

Hearst Memorandum Is Ratified; Fix January 12 Effective Date

Approval Vote is 13-to-1 Count; Sets New Interpretation Appeal, Improves Arbitration Procedure

The GUILD REPORTER

Registered as second class matter May 27, 1940. Published the 2nd and 4th
at New York Post Office under act of Aug. 24, 1912 Fridays of each month

Vol. XX—No. 3 New York, N. Y. January 23, 1953

Canadian Labor Board Okays Unit At Toronto Tely

Toronto, Ont.—The Toronto Newspaper Guild has been designated as bargaining agent for the 140-man editorial staff of the Toronto Telegram, and will move promptly with submission of proposals for a first contract.

The Ontario Labor Relations Board this week ruled that the Guild's submission of 120 signed-and-paid application cards warranted certification without the formality of an election. It also ruled, by a split vote in which the two industry members dis-

sented, that the group of copy boys and messengers which the Telegram management had sought to exclude, properly belonged in the bargaining unit, as the Guild had held.

Only exemptions from unit membership are executives at the level of city editor, or above, in the Telegram management, and such confidential secretaries as handle labor relations matters for their chiefs.

In nine individual instances, dealt with as special cases, the board ruled that four should be included and five excluded, from the unit.

The board action pushes the total active membership at Toronto almost to the 800 mark, close behind Detroit.

The Telegram organization is particularly gratifying to Toronto members, since the local narrowly lost an election three years ago, after the late publisher, George McCullagh, threw his personal influence against Guild formation, and was successful in dissuading some 30 signed Guild members from following their original voting intentions.

Mike Lapine Gets Promotional Job

Cleveland, Ohio—Milton J. Lapine ("Mike" to ANG), vice president at large, has left the executive job on the Cleveland

Press sports desk to become director of the paper's public service bureau.

Lapine takes the place of John Robbins, who is leaving for a year in southeast Asia on an Ogden Reid scholarship. In the new job, Lapine will be in charge of the Press promotional programs.

Lapine went to work on the Press in 1929 as copy boy. His rise on the staff took him through the financial department, copy desk and makeup before he moved into sports in 1941 to become executive editor of the department.

Lapine is one of the charter members of the Cleveland Newspaper Guild, having joined the old Cleveland Editorial Employees Association, before ANG was organized.

The Hearst National Memorandum, which covers such items as severance pay, job security, grievance machinery, alternate benefits and union security in Guild contracts on 10 Hearst newspapers from coast to coast, has been approved by the membership covered, by a 13 to 1 ratio. It was put into effect Jan. 12.

Following notification by ANG Executive Vice President Ralph B. Novak to Hearst Labor Counsel Harvey J. Kelly of the acceptance of the Memorandum, these steps also were taken:

1. Novak and Kelly executed an agreement, reached in principle during negotiations, to act jointly to interpret provisions of the national agreement at the request of local parties.

2. Expanded hospitalization benefits for employees were put into effect as of Jan. 12, with employees' dependents to get additional benefits as of Feb. 26.

3. Kelly and Novak renewed on behalf of their principals an agreement governing the operation of the Guild shop provisions of the Hearst Memorandum.

The new memorandum, which is incorporated into all local Hearst contracts (except in New York), increased severance pay and alternate benefits ceilings to 56 weeks; brought new arbitration procedure and permitted more leeway to local parties in setting an effective date for their contracts.

The vote to accept the Hearst Memorandum, as recommended unanimously by the five-member negotiating committee, was 1,618 to 125. This unexpectedly large vote, by an eligible list of some 2,700, assured acceptance of the

Memorandum, regardless of action by the IEB at its March meeting on a request by SFONG to make two other units eligible to vote. Since only about 500 votes are possible in the two non-Hearst San Francisco units, they could not alter the outcome.

Eligibility for the Hearst Memorandum referendum will be brought before the March 1-3 IEB meeting in accordance with the request of SFONG Executive Secretary Sam B. Eubanks, former ANG executive vice president.

Outside of San Francisco, whose representative assembly had called on Hearst negotiators to recommend against settlement, the voting was almost unanimous in favor of the agreement. The voting:

	YES	NO
San Francisco	76	16
Call Bulletin	66	85
Examiner	106	0
Albany Times-Union	179	2
Boston Record, American	226	1
Sunday Advertiser	275	7
Los Angeles	210	2
Herald-Express	213	6
Detroit Times	213	4
Milwaukee Sentinel	66	0
Seattle		
Post-Intelligencer		
Pittsburgh		
Sun-Telegraph		
San Antonio Light		
Total	1,618	125

Albany, Boston and Detroit already are in negotiation locally. San Francisco has a full contract opening March 26; Los Angeles on April 17 and Milwaukee a minimum wage reopener April 24.

In carrying out the agreement to interpret jointly any Memorandum provisions brought to

their attention, Novak and Kelly agreed they would not consider hypothetical cases. Text of their agreement appears elsewhere in this issue.

Here is how the operation of the interpretive service is outlined:

"1. No consideration to be given to hypothetical questions.

"2. Require that the local parties applying for said service state the issue concisely and show evidence that a copy of the petition, application or by whatever name known, has been served upon the other party concerned.

"3. That this service in no manner contemplates a substitute for grievance procedure in the contract. If either local party or both local parties choose to do so they are at liberty to seek adjudication between them before the disputes settlement tribunal provided in the contract. Our joint ruling or ruling by our proxies can in such event be introduced in evidence."

"I think unless we make it clear," said Kelly, "that this service is no substitute for the grievance procedure provided in the contract, we could well find ourselves snowed under as a consequence of local parties endeavoring to pass the buck to us, and thereby escape the arduous task of local arbitration."

The national interpretive agree-

(Continued on Page Three)

Broun Entries To Be on View At Boston

Chicago, Ill.—If entrants for the 1952 Broun Award have no objections, their entries for the Guild's annual honors will be held by the Broun Award committee until after the Boston convention in June, it was said by Wade Franklin, awards chairman.

The entries will be exhibited for the delegates at Boston, and then returned to the senders.

The idea was suggested by ANG Vice President Joseph F. Collis, who last year happened to visit the New York headquarters of ANG while the judging was on. He "got lost" in examination of the entries, and felt that others might also be interested in looking them over.

Ohio Shakedown Exposure First Among Broun Award Entries

Earliest entry for the 1952 Heywood Broun Award, the American Newspaper Guild's annual recognition for newspaper work done in the spirit of the Guild's founder and first president, was from Cleveland. It is Cleveland Press Reporter Al Ostrow's story of a "shakedown for 1952 campaign contributions to Ohio's Auditor, Joseph T. Ferguson, who two years earlier had been Democratic opponent of Senator Robert A. Taft.

Ferguson had gained all-out support of all sections of Ohio organized labor in his unsuccessful run against the co-author of the Taft-Hartley act. Last fall, Ferguson was beaten for the auditor's job, which he had held for 16 years, after Ostrow's stories showed that campaign funds for Ferguson were being secretly sought from contractors on State road jobs, by aides who passed on their contracts.

