that IEB negotiations result in agreement on a proposed contract it shall be submitted to the locals for approval by a vote of the membership to be covered by such contract."

Members of the News unit (Scripps-Howard) and Chronicle unit (Independent) have not

voted on any of the previous Hearst National Memoranda. Neither unit has requested the IEB to bargain on its behalf in chainwide negotiations.

The SFONG representative assembly previously had called on members of the IEB Hearst Negotiating Committee to recommend acceptance of the Memorandum terms because of a "report" that Harvey Kelly (Hearst labor counsel) regards acceptance of the Memorandum as "closing the door to local bargaining on pensions."

This request also was sent to Novak, who had participated in negotiations. In explanation, he wrote to Eubanks: "The Hearst Negotiating Committee of five members voted unanimously to recommend approval of the Memorandum. . . . All members of the committee were aware of Mr. Kelly's stand on pensions, since his position had been fully explored."

"As for Kelly's claim in the San Francisco sessions that locals are precluded from bargaining on pensions, I do not share your belief that his position is binding upon the Guild. . . ."

"In 1949 we discussed pensions at some length, if you recall. Yet this did not foreclose discussions in San Francisco which resulted in a joint study being made by management and the Guild. Further, there is no 'zipper clause' in the Hearst Memo. Our position is that you are free locally to negotiate on pension plans. . . ."

Copies of the complete correspondence were mailed immediately to presidents of locals with Hearst units and to unit chairman and Hearst chain council delegates so that they could have full information during the balloting period.

NLRB Fixes Early Date For DC Vote

Washington, D. C.—Circulation department employees at the Washington Daily News, of whom more than 90 percent have signed Guild membership cards, will vote next Wednesday in an election conducted by the National Labor Relations Board, as to whether the Washington Newspaper Guild is to represent them in collective bargaining.

The Guild came to agreement with the News management as to the size and make-up of the proposed bargaining unit, making unnecessary this week's scheduled hearing before the labor board. There will be \$1 eligible to take part in the election.

The Guild has been organized, and under contract, for several years in the editorial department of the News.

Chicago Guild Gals Plan 11-Month Trip

Chicago, Ill.—This city's first cold snap of the season and the wanderlust hit two Chicago Guildswomen at the same time; and unlike a good many others, they did something about it.

This weekend, An



PRE-EXPIRATION RENEWAL—The Shuboyan, Wis., Newspaper Guild made history by completing negotiations for a new contract last month, 60 days in advance of the February renewal date. A. Malt, Shuboyan Press editor, signs as Vern H. Fox, local president, waits his turn at the dotted line. Standing are Business Manager Michael Progar, former Guildman now handling management bargaining; Guild Treasurer Howard Pantel and Donald Neus and Elwyn Rich, Guild stewards.

T-V Declared No Threat To Newspaper Ad Dollar

Prediction that newspapers and magazines will hold their own and not prove "soft spots" in the competition for the advertiser's dollar, is the conclusion of an article in the current issue of Journalism Quarterly.

The study was supported by the Graduate School of the University of Minnesota and the National Newspaper Survey, and prepared by Dr. J. Edward Gerald, Professor of Journalism at the university, and George N. Ecklund, a post-graduate student in economics.

In the competitive struggle, now complicated by the entrance of television as a major medium of mass communication, the authors find that "radio and television are media which cancel each other out."

The study covers a period of 21 years, and shows that all advertising takes something less than 3 percent of disposable income (2.84 percent in 1951), with newspapers getting a little more than a third of the total, staying above their pre-war relative position.

Don't Wait for '54. Warns PAC Director

Washington, D. C.—CIO's Political Action Committee should extend its immediate efforts into the off-election year of 1953, when more than 1,000 State, county and municipal elections are to take place, it was said by Jack Kroll, PAC director.

"No public office in the United States is too small to merit the attention of our organizations," said Kroll in a communication to State and local committees. "Every public official, of whatever rank, should be subject to the closest scrutiny regarding his qualifications for office. Only in this fashion will we succeed in maintaining standards that measure up to the requirements of democratic self-government."

Display Adman New President In Twin Cities

Twin Cities, Minn.—Marshall Genahow, a display advertising salesman at the St. Paul Dispatch Pioneer Press, is the next president of the Twin Cities Newspaper Guild. He succeeds Bernard Caserly, who was not a candidate for re-election, pleading the press of other duties.

Other top officers, all elected without opposition as was Genahow, include: Frank Murray, editorial vice president, and Virgil Dion, vice president from commercial departments; William F. Brooks, Jr., secretary; Harold Chickler, treasurer; and Wilbur E. Bado, renamed executive secretary.

Nine nonmembers are competing for six director posts. New officers will assume their posts at the January meeting.

Kansas City Star Hit By Federal Monopoly Charges

Kansas City, Mo.—Patterned generally after similar cases in Ohio and Louisiana, but broader in its implications, an indictment against the Kansas City Star Company has been handed down by a federal grand jury, charging that on two counts the Star is in violation of the Sherman Anti-trust Act.

Simultaneously the Department of Justice at Washington announced that it was filing a civil anti-trust suit against the Star, seeking an injunction against continuance of monopoly conditions, in order to "restore competitive conditions."

Kansas City had one daily newspaper management from 1941 until last summer, when a neighborhood weekly converted to a daily tabloid known as the Kansas City News-Press.

The indictment names Roy A. Roberts, president, and Emil A. Sees, advertising director, and charges that the company has attempted to monopolize newspaper advertising, by refusing to accept copy from firms which used other media, by threatening to discriminate in allocating space and position of advertisements, by requiring both classified and display advertisements to be purchased in combination, running copy in both the morning Times and afternoon Star; by tying-in space in the dailies with time on the Star's radio-TV outlet.

PAY BOOSTS HIT HIGH OF \$39 AT BALTIMORE

Baltimore, Md.—Besides boosting the \$31,000 weekly payroll of the Baltimore Sun by more than \$4,000, in the editorial and commercial offices, the new Guild contract has ironed out some long-standing inequities in those departments which now for the first time come under its minimum pay provisions.

Analysis of the payroll data furnished by management during negotiations shows that although the pay increases average out to \$7.38 a week for more than 550 employees affected, the individual adjustments made in pay run into spectacular figures.

Nine commercial employees, for example, will receive pay adjustments ranging from \$30 to \$39 per week, each. Seven others are among those who receive pay increases of from \$20 to \$25.50. Thirteen will get pay boosts of from \$15 to \$19, while sixty-one employees will benefit by pay raises of from \$10 to \$14.50.

For the Baltimore local, John Goodspeed, chairman of the Sun unit, headed the negotiating committee, other members being William Pyne, local president, and Edna H. Berger, ANG international representative. From the commercial department membership, the committee included Elisabeth O'Donoghue, Al Hoferberth and George Nichols.

Free Enterprise "Ruined"

US corporations paid dividends of \$4.6 billion during January-August, 1952, says the Commerce department, noting that the figure is up by 5 percent over 1951.

1952 BROWN AWARD

DEADLINE for entries: February 1, 1953.

SEND entries to American Newspaper Guild, 90 University place, New York 3, N. Y.

PRIZE is \$500 in cash and a Guild citation. To be awarded for the most outstanding journalistic achievement "in the spirit of Heywood Brown" for work done or completed between January 1, 1952, and December 31, 1952.

ELIGIBLE are employees of newspapers, news services, news magazines and radio and television stations in the United States, its territories and possessions, and Canada.

ENTRIES should be submitted in scrapbook form, with an accompanying letter telling the circumstances under which the work was done.

JUDGES are Carroll Binder, editorial editor of the Minneapolis Tribune; Kenneth G. Crawford, senior editor of Newsweek magazine; Jacob Scher, associate professor of Journalism, Northwestern University.

WADE FRANKLIN, Award committee chairman.

Four SFONG Members Win Catholic Award

San Francisco, Calif.—Four SFONG members were winners in the 1952 Edward V. McQuade Memorial Award, given annually for community service in the spirit of the Sermon on the Mount.

Two Examiner reporters—Gale Cook and Sherman Miller—will share the \$500 award money for their series of articles on alum conditions in San Francisco.

The articles led to action by city authorities in improving blighted housing conditions.

Dick Chase and Harry Press, News reporters, won honorable mention for exposing fraud in the care of aged by the city Health Department. One social worker was sent to prison.

A third honorable mention award went to a non-Guild member, Radio Producer Norman Kramer, Station KCBS, for his series of programs on the United Crusade.

The McQuade award has been given annually for the past four years by the Association of Catholic Newsmen.

It honors the late Edward V. McQuade, former president of SFONG and once president of the association.

Wire service Guildsmen throughout the country have chosen Indianapolis AP Staffer Ron Gilbert to be secretary-treasurer of the newly-established National Wire Service Council.

The vote was 521 for Gilbert to 286 for Leo Nichols, Washington UP, in a mail referendum.

Gilbert will serve with Council President Felix Wold, Detroit AP, as one of the two general officers of the eight-man advisory and administrative group.

The other six posts are divided equally among the individual wire service organizations—AP, UP-NEA, and INS-IMP-CP.

National Wire Service Council members will be accredited as a delegation of eight to attend the ANG convention in Boston this summer.

Among immediate problems before the council is the question of reaching formal recommendations in connection with the two wire service positions on the ANG.

One of these now is filled by Stephen Ripley, acting Wire Service Administrator. The other becomes vacant January 18 when William A. Corley leaves the ANG staff to resume his former job in the New York AP office.

Corley joined the ANG on leave of absence from AP three years ago to serve as international representative directly concerned with contract negotiations, organizing and other AP problems. He is returning to his old berth in the New York AP Radio Department.

Economic Seers Go Word-Happy in Forecasting 1953 BUT "PSYCHOLOGICAL FACTORS" HAUNT THEIR VERBAL MERRY-MAKING

The year 1953 will be happy and prosperous one for practically all the people of these United States, except the boys on the frozen crags of Mid-Korea, it:

IF—business does not become dizzy and frightened as it is propelled past the calendar mile post on the momentum of the 1952 boom, and starts pushing out inventory and cutting back expansion projects, and

IF—the notoriously fickle and unreliable consumer-buyer does not somehow get it into his silly head, wholly without economic reason, that he might as well hold on to his money until gadgets and clothing and new homes get cheaper.

In short, according to most of our recognized forecasters, one of the biggest "ifs" in the presence of economic trends, lies in a matter of watching our mental hygiene. It is a question of "psychology," they say.

The "situation," all agree, is "basically" sound, and the figures are paraded up and down and across the printed page in noble formations to prove it. Indeed, they are as impressive as the Russian army, massed for review in Red Square!

The season's charts are lovely. You can have them in any color combination.

In this boom year, there is a slight difference of terminology, compared with those of the idyllic 20's. The analysts and the forecasters in describing the situation eschew the word "fundamentally," when they say it's sound.

They prefer "basic" or some other word, and our Secretary of Commerce in summarizing just says it's sound without any decoration.

In all the forecasts there is one big IF besides the psychological: 1953 will be another boom year if the cold war with Russia and the fighting in Korea continue through the 12 months.

That mysterious "psychology" that led credulous voters before the election to believe that President Truman could get a fast settlement in Korea, is no longer in evidence.

This makes it almost a certainty, it is conceded, that 1953 will be another year of intense economic activity, of high profits, continued expansion and high consumption, rivaling the record of 1952. Some think it may shade '52 a bit.

Most of the analyses of the economists and business specialists and experts betray a kind of mystical concern with the "psychological" aspects of the "situation," not observable in the zooming 20's.

As they piled up the mighty figures and totaled them to their inevitable conclusion, something about "psychology" seemed to peter them—an imponderable, unanalyzable and nagging uncertainty. But they fought it off, heroically.

They behaved in their roles like a man prominently placed at a very formal dinner, hesitating to scratch too flagrantly, when the small black ant crawls up his pants leg and becomes active in sensitive places. Apparently to help the psychology of any who might not be impressed with figures or Eisenhower or politics, one publication even thought it worth while to print the horoscope of the new year as read by an optimistic lady astrologer!

There was a note of sincerity in all the forecasts examined. The authors believe their figures without question, and are convinced of the relevance of historic precedent cited to support their analyses, but behind the "psychological factor," which may do

them dirt in some mysterious and unforeseeable way.