The Broun Award deadline is February 1, at ANG headquarters of the committee, of which Wade Franklin, of the Chicago Sun-Times, is chairman.

Among other entries already received are two cartoons by Bert Whitman, of the Stockton, Calif., Record, and a series of stories by Alfred Wallitsch of the Allentown, Pa., Daily News-Digest, a Unitypo paper operated by the International Typographical Union.

Whitman's drawings promote world peace, while the Allentown series covers a news-and-editorial fight against city council over its efforts to end rent control.

The Broun Award is \$500 in cash, and a Guild citation.

Entries will be judged by Carroll Binder, editorial editor of the Minneapolis Tribune; Kenneth G. Crawford, senior editor of Newsweek magazine, and Jacob Scher, associate professor of journalism at Northwest University.

1952 BROUN AWARD

DEADLINE for entries: February 1, 1953.

SEND entries to American Newspaper Guild, 99 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 Broun" 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 at Northwestern University.

WADE FRANKLIN,
Award committee chairman.

Novak Says "One-Party Press" Is Normal Effect Of Publishers' Stake in Big-Business Success

ANG Executive Is Speaker at New York Local's Installation

The new Republican administration and the role of the Nation's press in furthering its election campaign were discussed this week by Executive Vice President Ralph B. Novak, speaking at the installation of new officers of the New York Guild local.

Novak declared that no surprise should be felt at the near-unanimity of the country's dailies in their support of Republican candidates, for as business enterprises, the nation's newspapers and their publishers find their closest interests inseparable from those of "big business."

He warned, however, that a "tougher" attitude may be expected toward the Guild and its collective bargaining aims, now that publishers can clearly claim a hand in naming the administration that last Tuesday came into power at Washington. The Guild's answer, Novak said, must be stronger organization, better bargaining, and more political action.

Those who took office at the New York meeting are: President, Arthur Rosenstock, Post; vice presidents, Thomas Fay, Herald Tribune, Joseph Kommer, Standard & Poor's, and William Burgess, News; executive vice president, Thomas J. Murphy; secretary-treasurer, M. Michael Potoker.

The text of Novak's address: Yesterday for the first time since 1923 a Republican president was installed to lead this country for the next four years. Tonight we are installing your officers to lead your union for the next two years.

What the Republicans do in Washington is bound to have a profound effect upon our way of life. What your Guild leaders do here in New York will also have a profound effect upon your way of life.

Let us examine for a moment the kind of men and policies the Republican Party brings to Washington. From the men's records and the policies they have espoused in the past, we can probably visualize, I believe, the kind of government we are going to have in the next four years.

The Republican Party is the party of property. The men President Eisenhower has named to his cabinet should leave no

doubt in the mind of anyone that this is so. In this election, as in all elections in the immediate past, the majority of publishers supported the Republican candidates.

According to Editor & Publisher's final poll, completed October 27, 1952, 87.34 percent of the daily newspapers with 80.24 percent of the total daily circulation supported President Eisenhower. President Eisenhower received 55 percent of the total popular vote. Governor Stevenson was supported by 14.52 percent of the daily newspapers with only 10.88 percent of the total daily circulation.

In 1948, Governor Thomas E. Dewey, Republican candidate for President, was backed by papers representing 78.38 percent of the total circulation covered in a tabulation. During that campaign, Harry Truman had the support of 15.38 percent of the dailies in the poll, dailies which covered 10.03 percent of the circulation.

Franklin D. Roosevelt once charged that 85 percent of the press in the United States opposed his candidacy. Yet he won.

While the publishers consistently have overwhelmingly supported the Republican candidate for the presidency of the United States and Republican policies, they have not been overwhelmingly successful in convincing the electorate to follow their lead.

This year for the first time in 20 years they are on the winning side. If we did not assume that they would take fullest advantage of being on the winning side, we would be very foolish indeed.

We can expect then, I believe, a toughened attitude on the part of publishers generally in collective bargaining. We should prepare ourselves to resist this attitude with all the strength at our command.

We can do this in two ways. First across the bargaining table and then by making our wishes known to our representatives in Washington. This will call for increased organization and for increased political activity.

There is one other phase of press support for the Republican



OBLIGATIONS OF OFFICE—They are being assumed by newly-chosen heads of New York Local, as Ralph B. Novak, right, ANG executive vice president, pledges their fealty. Left to right are Secretary-Treasurer M. Michael Potoker, Executive Vice President Thomas J. Murphy, President Arthur Rosenstock, Vice Presidents William Burgess and Joseph Kommer. Vice President Thomas Fay was absent due to a death in his family.

candidate that I would like to discuss. We have heard a great deal of discussion since the election about the one-party press in this country. It seems to have come as quite a shock to many people that the vast majority of the papers in this country should support the Republican candidate and the Republican philosophy.

I am sure that if people had thought about it a little bit, they would not have been so surprised. Despite all the cries on the part of the press that it is a quasi public institution, it has come more and more to act as just what it is: a business enterprise. Since the Republican Party is the party of property and business enterprises, where else would a publisher's interest lie?

For the past several months we have heard many people cry out against the one-party press; many fine, intelligent, well-intentioned people. Some of them have called for probe and commissions, to study freedom of the press. Some have suggested that the press set its own house in order by investigating itself. My own opinion is that this would be a vast waste of time. While confession may be good for the soul, I am extremely doubtful that the publishers investigating themselves will confess or would confess to abuses of freedom of the press.

In my opinion, most publishing enterprises have the same attitude as the Los Angeles Times took in an editorial on November 1. This editorial was entitled "We Can Take It And We Like It." This piece was written in reference to the criticism the press had incurred from 94 authors. You may recall that the authors found that newspapers furnished unfavorable placement of stories concerning Democrats and unfavorable volume of Democratic news. Concerning the foregoing finding, the Times said that the briefest and the best answer to these complaints is "Oh, nuts!"

While commissions and studies may highlight the problem, I do not believe that they will make for any change in it. My opinion is that the only way to bring about a change in this unfair balance is for the public, including Guild members, to take a greater interest in the newspaper industry.

Most newspapers' properties are closely held and are responsive only to their owners and not to pressure of the general public as a rule. Newspapers,

being business enterprises, are susceptible to the same type of pressure to which any other business enterprise is susceptible. If they cannot sell their product, because of their attitude, they will soon change their attitude.

Of course, even this type of pressure is not valid in cities which have but one newspaper. There the only answer seems to be to supply competition by starting new newspapers. You may remember that the Guild talked about such a project. The project today is not dead.

A few weeks ago I met with a group of Senators and they, too, talked about starting a newspaper. One newspaper, or even two newspapers, on a national scale will not correct the evil. What is needed is many newspapers across the country, owned by the people and operated in their best interests, and with full compliance with the tenets of freedom of the press.

That day must come, and will come; but only when the people themselves are sufficiently aroused to do something about it. Looking for the Publishers to do something about it themselves, I think, is unrealistic. If they did nothing about it in the years of their futility, years in which they supported the Republican candidate only to see him defeated, they certainly will not do anything about it now when they will claim that with their help the Republican candidate was elected.

Let us leave now the monied men of the new Republican administration and our Publishers and talk for a while about the Newspaper Guild of New York, its members and its officers. Because we do not have large sums of money or control blocks of stock, many feel that we cannot influence the course of our government or other organizations, or even of our own lives. Nothing could be further from the truth.

Here I would like to quote from the story of the Rockefeller Foundation, by Raymond B. Fosdick:

"There is a common fallacy that money can create ideas, and that a great deal of money can create better ideas. Nothing could be wider of the mark. The bottleneck is always men—imaginative men with fertile ideas related to the future. For ideas related to the future, without them, money will purchase nothing but motion and futility."

The point is pertinent because of the age-old tendency of wealth to think of itself in terms of exaggerated importance. It can be of great and strategic assistance, but it is only a means to an end—and often, as history shows, a not indispensable means; and the end is creditable or otherwise, depending on the idea and the man behind whom the support is placed.

"Promising men and creative ideas are basic and fundamental."

We in the Guild—you in the New York Guild—can supply men; we can supply ideas; we must supply them. If we do not, all things we hold dear—our organizations, our form of government, our freedom, freedom of the press will be lost.

This is not the job alone of your officers. It is your job. I can think of no better way to say it than did Abraham Lincoln on February 11, 1861, when he spoke as follows:

"In all trying positions in which I shall be placed, and doubtless I shall be placed in many such, my reliance will be upon you and the people of the United States; and I wish you to remember, now and forever, that it is your business, and not mine; that if the union of these States and the liberties of this people shall be lost, it is but little to any one man of fifty-two years of age, but a great deal to the thirty millions of people who inhabit these United States, and to their posterity in all coming time. It is your business to rise up and preserve the Union and liberty for yourselves, and not for me. I appeal to you again to constantly bear in mind that not with politicians, not with Presidents, not with office-seekers, but with you, is the question: Shall the Union; shall the liberties of this country be preserved to the latest generations?"

New Index Confusing
New Consumers' Price Index of the BLS will cause "conflicts and misunderstandings in re-negotiating escalator clauses," said a recent CIO statement.

THE GUILD REPORTER
Published by the American Newspaper Guild (CIO) the second and fourth Fridays of each month at 4 University Pl., New York 17, N.Y.

It entered as second-class matter May 21, 1948, at New York Post Office under act of Oct. 3, 1917.

Postmaster: Please send address changes to The Guild Reporter, 4 University Pl., New York 17, N.Y.

Hearst Memorandum In Effect

(Continued from Page One)
ment was reached in principle late in the negotiations which began in November, 1951. In the course of negotiations, the parties agreed to a new arbitration system which replaces the old five-man arbitration board with a single arbitrator and provides for his selection by the American Arbitration Association in the event of a deadlock or boycott of selection by either party.

In connection with the new arbitration procedure, grievances now must be submitted in writing. This is the "petition, etc." referred to above, in explanation of the interpretive procedure.

The written presentation of the grievance is to be brief, under the contract. In order to provide uniformity, the ANG plans to distribute to locals with Hearst units a standard form for the reporting of grievances so that a catalog of all Hearst grievances—on local clauses as well as national—may be assembled by ANG and the locals.

Hospitalization insurance provided outside the Memorandum for all Hearst employees, now provides a daily benefit of \$10 and a ceiling of \$200 on additional charges. Previously the daily benefit was \$8 and the miscellaneous ceiling \$80.

Coverage is made available at cost to dependents. That cost now becomes \$3.13 a month (up from \$2.45) for one dependent and \$5.10 (formerly \$3.94) for family coverage, including maternity. Although coverage for employees was put into effect as of Jan. 12, the necessity for canvassing employees on whether they desire continued family coverage will delay the effective date for dependents. It was explained that the canvassing and computing job could not be completed in time for the Jan. 26 premium payment deadline.

Under the new plan, maternity benefits are equalized at \$100. Previously employees got payment up to 14 days at \$8 plus

\$80 for miscellaneous expenses, a total of \$182, while dependents receive 10 times the daily benefit, \$80 in all.

There is no change in the surgical benefit, which has a ceiling of \$200.

There is one other change of interest. The \$10 daily benefit has been put on a reimbursement basis, in place of the former indemnity basis. That means the insurance company will pay up to \$10 a day up to 70 days on presentation of the hospital bill. Formerly, a flat \$6 for every day in the hospital (up to 70) was paid on presentation of the bill. If it's possible to get a hospital room for less than \$10 a day, the insurance company saves.

The agreement covering Guild Shop operations under the Hearst Memorandum was first reached in 1949 between Rubens and Kelly. It has been brought up to date to explain the operations of the clause which provides "no fewer than nine out of ten employees... shall apply for membership in the Guild."

The agreement provides non-cumulative groupings of ten hirings, from each of which management may claim one exception at the time notice of hiring is sent to the Guild. Text of the agreement is given elsewhere in this issue.

Ceiling on severance pay was increased from 40 weeks pay after 19 1/2 years of service to 56 weeks after 27 1/2 years' employment. Alternate benefits, which provide for payment of severance at age 65, after 25 years' service or for resignation because of disability, were boosted from 50 weeks after 25 years to 56 weeks after 27 1/2 years. These changes bring the Memorandum even with contracts at the New York Mirror and Journal American, whose units withdrew from the Memo negotiations.

Grievance machinery, which had clanked and clattered in-

effectively in some cities, was re-conditioned completely. The new Memorandum provides for one-man arbitration of disputes arising from the contract. The arbitrator may be chosen from a panel set up during negotiations or by recourse to the American Arbitration Association by either party. AAA rules also are provided in the absence of agreement on other rules.

The five-man board of arbitration, which previously was used for all disputes, was retained for the settlement of a wage reopening dispute. Here too, however, recourse to the AAA for the impartial arbitrator and rules of procedure also is provided in case of deadlock.

Several minor changes were made. One provides management must notify the Guild within a week of all resignations or retirements. Another sets "45 or more working days" instead of "45 or more days... of continuous service" as the point at which advance notice of discharge must be given. Provision for notification of the reason for discharge also was clarified so that it must be given on request "upon notice of discharge."

In the course of the 13 months of negotiations, the IEB negotiating committee sought in vain provision for pensions and for greater job security. Here is what happened:

On pensions, management said in November 1951: "The matter... has had... and will continue to have consideration. We know the answer. We haven't got what it takes... In the immediate foreseeable future, it is impossible to set up a pension system..."

Although Kelly said in final talks in San Francisco that acceptance of the Memorandum would preclude locals from negotiating on pensions, it is the ANG's position that no negotiation took place on the national level. Management merely said it couldn't buy a plan. That was not deemed enough to bar locals from pressing the issue if they desired.

On security, management's attitude was that the Guild, by seeking review of all dismissals (including those for economic) was trying to negotiate a "staff freeze." Talk of this sort, said Kelly, "chills my bladder."

Management admitted that the Guild now had the right to seek review of any "economy" dismissal it suspected was subterfuge.