The popular stereo of the "business leader" is that of a man who can make complicated economic decisions with machine-like precision, with hardly so much as the wrinking of his massive brow.

But McGraw-Hill, who ought to know something about the business man and his cult, lapsed in its New Year analysis to observe:

"Today's stockmarket is feeding heavily on psychology—and it's potent stuff. The new confidence may dominate the stock prices well into the New Year. As long as it lasts, talking fundamentals seems almost academic."

One of the most comprehensive and workmanlike analyses and forecasts was issued Christmas week by the Department of Commerce. It was prepared in co-operation with the Committee for Economic Development, and with the aid of some of the nation's leading economists, provided by the CED. It also had behind it the best researchers and analysts of various government departments.

This impressive group of economic and business "scientists" should be rather confident, but even Commerce Secretary Charles Sawyer in issuing his release on the booklet, "Markets After Defense Expansion," seemed worried lest the what-to-say "psychology," discount his logic and facts. Wrote Secretary Sawyer:

"This document is the most authentic and detailed appraisal of business prospects for the next few years which has been presented to the American businessman. . . . It attempts only to present facts with ample words of caution as to the fallibility of human judgment and the shortcomings of the powers of prophecy."

Aside from its inherent strength in presenting facts, it is my hope that it may have a certain psychological value. . . . American business men are just as emotional as any other group. Like every other group they are easily susceptible to fear. Uncertainty generates fear like uncer-

tainly. Even bad news is better than uncertainty. By whatever measure we can reduce uncertainty in the mind of the businessman, we can contribute to a steadiness in the business world which in itself is perhaps the most important—at least one of the most important—"factors."

Mr. Sawyer then went on to point out that in his opinion the slump in 1949 was "psychological," and sought to anticipate and refute a possible "psychology" as to the present: "Businessmen were becoming worried (and some prophets were warning their worry) that temporary adjustment then underway would develop into a business collapse. . . . I understand the facts. . . . The facts supported my contention that the situation was sound."

The facts presented in this report would indicate that the situation is still sound. The report shows that even with the decline in defense expenditures indicated for 1955, our economy should be able to take care of itself, with planning and initiative from business."

Optimism is a part of the required etiquette for the business community, and this psychological quality is especially a prerequisite for business specialists and analysts and economic advisors working for newspapers and corporations. There are reported to be a few misanthropes around the New York Stock Exchange who make tainted money

selling short, and some manic-depressives writing for the left wing press, but they could hardly get jobs exporting for corporations or writing for normal newspapers and magazines.

The previewer and analyst is himself optimistic, but he can rarely finish his forecast without giving some solemn attention to the dubious psychology of others. Just who these other fellows, mean in spirit and of little faith, may be, he rarely indicates, and writers looking for

Fortune Magazine did an ambitious job guiding its readers through the murky future of the immediate years ahead, and its December and January numbers were well worth their \$1.25 cost, if you could afford it and were interested.

Fortune also dealt with psychological possibilities and factors, and was thorough enough to seek out three of these "psychological" cases, still a large and hold them up as horrible examples.

They were quoted and their pictures were displayed, in such a fashion as to give the impression that all that was lacking to complete their degradation was a number placarded on their cost fronts!

Heading the layout captioned "Three Bears" was organized labor's old and intimate acquaintance, S. L. Avery, chairman of the House of Montgomery Ward, and stigmatized by Fortune as "No. 1 Bear of U. S. Commerce."

No one could accuse this book of being too little, but it definitely was too late. Its first printing came only a matter of weeks before the end of the year, and although now it has reached multiple press runs, it surely failed of circulation in the place where and at the time when it could have done the most good.

It is impossible to believe that if the people of Wisconsin had read, and credited, only half of this documentary record of demagoguery at its insidious worst, they could have cast the \$70,444 votes which McCarthy received November 4.

It is difficult to believe that had Eisenhower gone through this book before touring Wisconsin, he could have appeared on the same platform with the Senator, or permitted even tacit approval of the latter's candidacy.

And it is hard to believe that McCarthy's fellow Senators, who this week seated him without demur, would have done so had they read the fascinating horrors within this book's covers.

Two newsmen put the book together, in a year's painstaking toil. Its publishers say it has

NOVAK WILL INSTALL NEW YORK OFFICERS

Ralph B. Novak, ANG executive vice president, was scheduled to install newly-elected officers of the New York Newspaper Guild, at its first 1953 membership meeting.

The 1953 officers are: Arthur Rosenstock, Post-Unit, president; Thomas Fay, Herald Tribune Unit, 1st vice president; Joseph Koon, Standard & Poor's Unit, 2nd vice president; William Burgess, News Unit, 3rd vice president; Thomas J. Murphy, executive vice president; M. Michael Potokar, ex-News Unit, secretary-treasurer.

Business." Here was the damning evidence from Avery's own mouth: "The thing that hit us around 1929 cannot be assumed not to happen again. Personally I have been waiting for years for the ax to fall, after which the editors could not resist a shrill jibe: 'And while he has been waiting, Sears has axed away a lot of business that Ward's might have had.'"

Then came charts and a short piece on "How to Worry: A Case for Recession." Fortune is optimistic all right, but with a tempered optimism. It did not go all the way to eternity, as did some, and one of the tempering influences seemed to be its own worry about the worries with the wrong psychology, and how to handle the question in a survey.

Fortune does not believe, for example, that a sudden end of the Korean war would cut total defense outlay so drastically as to make much difference with our old war defense economy, but adds this warning:

"The psychological effects could conceivably be larger, but only for the wrong reasons. Peace in Korea might inspire uncertainty among customers and business men and caution in buying. . . . There is never any guarantee to what extent psychology, even for the wrong reasons, may not overrule economics in shaping the fate of business. There can only be faith in the common sense of the American business man and consumer."

"Indeed, it is hard to know

which of two fashions in contemporary forecasting is worse—to dangle an economic outlook like a puppet, on strings of 'hunch' about politicians and psychology, or to conceal how much such factors must underlie an ostensibly 'technical' forecast about business."