In line with its adamant stand on changing the security provisions, management refused to apply seniority to the rehiring list. But the Guild, insisting on dictionary definition, said it would not allow any perversion of the "special qualifications" exception to the rehiring list provision.

Novak acted as spokesman for the IEB negotiating committee, which also included Al Dipman, SPONG, Hearst Chain Council chairman; Francis S. Rivett, acting secretary, Hearst chain council; Arthur C. Atwell, Los Angeles; Edwin W. Scott, executive secretary, Detroit; and Helen M. Miner, secretary, Pittsburgh. Management was represented by Kelly, Robert C. Bassett, W. N. Thomson, N.Y. Mirror general manager, and Thomas A. Brennan.

Bakersfield Names Slate of Officers
Bakersfield, Calif.—Bakersfield Newspaper Guild has elected the following officers for 1953:

President, Keith Rahn; vice president, Tony Pezzi; treasurer, Alyce McDonald; secretary, John Berry, and member-at-large of the executive board, Jim Quick.

Your Guild local is only as strong as you make it.

Hearst Memo Means... Ask Novak and Kelly

Hearst units covered by the new Hearst Memorandum may take advantage of a new joint-interpretation service agreed upon in an exchange of correspondence between Ralph B. Novak, ANG executive vice president, and Harvey J. Kelly, Hearst chain general counsel on labor.

The Novak letter reads as follows:

Dear Mr. Kelly:

I have your letter of January 12 in which you reduce to writing the agreement in principle by the National Negotiating Committee on the subject of a uniform and authoritative interpretation of sections of the National Memorandum. I am returning herewith your letter of that date with my signature showing that I concur.

In order that we may have on hand here at ANG headquarters a copy of the agreement signed by both you and me, I am herewith repeating in this letter points (a) through (e) of your letter of January 12.

(a) That friction at the local level will be minimized if there be made available, if needed, a uniform and authoritative interpretation of sections of the National Memorandum after they are given contract status by incorporation in a contract between local newspaper management and local Guild units.

(b) That respective representatives of the American Newspaper Guild and of General Management of Hearst newspapers, who participated in said national negotiations leading to adoption of the joint recommendation known as the National Memorandum, are in best position to know what was the intent of said representatives.

(c) That for reasons (a) and (b), concerned local parties entering into such contracts will be notified by their respective representatives in the national negotiations that this service is available.

(d) When and if dispute arises at the local level concerning authoritative interpretation of any section or sections of the National Memorandum incorporated in a local contract, either party may in writing request a joint interpretation by Ralph B. Novak, Executive Vice President of the American Newspaper Guild and Harvey J. Kelly, General Counsel on Labor for Hearst newspapers or their individually designated proxies.

(e) Said representatives or their proxies will proceed diligently under such rules of procedure as are mutually acceptable, to issue jointly the agreed interpretation.

I would appreciate it very much if you would affix your signature to my letter and return it to me for our files.

Very truly yours,

Ralph B. Novak

Executive Vice President

General Management of Hearst Newspapers concurs:

Harvey J. Kelly

General Counsel on Labor

Five Win Honors at Elizabeth

Elizabeth, N. J.—Five members of the Elizabeth Newspaper Guild have been honored by the Elizabeth Daily Journal—four by promotions and one through an award for service to the community.

At the Journal's annual meeting of stockholders, the board of directors announced the following promotions:

Miss Ruth M. Gross from classified copy editor to office manager.

Franklyn L. Umber, former president of the local, from assistant advertising manager to general advertising manager.

Guild Appeals News Election in Washington

Washington, D. C.—The Washington Guild lost a representation election held among employees of the circulation department of the Daily News, under NLRB supervision.

The Guild has filed objection to the election with the NLRB, charging that management had interfered with its employees' freedom of choice in the balloting.

An intensive campaign of anti-Guild propaganda immediately preceded the vote, upsetting the clear majority indicated by signed cards, the Guild complaint avers.

Twenty-two employees voted for the Guild, but 48 opposed choice of the local as their bargaining agent. There were 10 absentees, four votes were challenged and one declared void. More than 60 of the 81 employees had signed Guild application cards prior to the election, and management and the Guild had agreed on the make-up of the voting unit.

The Guild is established and under contract in the News editorial department.

Hazleton Local Picks Caughey

Hazleton, Pa.—Stan Caughey, Standard-Sentinel sports editor, succeeds Ramon Saul as president of the Hazleton Newspaper Guild.

Others elected at the annual meeting: Vice president, Dominick Antonelli, Plain Speaker; secretary, Wilson Barle, Standard-Sentinel; treasurer, Joseph Maggio, Plain Speaker; District Council delegates, Caughey and Antonelli.

Our Daily Bread...



Cartoon by Gross, N.Y. Guild.
"Well, well, lobster shift! Charlie! Sleeping on the job all night, eh?"



BRIEFING THE GUESTS—Glenn R. Dodd, San Diego local president, right, checks the head table line-up at the Guild's annual breakfast meeting. Left to right are Paul Jacobs, Los Angeles labor consultant who is negotiating SDNG's new circulation contract; Ben Nathanson, former administrative officer for the Los Angeles Guild; and Charles R. McCabe, who edited the E. W. Scripps autobiography, "Damned Old Crank."

Sees Labor-Sponsored Daily As Guild's "Social Duty"

San Diego, Calif.—The nation today needs a national labor-sponsored daily newspaper, and the American Newspaper Guild could well regard such a project as more than an idea—as its "positive social duty."

"This was declared by Charles R. McCabe, editor of 'Damned Old Crank,' self-portrait of E. W. Scripps, founder of the Scripps newspapers and the United Press. McCabe addressed approximately 150 members and guests at the annual San Diego Newspaper Guild breakfast in the U. S. Grant Hotel Sunday. The occasion also marked the installation of new officers and observance of the 20th anniversary of ANGL and the 15th anniversary of SDNG.

"The labor movement itself should sponsor a national daily, staffed by newspapermen and putting out human news about human beings from the workman's viewpoint," the bearded author-editor said.

"It would cost a pile of dough to get such an enterprise really on its way. I've heard estimates from one to ten million dollars. But there is no reason to believe the labor movement as a whole could not put up such a sum, and there is no reason why such a paper, if well run, should not be a huge financial success," he continued.

"Its success would largely be a matter of the editors' and reporters' devotion to their readers, and the reciprocal devotion

Seebold New Washington Guild Chief

Washington, D. C.—With contests developing only in an eight-man race for the seven places on the executive board, Washington local has chosen its 1953 officers.

They are: President, Ralph M. Seebold, Star; vice president, Al MacKnight, Times-Herald; secretary, Charlotte Moulton, United Press; treasurer, Charles W. Gonnell, Jr., Star; executive board members, Evert Clark, Daily News; James Graham, Times-Herald; Ray Henry, Associated Press; Gertrude N. Love, Labor Press; Don Olson, Post; Philip H. Price, Star; Ray Wilcox, INS-IMP.

Seebold succeeds Sam Zagoria, Post, in the presidency, while the other three top officers were re-elected.

that would be generated. The advertisers would fall in line then because, as they like to say, they're not in business for their health."

McCabe said he believed this was a good time to think about such a newspaper particularly because labor seemed nearer unity than ever before. "If and when labor unity is achieved, or even before that, I think the Guild could do a fine job of selling the idea of such a paper to the labor movement as a whole."

"I know such a proselytizing job will meet opposition in some Guild quarters, from people who have been scorched in the past by venturing into fields not strictly related to wages and hours," he said. "Some Guilds might even object on the grounds it is bad tactics to set up competition for your boss. Yet I think the job can be done, and I think the Guild might give the idea earnest consideration."

In addition to McCabe, guests at the breakfast meeting included Jack Spence, president of the CIO-San Diego Industrial Union Council; Arthur Wimer, journalism instructor at San Diego State College; Syd Love, outgoing editor of the Aztec, college newspaper; Joan Wood, new Aztec editor and daughter of SDNG member Charles D. Wood; Mrs. McCabe, wife of the principal speaker and granddaughter of E. W. Scripps; Edmund Rucker, retired San Diego Union reporter and former SDNG president; Ben Nathanson, labor relations consultant and former Los Angeles Newspaper Guild administrative officer, and Paul Jacobs, labor relations consultant and chief negotiator for the new SDNG circulation workers' contract. The Guild and the circulation workers presented Jacobs with a piece of jubilee in appreciation of his work.

Officers installed are Glenn R. Dodd, Evening Tribune editorial, president; Omer Sumpter, circulation, vice president; Carl Welti, Tribune editorial, second vice president; Eddie Boyd, display advertising, treasurer, and Elizabeth McDonald, circulation, secretary.

Helen Zugelder, of the Union editorial staff, was unanimously elected unit chairman for the San Diego Guild. Dodd, president, also appointed Miss Zugelder membership chairman and Charles D. Wood, of the Evening Tribune editorial staff, grievance chairman.

Board members elected at the meeting are Bryant Evans and

10 Percent Layaway Fund Is Sought by SFONG For Pensions and Insurance

San Francisco, Calif.—Establishment by management of retirement and insurance funds is proposed in 1953 contract demands approved for submission to the four San Francisco large dailies.

The present city-wide contract, which covers 1,360 employees in the Guild jurisdiction on the Call-Bulletin, Chronicle, Examiner and News, expires March 26.

SFONG is proposing that the four papers deposit each month a sum equal to six percent of the gross payroll for those covered by the contract to the account of a joint board of trustees for the retirement income fund.

Under a similar proposal, SFONG is asking that four percent of the payroll be deposited into an insurance fund.

Pay raises on minimums equivalent to today's dollars are being sought. The Guild also is asking that no person receive less than a 5 percent boost in salary, or the increase in the minimum, whichever is greater.

Other proposals include a 35-hour work week, double-time pay for work on days off, four weeks' vacation after five years, two additional holidays, determination of days off on seniority basis, 12-hour lapse of time between regular shifts, \$2 night differential and a new struck work clause.

They Tell It To Sweeney—Sick or Well

Albany, N. Y.—Matt Sweeney, Times-Union reporter and dean of Albany newspapermen, doesn't let a minor ailment like rheumatism get him down. The misery struck him at Christmas-time and he was actually bedridden for a couple of weeks, but he covered his news beat without interruption.

Matt's news responsibility is the city of Rensselaer, across the Hudson River bridge from Albany. He's been covering it since before it even became a city. Nothing that happens there, from police and fire departments, City Hall and politics, down through the service clubs and ladies' aid societies, escapes his daily dragnet. When a story breaks after his working day is over, he'll take a telephone call at his home, from a tipster or regular news source.

When Sweeney fell ill, therefore, it was routine to follow this familiar pattern. Matt's bedside phone would ring, he'd jot down the facts, and presently a story would be dictated, again from his bed, to the city desk of the Times-Union. His output of copy, during his illness, varied not at all from normal.

Sweeney has been writing Rensselaer news for, as near as he can figure, some 58 years. At least, it was eight years ago that the Tri-City Newspaper Guild threw a

celebratory massive party to mark the 50th anniversary as a newsmen.

Van Wagoner, Buffalo, Moves to Guild Staff

Buffalo, N. Y.—Robert Van Wagoner, president of the Buffalo Newspaper Guild, has taken a leave of absence from his editorial department job at the Buffalo Evening News, and this week became an international representative on the ANGL staff.

First official duty for the newest staff member was to file a petition with the management of the Buffalo Courier-Express asking for Guild recognition in its editorial department. Employees there have for many years been represented by an independent news writers' organization, which is presently negotiating for a new contract to replace one recently expired.

In replying to the Guild, Courier-Express management noted that since it is now in negotiation with the independent, the matter of determining a majority preference should be referred to the National Labor Relations Board. The Guild is readying the necessary petition for board action.

Guild interest has been evident at the Courier-Express for some time, and became active a few months ago, when key members of the independent signed Guild cards. The organizing campaign will be Van Wagoner's primary responsibility. He has been negotiating a contract which the



ROBERT VAN WAGONER To ANGL Staff

Buffalo Guild has with the Niagara Falls Gazette.

Van Wagoner is married, and has a son and a daughter. He is the second successive Buffalo local president to be named to the Guild staff. Last year Charles A. Perlik, Jr., was assigned by J. William Blatz, director of organization, to a base in Toronto, handling Canadian regional matters.

Non-Guildsman Rates Retirement "First" Under Cleveland Pact

Cleveland, Ohio—First to take advantage of the new "alternate benefit" clause in the Cleveland local's 1953 contract is a non-Guildsman, Harry H. Bollmeyer, at salesman on the Cleveland Press.

Bollmeyer, 65, with 33 years of service in Scripps-Howard papers, didn't wait for the new terms to be approved by the Wage Stabilization Board before he applied for retirement. He already has left his job.

When the money items of the 1953 contract are approved by WSB, he then can draw 42 weeks' salary at his highest rate of pay. Under the "alternate

benefit" plan he may draw the sum in full, or arrange to have it paid in installments.

The clause provides that an employee aged 55 or older may retire and pick up his full dismissal pay, or that an employee aged 57 with 25 years of continuous service may do the same. Retirements heretofore had been handled on an individual basis by private arrangement between the employer and the employee.

Bollmeyer and his wife will spend the rest of the winter in Florida and plan to "rent a car and see the small towns of Europe" this spring.

UP Negotiations Will Open Feb. 3

The Guild's national committee for United Press members will meet this weekend in New York to complete contract proposals, in preparation for negotiation sessions with management to start February 3. The committee will also name a three-man negotiating team to conduct the parleys.

The Guild enters negotiations with a dual backlog of strength. UP membership has increased by more than 100 since the opening of an intensive membership enrolment late last year, and now stands at an all-time high. Additionally, the membership had been polled individually in a referendum designed to indicate relative interest in bargaining emphasis.

Full examination of the referendum has not been completed, but first examination has

shown that unusually strong interest is shown in job security, as represented by the arbitration of grievances, in a pension plan or its equivalent in alternate benefits and in the Guild Shop.