The Fortune economists for psychologists attribute the stock-market "psychology" to the Eisenhower boom, a psychology that has confidence in the "new President" psychology, if that is clear!

These are perilous times, and it has been many a long and painful year since economic men of business and industry could walk calmly and securely through a world of Adam Smith in full assurance that the laws of economics worked, and that they were synonymous with the Will of God—free of psychological bedevilment.

It might help if the economic experts would help themselves some psychologists—it could make a lot of \$10,000 jobs for some \$3,850 psychology professors in our underpaid educational world even if it might not aid the forecasters a great deal.



JAMES E. MCCORMICK

Mission, Ohio—A charter member of Massillon Guild local and for nearly 30 years an active in community circles, having served as a member of City Council and as a director of the Massillon boys club.

A surviving sister, Isabelle McCormick is on the Independent's editorial staff.

Some Small Business

Washington, D. C.—A former counsel for the Senate Small Business Committee, Charles E. Shaver, pleaded guilty to accepting \$1,500 in "influence" money from three firms seeking Reconstruction Finance Corp. loans.

Businessman Leonard Cooper of Miami, Fla., pleaded guilty to inducing Shaver to accept one \$500 payment.

Our Daily Bread . . .



Cartoon by Chelmsworth, NY Guild

Martin Wants Press Self-Study

The following letter from Harry Martin, ANG president, to Robert U. Brown, editor of the *Journal of the Press*, was scheduled for publication in the January 10 issue of *E. & P.* Thinking in the aftermath of a national election, in which the issue of press partisanship in news and editorial was sharply raised, Martin proposes a joint move by publishers, editors and employees, for a continuing study of this problem.

Dear Bob Brown,

I have followed with great interest the attention which "Editor & Publisher" has given, quite properly, to the dispute over the performance of the press in the recent presidential campaign. The discussion is healthy, be the outcome what it may. But it seems to me the argument affords one basic opportunity of prime importance which has thus far been overlooked; i. e., the chance to make a start on developing some sort of permanent device for continuing measurement of newspaper performance.

Sooner or later, some interested agency on the outside is going to take on this chore, unless we of the press assume the responsibility ourselves. At least one University is already interested. Far better for it to be done by the industry, if done honestly and conscientiously, than by someone else, perhaps unfriendly to us.

I offer no pre-conceived or prejudiced notions as to the nature of the measuring device. It will not be easy to find. Nothing genuinely worthwhile in this area is simple. The best brains in the business will be needed and it will be necessary for them to accord the problem undivided attention for a considerable time. I am convinced, however, that it can, should and eventually will be done.

Here is what I mean: Suppose some reputable organization, within the industry, or without, does make a genuinely comprehensive and unbiased study of the press activities in the 1952 election. That will be useful, no matter what the conclusion, as far as it goes. Four years later it will have to be done all over again, and once more as an afterthought, for another election. What we really need is a means, an instrument, a device, a way of measuring current press performance continuously. Such an instrument might have given us daily or weekly or monthly reports of the score on performance, newspaper by newspaper, while the game was still being played, rather than a postmortem on a contest of the past.

How could this be done? Ah, there's the rub. And I do not pretend to have the answer at my fingertips. But I think there is an answer. At least there is the possibility of developing an answer, if we make up our minds to get to work on it. Problems infinitely more complex than this are being tackled and solved constantly in the various research laboratories of the world. Tremendous amounts of money are being spent all the time in the search for answers to questions that are not nearly so crucial.

At the Princeton Institute for Advanced Studies, for instance, men as well known as Einstein and men no better known than John Doe are bringing to bear the force of their individual and collective intellects on the great scientific mysteries of the age. Why could not some of the great minds of our industry do the same?

Suppose three or four of the leading newspaper organizations—the American Society of Newspaper Editors, The American Newspaper Publishers As-

sociation and the American Newspaper Guild, for instance—would each designate one of their leading thinkers as members of a commission to tackle this problem? Suppose each member of this commission, in turn, could be provided with secretarial help and with one or more consultants from among the outstanding professors and research experts associated with our great universities and research institutes? Suppose this commission and staff were brought together under favorable circumstances for study and consultation, such as now exist at the Princeton Institute, and were provided with any and all technical books, studies, newspaper subscriptions, clipping services, that might be needed? Suppose that expert advisers in the applied sciences of measurement and of communication were also made continuously available to the commission? And suppose that all concerned had their salaries and their expenses paid for whatever time might be required, up to some reasonable limitation such as six months or one year?

I have enough faith in the ingenuity and the "know-how" of America, that I am quite convinced such a group could come up, within the year or perhaps within the next month, with a scientific formula for evaluating the daily or weekly or monthly

Polk Memorial Awards Open for 1952 Entries

Twelve categories, including one for news photographers, are set up by the Journalism department of Long Island University for its fifth annual George Polk Memorial awards, it is announced by Paul Gould, acting

Herald Tribune Will Pay Off On New Pact

Approximately \$300,000 in wage increases will appear in 1953 pay envelopes at the New York Herald Tribune as the result of agreement on a new contract with the New York Guild local. First pay at the new rates, including retroactive money back to last November 1, will be forthcoming in early February, according to John M. Deegan, New York local's staff director, who negotiated the settlement.

Minimums ranging from \$45 to \$130, with general wage increases of \$4 to \$8, form the cash basis of the agreement. Other provisions are 56 weeks' ceiling on payment of severance, an alternate-benefits plan covering resignation and retirement, and four weeks of vacation after 12 years of service.

The two-year term of the contract is subject to wage reopening next November 1.

Denver Local Names Nine to Trial Board

Denver, Col.—Denver Guild membership has ratified the appointment, by Guild President Don Davis, of nine members to the standing Trial Board Panel, a constitutional addition set up by the Portland convention.

The panel comprises Pasquale Maranzino, Jack Mohler, Frances Melrose and Leo Zuckerman, Rocky Mountain News; Letta Robinson, Ira Sealy, Harry Walker and Chas. York, Denver Post; and Bob Seitz, INS.

The local will elect officers at its January meeting.

performance of any given newspaper anywhere. Expand that formula and its application to the press of the nation and you would have, automatically, a means for establishing the answers to all the questions that have arisen in the debate over press performance in the Eisenhower-Stevenson campaign.

I rather suspect that a considerable organization of some sort would be then required to carry on the work necessary for the application of the formula. This might prove to be an expensive short-term operation. But I feel certain that any one among a number of the great Foundations—Ford, Rockefeller, Carnegie, etc.—would welcome the chance to finance such a project, provided it had assurances of cooperation on the part of the industry. Indeed, as far as the industry is concerned, something of this sort has been discussed privately in university circles for the past several years and, sooner or later, these discussions are going to materialize into action from outside the industry—which may or may not be friendly—if we of the industry do not ourselves take the initiative.

It would be extremely interesting, I believe, if you could find the space to bring this idea to the attention of leading newspapermen throughout the country and could become a clearing house for their reaction.

Guild Staffers Meet Jan. 26-30

Full membership of the ANG staff will devote the week of January 26 to a workshop conference at the Hotel Abbey, New York, the first such meeting in several years, aside from staff sessions at the annual Guild conventions.

Officers and department heads will report, and forum discussions will follow. Each international representative will make a general report on activities, as well as discuss special assigned topics.

Round-table treatment of organizing and collective bargaining problems will occupy parts of two days, and there will be discussion of legal matters affecting all phases of the Guild's operations.

Ralph B. Novak, executive vice president, will be in charge of the conference.

San Diego Names Officers for '53

San Diego, Calif.—Mail balloting for 1953 officers of the San Diego Newspaper Guild resulted in the choice of the following: President, Glenn Dodd, unopposed; first vice president, Omer Sampler; second vice president, Carl Walt, secretary, Elizabeth McDonald; treasurer, Eddie Boyd.

The local will install them at a breakfast meeting this month.

Among Ourselves



Al Hieken, ANG international representative, renamed a vice president and executive board member of the Texas CIO council. He's a member of its committee on human relations.

Joseph E. Garland, who served for three months as Guild international representative in the Boston Post organizing campaign, has returned to his job at the Herald Traveler. Under his direction, Post commercial department Guildsmen won a three-way representation election and editorial employees reaffirmed their Guild representation in a separate management-sought election.

Thor Severson, member of Denver local's negotiating committee last year, now at Salem Statehouse bureau for the Portland, Ore. Journal. . . Denver Post Fotog Ralph Baird marks his 50th year with lens and shutter, 36 of them with the Post. . . Chuck Klench, Denver INS bureau, will head the editorial board in charge of the local's Page One publication.

It Seems to Us..

Letters shall be limited to 300 words and shall avoid libel and subjects detrimental to the Guild. Members subjected to either attack or reply shall not be delayed longer than one issue.

During elections or referendum letters on the question to appear in the edition immediately preceding the election. Ballots shall be confined to rebuttal of material appearing in the preceding edition.

United States publishers hope—and some think it will mean overproduction and reduced prices. But the Journal reports, the newspaper manufacturers themselves say they will reduce production instead.

"It wouldn't be natural for the newspaper mills to keep operating at present above-capacity rates, anyway," one industry spokesman told the Journal. "The NLRB at first resisted this theory, but finally yielded to it."

In the Jefferson Standard case, the board extended this theory to the distribution of a leaflet attacking the quality of the employer's product and refused to find illegal the discharge of employees who participated in the leaflet. Such action, said the board, was "defensible" and hence not protected.

Then, in the Phelps-Dodge case, the board extended the effect of engaging in unprotected activity.

Heretofore, the effect given to such activity was to remove the protection of the law from the employees engaging in the activity and to permit their discharge. In Phelps-Dodge, the board holds that such activity additionally relieves the employer of his obligation to bargain.

Now, along comes the influential Supreme Court decision for the District of Columbia and the whole theory disintegrates with the whole theory. Analyzing bearing an appeal from the board's ruling in the Jefferson Standard case, this court comes to the conclusion that any concerted activity that is lawful is protected.

"By giving 'defensible' a vague content different from 'lawful,'" says Judge Lindsey speaking for the unanimous

Newsprint Pinch Is Easing Up— Just a Trifle

The supply of newsprint finally has caught up with demand. The grey market is gone. Publisher inventories are growing.

And the price per ton may even fall. But don't bet on it.

So reports the Wall Street Journal in a special article from Montreal, Canada's newsprint capital.

"A year ago," reports the Journal, "there were ready buyers for grey-market newsprint at \$300 a ton, delivered in New York (compared with an official contract price of \$118 a ton at that time)."

"The sky was the limit," recalls one producer. "But today the grey market is gone and I think we have reached the stage of price stabilization."

"A year ago U. S. newspaper executives—who buy nine out of every ten tons of newsprint—Canada produces—were up here traipsing from office to office, begging for paper. This year the roles are reversed."

"For the first time since before World War II," says the sales manager of one top paper firm, "I have to really get out from behind my desk if I want to do business."

Some statistics:

• During the first ten months of 1952, daily papers surveyed by the American Newspaper Publishers Association increased their consumption of newsprint by only 0.7% over 1951.

• During these same ten months, North American production (mostly Canadian, of course) increased 3.3% over 1951.

• At the end of October publishers inventories were up 100,000 tons, or nearly 20% over 1951.

What all this means for the future remains to be seen, of course.

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Local Copy

The Law

"What's Protected Activity?"— Good?, Say Courts and NLRB

By IRVING LEUCHTER
ANG Counsel

Two recent decisions by the NLRB and a Federal Circuit Court of Appeals, make imperative prompt clarification by the Supreme Court of one of the most vital questions in union-management relations.

The question is this: What concerted union activities are unprotected under the Taft-Hartley Act, and what is the effect of their being unprotected?

The problem came to a head last November when, on successive days:

• The NLRB relieved an employer of his obligation to bargain because of union activity (specifically, a slowdown) it found unprotected, even though lawful. (Phelps-Dodge, 101 NLRB No. 103, 31 LRRM 1072.)

• The Circuit Court of Appeals for the District of Columbia challenged the whole concept of "lawful but unprotected" activity and said, simply, that lawful concerted activity is protected, unlawful concerted activity is not. (Jefferson Standard Broadcasting case, IBEW V. NLRB, 31 LRRM 2093.)