The usual stress on wage improvements and their incorporation fully into the minimum guarantee structure is indicated. Other leading points of interest are elimination of the six-day work week, and of differentials based on geography, and there is demand for a differential for teleprinter duties.

Members of the UP National Committee are Sol Fox, New York; James Donovan, Washington; Tim Canby Chicago; Robert Parkin, St. Louis; Ben Sere, Los Angeles; and Ray Pitt, New York.

Gets McCarthy Picture, But by Sheer Manpower

Portland, Ore.—Guildsman Ed Lee, Journal photographer, got a picture of Wisconsin Sen. Joe McCarthy by literally hanging on to his subject—for a distance of 20 feet. But he didn't get the picture, he really wanted.

The controversial Senator was due at the city airport, and Lee's assignment was to get a picture of McCarthy looking at a front-page anti-McCarthy cartoon which the Oregon Journal had used that day, by way of adverse greeting.

The cartoon lambasted the Wisconsin man's habit of fishing for commies, and appropriately enough, was done in red ink.

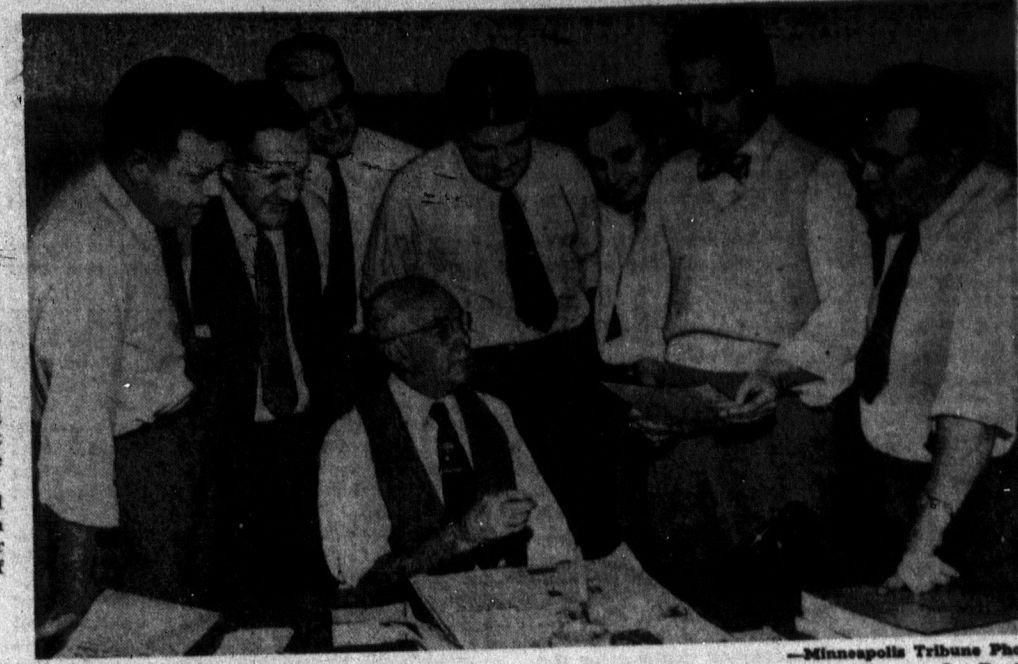
The plot didn't work out and Journal readers lost a chance of viewing the Senator's best black scowl. McCarthy gave only a fleeting look at the paper Lee handed him, on the plane's landing steps, flung it down in rage and started to stalk off the field.

Lee, a smallish chap, grabbed a firm hold of the senatorial coat sleeve, dug his heels in, and was dragged some 20 feet before the Senator recalled his public relations and consented to pose, but with only the standard equipment of a fixed smile.

Lee takes some comfort in the fact that his opposite numbers among the airport camera men were so intrigued by the incident that they failed to get shots of the Lee-McCarthy show.



INAUGURATION PHOTO—Newly elected officers of the Seattle-Tacoma Guild are pictured at their first 1953 session. Seated, left to right—Eugene Rickles, Bob Anderson, Gil Jones, Sam Ann Rickstad, secretary; Howard Clifford, president; Warren Cross, Clarence Case. Standing: Joan Conner, Dick Black, P.I., David Dryden, Times, John MacDonald, Tribune, George Moore, AP, and Eldon Barrett, UP.



THE MEETING MOVES TO MOHAMMED—Minneapolis Tribune sportswriter George A. Barton couldn't get to the Guild meeting which honored him as new president of the National Boxing Association, so a delegation from the session went to his desk instead. Standing, left to right, Harold Chucker, Bernard Swanson, Daniel Upham, Robert Beebe, Ralph Mueller, Guild President Bernard Caserly and John Matthews.

Barton, Twin Cities, Wins Honors For Half-Century Reporting Career

Twin Cities, Minn.—George A. Barton, recently named as president of the National Boxing Association, was supposed to be at the January meeting of the Twin Cities Newspaper Guild,

to receive a resolution, plus a gold Guild pin, in recognition of his half-century as a sports writer and its culmination in being recognized nationally.

But Barton was in New

stead, receiving the "Boxing Man of the Year" award from New York City sports writers.

The Guild formally adopted the resolutions anyway, and delegated a formidable group of Guildsmen to make the presentation as soon as Barton returned.

Finding him at his desk, the retiring Guild president, Bernard Caserly, of the Star, read off the resolutions and presented the pin.

With Caserly were the sports editor of the Star, Bernard Swanson; the Star's city editor, Ralph Mueller; the head of the Star and Tribune art department, John Matthews; Star sports writer, Robert Beebe; the city editors of the Tribune, Daniel Upham, and Harold Chucker, a former president of the Guild local.

Barton has almost 20 years to his credit as a Guild member, having signed as a charter member of Twin Cities Local No. 2.

P-O-I Council Session Set For Pittsburgh

Pittsburgh, Pa.—The Pennsylvania-Ohio-Indiana District Council, set to meet here the weekend of February 14-15, will devote most of its meeting time to a seminar discussion of "What Makes a Good Local?"

It will be the annual meeting, and election of officers will take place.

Delegates to the council will be guests of a Pittsburgh local at its Page One Ball Saturday evening.

Appearance of a State conciliator made no change in the position of management.

International Representatives Al Hicken and John Carmichael have both aided the local in its fight.

Howard Clifford Heads Seattle-Tacoma Local

Seattle, Wash.—Newly elected officers of the Seattle-Tacoma Newspaper Guild took office at the first board meeting of 1953 with Howard Clifford, Tacoma News Tribune, succeeding Russ Ammer, Post-Intelligencer, as president.

Others taking office included: Sam Ann Rickstad, P.I., secretary; Bob West, P.I., treasurer; Dick Black, P.I., David Dryden, Times, John MacDonald, Tribune, George Moore, AP, and Eldon Barrett, UP.

Clifford, the newly elected president, was chairman of the Tacoma News Tribune unit during the two-months of the last summer.