The board decision is a drastic and unwarranted extension of the effect of unprotected activity by the court decision is a return to correct principles.

It is now established at law that illegal activity, even though not protected under the Taft-Hartley Act, and that the employer is free to discharge persons engaging in such activity. Typical of such illegal activities are violence, sit-down strikes, sabotage, mutiny, strikes in breach of contract, strikes for unlawful objectives (a closed shop, for example).

A number of Circuit Courts of Appeals, however, have held further that some concerted activities—usually in the nature of partial refusal to work, such as slowdowns—are "improper" even though not specifically unlawful, and therefore are unprotected. The NLRB at first resisted this theory, but finally yielded to it.

In the Jefferson Standard case, the board extended this theory to the distribution of a leaflet attacking the quality of the employer's product and refused to find illegal the discharge of employees who participated in the leaflet. Such action, said the board, was "defensible" and hence not protected.

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Ammunition

"Healthy collective bargaining requires responsible unions and responsible employers. Weak unions cannot be responsible. That alone is sufficient reason for having strong unions. . . ."

"I have talked about the Taft-Hartley Act with both with labor and industry people. I know the law might be used to break unions. That must be changed. America wants no law lessing union-busting. And neither do I."

—President-elect Eisenhower, as the AFL convention, Sept. 1952.

court, "the Board misconceived the scope of the established rule."

That the court's decision is inconsistent with several other Circuit Court decisions is plain, and clarification by the Supreme Court is clearly called for.

In its Phelps-Dodge decision, the board said that the union, while conducting a slowdown, engaged

in a harassing tactic irreconcilable with the Act's requirement of reasoned discussion in a background of balanced bargaining relations upon which good-faith bargaining must rest.

"Accordingly, whether or not the respondent exercised its right to discharge the participants, we believe the authorized slowdown negated the existence of the Union's contemporaneous request to negotiate. In these circumstances, the respondent was not required to indulge in the not required to honor the Union's request."

Now, performance by one party as a necessary consent to performance by the other is a perfectly proper legal doctrine, but the obligations must be truly reciprocal.

The obligation of the employer which is reciprocal to the obligation of the union is his obligation not to discharge because of such activity. If the concerted activity is not protected, then the obligation not to discharge is excused, not the obligation to bargain.

If the Phelps-Dodge decision should stand, where will the line be drawn? Laid language has been held unprotected. So have verbal attacks on employers and picketing of their homes. In such circumstances, and many more like them, is the employer to be excused from bargaining?

Under the Phelps-Dodge ruling, this would seem to depend upon the NLRB's sense of propriety and ethics—an intolerable condition.

Meanwhile, another Circuit Court of Appeals, the Second (New York), has enforced, but considerably modified, the NLRB ruling in the Bonwit Teller case (Local Copy page, Aug. 8, 1952).

The Court agrees with the NLRB that the employer violated the law by addressing a pre-election meeting of employees on the store premises while bargaining the union from similarly addressing the employees, but only because in so doing the employer discriminatorily applied his own rule against solicitation of any kind on company time and property. (30 LRRM 2305.)

The court does not agree with the board that the employer is required to do so to afford the union equal facilities to address the employees.

"As we have indicated above, the violation here was the discriminatory application of the no-solicitation rule," the court said.

"If Bonwit Teller were to abandon that rule, we do not think it would then be required to accord the union a similar opportunity to address the employees each time Rudolph (the company president) made an anti-union speech. Nothing in the Act nor in reason compels such an eye for an eye, a tooth for a tooth result so long as the avenues of communication are kept open to both sides."

In the Bonwit Teller case also, the court overruled the board and decided that management did not commit unfair labor practices when it:

• Warned employees that contract negotiations would delay wage increases.

• Told them that once the union came in, wage increases and promotions based on merit "would go out."

• Told them that the regular semi-annual wage review had been abandoned because of union activity.

With respect to the last point at least, the court seems clearly in error. The issue is confused because the Board found the utterances unlawful, but the question is not one of speech at all. The actual withholding of normal increases because of organization is plain and palpable reprisal for organization.

What follows is an old leaflet (last spring), but a good one. Shows what you can do with a couple of fellows named George.

A. P. GUILD UNIT MEETING

We're fresh out of George. You know George. When you want to stay home George is the guy you let go to the Guild meeting. George is also the guy you let get elected to one of the officers' jobs, or serve on the grievance committee which has to argue with management about your overtime, or act as negotiator.

You remember George Robert Farrington and George Norman Walker. They spent a total of about 9 months in New York away from their families, negotiating for you, while you stayed home and relaxed.

Of course, George would rather not go to the Guild meeting, if he could help, but he feels he has an obligation to the other members to show, and particularly he feels an obligation to himself to have a hand in what's done, since he's paying \$60 a year in dues, and everything the Guild does affects his salary, or overtime, or maybe his pension.

We're having a meeting Thursday night in the Guild office, Room 1005, National Press Building. Please stop letting George do it, and show up. We have to consider electing officers, pick a grievance committee, and choose a negotiator to deal with management next September when we bargain for another raise.

If we all stayed away there'd be no Guild at all. Nobody enjoys the Guild meetings. They're just necessary. The same fellows show up all the time. They'd like to stay home, too, but they don't.

We want the biggest possible turnout for this meeting. You're not asked to do much for the Guild. Please be there.

Sincerely,
JIM MUMF
Unit Chairman
(Washington).

Of course, as if you hadn't guessed, Farrington and Walker aren't really named George at all.

Oddments From Hither & Yon

To assist its member locals in collective bargaining, the POT District Council has begun distributing a "Contract Exchange Bulletin," edited by Sidney Elmer, Cleveland Plain Dealer.

Locals send reports of their trials and tribulations (and triumphs) to Elmer, who compiles them into a single mimeographed summary which keeps all locals informed of what's going on between regular quarterly council meetings.

From New Orleans, Lee Davis reports the local won't bother to return the Page One questionnaire recently sent out by ANG. It seems New Orleans hasn't had such an affair in eight years. But, Davis writes, it has been inspired by the questionnaire—it is not to answer it—to "get up a committee to see what we can do along these lines."

The Chicago local has endorsed the union-owned and operated Cooperative Optical Center, bringing competent, low-cost eye care to its members.

Denver has a new newsletter which not only goes through the mails for two cents, but doesn't even require an envelope. Top of page has printed masthead bottom has union label and this slogan: "Dedicated to Achieving Higher Wages, Better Working Conditions and Adequate Pensions for its Members." On the bottom of the other side is the ANG seal and space for address. When page is folded twice (into thirds) it's ready for mailing, without envelope.

In Toronto, the Guild New Lead notes that unskilled laborers make as much as some star reporters—reporters on the Toronto Star with two years' experience, that is. "According to figures from the Ontario Federation of Labor," New Lead reports, "an untrained worker commands \$1.35 to \$1.40 an hour, or about \$56 weekly—the same basic rate as a Star reporter."

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WORKSHOP

Let's Help George Do It, Says Washington Leaflet

What follows is an old leaflet (last spring), but a good one. Shows what you can do with a couple of fellows named George.

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THE GUILD REPORTER

Published by the American Newspaper Guild (CIO)

CHARLES E. CRISSEY, Editor

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ANG INTERNATIONAL OFFICERS

PRESIDENT: Harry Martin
EXECUTIVE VICE PRESIDENT: Ralph B. Nevak
SECRETARY-TREASURER: William J. Farson

REGIONAL VICE PRESIDENTS: 1—John H. Thompson, 42 Windsor Road, No. Quincy, Mass. 2—Philip Price, 12 W. Curtis St., Alexandria, Va. 3—Adolph J. Rahm, 1536 Midland Drive, University City 14, Mo. 4—Al Dipman, 416 Milton Ave., San Bruno Calif. 5—Victor Leo, 3004 Clarendon Road, Brooklyn, N. Y. 6—C. Joseph Beauchere, 150 Indian Road Crescent, Toronto, Canada.

AT-LARGE VICE PRESIDENTS: Joseph F. Collis, 352 Pierce St., Kingston, Pa. Edward Easton, Jr., 2 East 17th St., New York, N. Y. Chandler Forman, 57-A Dobson, Evanston, Ill. Milton J. Lapine, 965 Thornhill Drive, Cleveland, Ohio. William M. Ware, 22 Headlands Blvd., Palmesville, Ohio. Felix B. Wold, 149 Taylor, Detroit 2, Mich.

DIRECTOR OF ORGANIZATION: J. William Blatz.

DIRECTOR OF RESEARCH AND INFORMATION: Ellis T. Baker III.

INTERNATIONAL REPRESENTATIVES: Edna Berger, John Carmichael, Joseph G. Colangelo, William A. Corley, Robert Greenock III, Alexander Hicklen, Ray Mann, Justin F. McCarthy, Jr., Charles A. Perlik, Jr., Maxwell E. H. Pyle (on leave), Stephen Ripley (Acting Wire Service Administrator).

January 9, 1953

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COPYREADERS MUST not only know how to spell, but be able to count, as well. This statement of basic requirements for the job is recited here as a prologue for confessing that while our spelling will pass muster, with a trusty Webster right over there in the corner, our arithmetic is atrocious.

Couple of issues back, there appeared a story on the CIO convention. In it were listed unions that supported Walter Reuther for the contested presidency. The list contained twelve unions, by name. But the paragraph blithely announced that here were thirteen.

There's more to the confession. That paragraph was a complete paste-up job, clipped from a mimeo news service sheet, just a save time in retyping. And since it's a news service we rely on implicitly, we fell into that copyreader's trap—failure to count up when figures are involved.

The demerit mark is bigger and blacker, in this case, because he missing thirteenth union is hat admirable outfit, the CIO Electrical Workers, a crew of realists who are salvaging the industry's workers from the scuttling tactics of the old communist-controlled UE.

The IUE-CIO was not only for Reuther, it was the first large union to say so publicly, after its executive committee had heard from both major candidates, by invitation. Its president is fairly well-known, too. He's James B. Carey, reelected unanimously as secretary-treasurer of the CIO itself, at the December convention.

So next time, we count. Copyreaders please copy.

A NIEMAN FELLOWSHIP plan for publishers is the suggestion made by former Guildsmen Phil Kerby, editor of "Frontier," California liberal monthly.

Kerby was giving a luncheon club talk in Los Angeles on the subject, "How Free is the Free Press?" His answer, without the verbal embroidery, was "not very," and judging from the full-text manuscript of his speech, he came close to proving it.

But the fellowship idea came about after Kerby had quoted Elmer Davis on the difficulties confronting the honest newsman, who "must walk a tight rope" between taking everything at face value—false objectivity—and the "interpretive reporting" which fails to draw the lines defining a reasonable well-established fact and what the writer wishes were the fact.

Kerby said he doesn't believe it's impossible to tell the truth,

and the whole truth, in handling the news, "provided a major obstacle is overcome."

Then he told how the Nieman Fellowships at Harvard came into being, and what good the year's paid-study-time has done to scores of newsmen since 1938.

"And," said he, "the working newspaperman usually has a deeper understanding of what a newspaper is or should be, than the publisher. Too many publishers—there are exceptions, of course—look upon a newspaper as a business first, and a newspaper second, when it should be the other way around if the newspaper is to serve the common good."

"My suggestion is for some public-spirited person, perhaps a publisher of prominence and means, to establish Nieman-type scholarships for publishers."

"Such a plan would enable them to get away for a year from the burdensome cares of the business office, and study the news end of the newspaper business. Perhaps they will discover the true importance of journalism in this chaotic age. . . . For when news is slanted or otherwise deliberately mishandled there is a reason. That reason usually is office policy; the fault lies in the party line—if I may use that expression—the party line laid down by the publisher."

THESE BE parious times for the distraught writers of cigarette ad copy. The Federal Trade Commission, which has already cracked down on Lucky Strikes, Old Golds and Camels, now whips poor Philip Morris into line, with an order to stop telling the public that PM's are "less irritating" or that they won't affect the smoker's breath, or leave "an after-taste."

And there's an injunction process going through the courts against Chesterfields, remaining member of the Big Five among smokers' choices.

The FTC bases its orders on authority given it in a federal act forbidding unfair methods of competition, and unfair or deceptive acts or practices in commerce.