Canada Sizes Up the Truman Record

"MOST UNDERESTIMATED," SAYS MACLEAN'S

Maclean's Canadian weekly magazine of opinion and enlightenment, last week editorialized on Truman's record as U. S. President, by characterizing him as "the most underestimated statesman of this century."

The editorial is reprinted here by permission, as a refreshing contrast to the treatment which, by and large, the press of his own country accorded the retiring chief executive, both during and after the Stevenson campaign.—Ed.

ON THE twentieth of this month the United States of America will install a new President, a man whose greatness has been acclaimed by the whole free world for ten years or more. Like everybody else we wish him well—that goes without saying. But it seems a good moment to recall what we owe, too, to the man who is stepping out, a man whose qualities have been less generously acknowledged by all countries, especially his own.

Ladies and gentlemen, we give you Harry S. Truman, the most underestimated statesman of this century.

When Franklin Roosevelt died on April 12, 1945, it seemed to many that he had suffered the fate of Moses—to reach but not to cross the very threshold of a new world. The experiment in atomic research on which he had gambled two billion dollars had provided the weapon for a painless (for us) defeat of Japan. The San Francisco Conference had been called, at which would be built the brave new world of international co-operation for which blueprints had already been drawn at Dumbarton Oaks. Things were so well in hand that even Harry Truman (so we said patronizingly), even this Missouri haberdasher might be able to carry them through.

WITHIN four months the bright hopes of San Francisco had faded. The conference itself was ominous enough. Then Igor Gouzenko came to the RCMP with his story of what our Soviet Allies had been doing to us, or trying to do. When Prime Minister Mackenzie King left Ottawa that autumn, to warn Truman and Attlee, he said to a cabinet colleague: "The United Nations Charter is as dead now, after three months, as the League of Nations Covenant was after fifteen years."

President Truman was faced with the situation President Roosevelt had not foreseen—had steadfastly refused to foresee. For seven years Truman



Engagement of Virginia C. Volini, of Chicago, to Ed Maclean, Chicago Guild's first vice president and administrative officer, has been announced. She is a graduate of Mundelein College, now doing graduate work in philosophy at the U. of Toronto. Ed has served several Guild conventions as constitution committee chairman, is editor of the Catholic Labor Alliance publication, "Work."

Russ Harris, Washington Guild's CIO-PAC unit chairman, studying at Ruskin College, Oxford, under a scholarship granted by the Transatlantic Foundation. He is a graduate of Howard University.

Official overtones marked wedding of Bob Seitz, Denver INS bureau, and Helene Husky, Ceremonies performed by State Supreme Court justice, and attended by Governor Thornton. Seitz covers Statehouse, is vice president of the Denver Guild, and DNG's exec secretary. Don MacMillan, served as best man.

Jack Canote, Stockton Record display adman, father to 6 lb. 5 oz. baby girl, a first child. . . . L. E. Hunt, from rim of the Oakland Tribune, joins copy desk at Stockton Record. . . . Another editorial newcomer is Sina Fraser, rewrite man from Pittsburgh, Pa. . . . Scott Matthews, Record editor, due home from several months Army duty in Korea.

George M. Weigle, Jr., York Gazette & Daily photographer, new unit chairman in York Guild local. Re-elected unit president. . . . L. E. Hunt, from rim of the Oakland Tribune, joins copy desk at Stockton Record. . . . Another editorial newcomer is Sina Fraser, rewrite man from Pittsburgh, Pa. . . . Scott Matthews, Record editor, due home from several months Army duty in Korea.

Don MacMillan, Denver's executive secretary, slated to discuss Guild objectives at journalism

Portland, Ore. — Owen E. Spence, executive secretary of the Portland Newspaper Guild, is the new president—the third to hold the office in less than three months.

Spence, who is with Journal circulation, was elected without opposition to succeed Mervin Shoemaker, Oregonian editorial, who did not run. Shoemaker, a veteran member of the Portland Guild, served the unexpired term of Larry Howes, Journal editorial, who resigned to accept a position in Paris with the Mutual Security Agency. He left on election day.

John Armstrong, chairman of the Portland Guild's 1952 national convention committee, was elected first vice president. He's with Oregonian editorial.

J. Lynn Wykoff, also of Oregonian editorial, was elected second vice president.

Ethel Sanger of Journal circulation was elected secretary-treasurer to succeed Spence.

This spring will be the first time in several years that negotiations will be undertaken without Howes in a major role.

Twin Cities Names Six Board Members

Twin Cities, Minn.—Six directors were elected to the executive board of the Twin Cities Newspaper Guild in a referendum. Winners were: Miriam Alburn, Minneapolis Star Tribune unit; Adolph Johnson, wire services; Bob Eddy, Peter Paul, Ted Randolph and Richard Wasek, St. Paul Dispatch Pioneer Press.

Plans are being advanced for the local's 45th annual banquet, a first venture which it is hoped will become an annual fixture.

Other officers had been declared elected without opposition.

When the Guild first met with management, the company said flatly that it didn't consult the Guild when it hired people and it wasn't going to consult the Guild when it fired them.

The unit, at a special meeting, then voted to exhaust every means possible, including the calling of a strike, to get the girl's job back for her. Armed with support, the Guild committee met with management

department of Colorado University.

Mich Augus, San Diego Union sports writer and longtime Guild member, took over this week as new executive manager of the city's convention bureau. Except for wartime duty, he's been with the Union since 1935, got his new job in competition with 17 other eligibles.

Jeann Lehmann, who was "Miss San Francisco-1942," has joined the classified ad staff at the San Francisco Examiner. . . . Bill Young, S.F. Chronicle photo, is in Europe on a six months' leave of absence. He'll return in May. . . . Nancy Heyneman, Chronicle library staffer, has resigned to go to Germany to work. . . . Doing a book on "Wonders of the World" for children is Hugh Bernhard, S.F. Call-Bulletin rewriter, and it's contracted for. . . . Fran Grubb, C.B. is recovering in a San Francisco hospital from an operation.

Marty Millsap, Richmond News Leader reporter and make-up man, joins Baltimore Sun Feb. 11. . . . Ben Wahrman, former Richmond Guildman, injured seriously in an auto accident, has left the hospital, hoping to report to his new job as convention secretary of Norfolk C. of C. by March 15. . . . Joe Leslie, State Capitol reporter, and Carl Shires, police reporter, are latest Richmond Guild members. . . . Andy McCutcheon of News Leader sports staff, is the paper's newest home owner.

Arl Petasque, of the Chicago Sun-Times editorial staff, aired this week via NBC radio network, with Paul Mall's "Big Story" version of an accidental shooting he covered, and which proved, with his help, to be a murder.

Toronto Guild Amends Petition For Star Group

Toronto, Ont.—Seventy-three helpers employed in the Toronto Star delivery staff will be added to a bargaining unit sought by the Toronto Guild, if an amended petition gains the approval of the Ontario Labor Relations Board. The amendment was filed this week after consultation with Star management.

Last November 28, the Guild applied for approval of a bargaining unit which would comprise drivers (80 of whom are presently under contract) plus mechanics and all other garage employees not union-represented. The mechanics and other employees constitute eighteen in all.