Perhaps the cig ads hereafter will be reduced to just a picture of the package and the name of the product in black Gothic. Our guess would be that just as many cartons would move across the counters, under that scheme of things; but what it would do to the dream boys in the Madison avenue agencies is unthinkable.

Business Ethics

An ethical business man is one who never goes back on his word without consulting a lawyer.

Washington ROUNDUP



By CHALMERS M. ROBERTS
Washington Guild

THE INTERREGNUM is coming to a close and at long last—20 years to be exact—there is about to be a big shift of power in Washington.

A headline in Fortune says it simply: "Eisenhower Puts Business on the Spot." Fortune checked the record of the 169 cabinet appointments in the past 60 years, years that cover "the blooming of big corporations," and could find only one precedent for the new Secretary of the Treasury, industrialist George Humphrey, and the new Secretary of Defense, General Motors' Charles E. Wilson. The one: Andrew Mellon.

One businessman, according to Fortune, observed to one of the magazine's reporters: "If we don't deliver this time, we'll be back in the doghouse for forty years, instead of twenty." I have a feeling that if big business doesn't deliver this time, it will have had its last chance.

BUSINESSMEN, like newspapermen or any other group, have a lot in common—and differ a lot. The biggest industrialists see the importance of exports (autos, for example) to their businesses and hence can understand how vital world trade is both to us and our allies. One big steel leader, however, recently wrote a piece to the effect that the Schuman Plan to pool Europe's steel was still socialism no matter how you slice it. He gave the impression that what really worried him, was not the "ism" but the growth of a rival in the world markets.

On the other hand some of our "little" businessmen, over whom there is so much walling at the walls of Congress, are the ones who have lapel-pocket congressmen they run to once the executive branch drops the tariff on the item they happen to make. And soon they are arguing that the flood of cheap foreign imports must be halted or the country's economy will come to an early end.

Well, Ike's boys will have to sweat that one out, too. The gags about the cabinet of "eight millionaires and a plumber" and how the Pentagon's plaza has been rechristened Cadillac Square are good clean fun while it lasts.

Ike will have to struggle with business' desire to let the excess profits tax run out in June, six months before the most recent income tax boost runs out. The GOP tax cutters in Congress are ready with an answer: let them both die in June. Yet any such cut will rob the treasury of billions when we need them for defense regardless of all the water the business methods of Wilson & Co. can squeeze out of the Pentagon's budget, and that ought to be plenty in another year or two or three or four.

If you've bothered to read the recent rush of year-end and new-year predictions, you get the idea that everybody, or almost everybody, is bullish about the future. The "atmosphere" in Washington, they say, is going to be more friendly to business. Under this theory American business has been making the biggest profits in history

and the American economy has been going at the highest speed ever, strictly despite Government.

At any rate, it seems to me, despite all the gobbledygook of the economists our knowledge of the capitalist system as it works here is still rather inexact. Perhaps this is due to the fact, as Secretary of Commerce Sawyer put it, that business men "like every other group . . . are easily susceptible to fear."

The key to this new era of business-in-Government (or will it be business-in-control-of-Government?) will be how business reacts when cracks appear in the wall. One "expert" says it may come if new auto sales slide in the spring. Others say no worries until fall at least. The real optimists now push off any recession until 1954.

THERE'S a second test of business upcoming; what Ike does about the 136 anti-trust cases which already have been started but not carried through to completion. Of these, the outgoing Democrats list 19 as key cases. The defendants are a roll-call of big business.

Now it may be that the time has come to sit down and reconsider the Sherman and the Clayton Anti-Trust Acts and what they were intended to do. Maybe they don't make sense in the America of 1953. Or maybe they do. Re-examination of this question is certainly sensible, assuming it is not a political re-examination. But that won't tell the new Attorney General how hard to push the 136 cases, how many new men to put in the anti-trust division or which cases to drop outright or by a consent decree.

Few fields offer a firmer check on the sense of responsibility of big business in this its second chance of our lifetimes than what it does about these cases. I've pasted the list in my scrapbook for future reference.

I have a feeling that business, like the rest of us, has had quite a bit of education since some of our dads were jumping out of windows during the market crash of 1929 and Herbert Hoover was saying everything would be ducky just around the corner. Some of this education is quite apparent and those Ike has picked belong to the better educated wing of the GOP business world. If any group of men can make a go of it, these men should.

But as Fortune said, Ike sure has put business on the spot.

FELLOW NAMED Ed Murrow comes into my living room on Sundays, sandwiched between the circus and the cartoons. I just want to take a paragraph here to say what I know a vast number of newspaper reporters feel: Murrow is making more sensible use of television than any other man in the business and we who deal in news, as he does, only wish our typewriters had the same intelligence and facility his cameras have to tell America what goes on in this world of ours.

Arbitration Award Splits Difference in San Diego

San Diego, Calif.—The San Diego Guild won one point and lost another, in an arbitration award hinging on the Union-Tribune management's interpretation of the Guild Shop clause in its contract.

The clause provides that at least four out of five new employees shall become Guild mem-

bers. Management had kept a listing of new employees based on the dates when management had agreed to employ such persons. The Guild kept a listing of such employees as of the dates they actually came on the payroll. The two systems clashed head-on, when the effect of management's bookkeeping was to turn up four claimed exemptions in two blocks of five, as shown in Guild records.

The arbitrator, James F. Price, of the American Arbitration Association, was asked to rule on the correct interpretation, as to method, and to make his ruling retroactive to cover two exemption cases to which the Guild had taken exception.

His decision favored the Guild in that he ordered that the list be kept on the basis of actual payroll dates; but declined to make the ruling retroactive.

Contract Talks Slated to Open At Norfolk, Va.

Norfolk, Va.—Negotiations for an initial contract between Norfolk Newspapers, Inc., covering 57 editorial employees of the Norfolk Virginian-Pilot, and the Norfolk Newspaper Guild begin on January 21.

The Guild was certified as bargaining agent on November 17 after winning an NLRB election by a vote of 48 to 5.

International representative Joseph G. Colangelo will assist the local in its efforts to get a first contract.

The paper is a morning daily and Sunday. The corporation also publishes an evening daily, the Norfolk Ledger-Dispatch.

The Guild Reporter

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