The Star management this week said it would take no position on the amended petition, but raised the question as to the employee status of the helpers, who must relinquish their jobs when they reach age 21, under company rules. A second company rule sets 25 as the minimum age for drivers, hence there is no promotion opportunity, and the company's point was that the labor board might consider these temporary employees as excluded from bargaining rights.

Star management said it thought there should be two units, if the labor board rules the helpers eligible, but will negotiate a supplemental contract if the board does not concur with that view.

Reason given by management for the dismissal was insubordination, more specifically, refusal to accept a telephone call from an advertiser.

When the Guild first met with management, the company said flatly that it didn't consult the Guild when it hired people and it wasn't going to consult the Guild when it fired them.

The unit, at a special meeting, then voted to exhaust every means possible, including the calling of a strike, to get the girl's job back for her. Armed with support, the Guild committee met with management

Reason given by management for the dismissal was insubordination, more specifically, refusal to accept a telephone call from an advertiser.

When the Guild first met with management, the company said flatly that it didn't consult the Guild when it hired people and it wasn't going to consult the Guild when it fired them.

The unit, at a special meeting, then voted to exhaust every means possible, including the calling of a strike, to get the girl's job back for her. Armed with support, the Guild committee met with management

Local Copy

"FACTS OF LIFE"

New Members? Cleveland Tries Memo to Those Who Came Late

As trade unions advance in age and experience, they encounter new problems even as they are solving the old ones. The Guild is no exception.

One of the most pressing of these new problems, a penalty exacted by success, is how to convey the facts of union life to new employees and new members.

For many newcomers, Guild membership is their first experience in the labor movement. They are not part of the tradition of struggle shared by the older members. They were not around during the early fights for security and higher wages, vacations and holidays.

And when the time comes to negotiate a new contract, they wonder what all the fuss is about.

Guild locals have come up with a variety of answers to this problem. Some compile local histories to acquaint new members with what has been accomplished since the union's formative years. Others issue charts outlining the progress made in wages and other benefits under the Guild. Some, like Cleveland, give newcomers or hold special meetings where the new members are introduced to old-timers to get the Guild story first-hand from those who know.

Last fall, Cleveland, which is Local No. 1, tried something new: a "Memo to Those Who Came Late."

"Now we're at it again," the CNG Contracts Committee starts the memo. "And there are quite a few among us who are perhaps wondering what it's all about—what these 'bulletin' board reports mean—what is back of some of the things mentioned without explanation. These folks are the ones who have been working on Cleveland newspapers the past two years without ever having had the deep, rich experience of seeing the publishers with their polite masks down and the glove off the hand."

"So this memo is for newcomers and a review for the rest of us. A person can learn a lot about the newspaper business by following contract negotiations."

"That's all management wants to talk about, generally. Of course there are times when management comes in with

again. This time, the publisher's representatives agreed that the incident deserved more careful examination.

This examination brought out the following facts: The girl was taking an ad over the telephone when another call came in. Since she couldn't handle both at the same time, she asked a co-worker to take the call, brought the copy to the girl, who edited it and processed it in normal fashion.

The girl's immediate superior then mis-represented these facts so as to cause the employee's dismissal.

Result: the girl got her job back, plus salary and commissions for the 10-day period she was out.

Since then, she has developed into an outstanding salesman for the newspaper.

First Tacoma, Now Pittsburgh—Admen Cite Lockouts as Proof Daily Papers Pull Consumers

The daily newspaper remains unsurpassed as an advertising medium despite the onslaughts of radio, television, magazines, direct mail, or what have you. And a business community suddenly finding itself without a daily paper counts the loss in dollars and cents, not just sentiment.

These conclusions were reached by the Pacific Northwest Advertising Executives Association in an analysis of the effects of the Tacoma strike and lockout (Local Copy page, Aug. 22, 1952).

New comes another advertising executive to back up these findings with a case history from the Pittsburgh strike and lockout, which closed down that city's major newspapers for more than six weeks in the fall of 1950.

W. J. Sanning, advertising director of Kroger Co., Midwest grocery chain compared the results of identical "Product of the Week" promotions in Pittsburgh and Cincinnati during the Pittsburgh lockout. The promotion had gone too far to cancel when the lockout closed down Pittsburgh's three big dailies.

It was a three-point co-ordinated program of merchandising, couponing and advertising. Mr. Sanning noted in Editor and Publisher. Conditions were equal in the two cities with the exception that the newspaper ads scheduled for Pittsburgh could not run. Because of a newspaper strike, the union-run strike paper, the Pittsburgh Reporter, could handle only a limited amount of advertising.

"The program was the same in Pittsburgh and Cincinnati," Mr. Sanning said. "The families covered in each market were 250,000. To each of these families a strip of coupons was mailed in the same week. In each city the dealers were conditioned by multiple mailings and multiple personal contacts. The coupons were addressed by the same

Eugene, Ore.—Newspaper advertising salesmen don't get paid enough. Even the industry's brass hats are beginning to admit it.

H. V. Manser, advertising director of the Portland Oregonian, addressing a conference of the Pacific Northwest Newspaper Advertising Executives Association, criticized the industry for not providing newspaper admen with a pay scale comparable to that of other media.

The very existence of newspapers depends on their space salesmen, emphasized Manser, whose salesmen are not under a Guild contract.

They should be . . .

BLS Indices Dip Slightly; New System to Start

Both versions of the BLS Consumers' Price Index dropped slightly in December, the old version three-tenths of 1 per cent to 100.7, and the adjusted version two-tenths of 1 per cent to 100.7.

The December report is the last time the two current versions will be issued. A completely revised index with a 1947-49 base, different weights and composition will be issued starting with the January report. (Under the new system the adjusted index is 114.1 instead of 100.7.)

Under the WSB "cost-of-living" formula increases available under the old version are 8.2 per cent and under the new version 5.1 per cent. However, contracts effective prior to Dec. 15 still may utilize the August figure of 5.9 per cent, and those settling later can use the 5.5 per cent available under the October and November old index. WSB permits using any index for the last three months prior to settlement or effective date.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

(1929-39 is the index base of 100. June, 1944, is the date of the adoption of the AUC's BLS wage program. Also the last month before World War II price controls were abandoned; January, 1953 is the base date for computing increases under the new formula. January, 1953 is the base date for computing increases under the WSB "cost-of-living" formula. The new index is worth in relation to the 1929-39 dollar, divide 100 by the latest index number.)

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

First Tacoma, Now Pittsburgh—Admen Cite Lockouts as Proof Daily Papers Pull Consumers

The daily newspaper remains unsurpassed as an advertising medium despite the onslaughts of radio, television, magazines, direct mail, or what have you. And a business community suddenly finding itself without a daily paper counts the loss in dollars and cents, not just sentiment.

These conclusions were reached by the Pacific Northwest Advertising Executives Association in an analysis of the effects of the Tacoma strike and lockout (Local Copy page, Aug. 22, 1952).

New comes another advertising executive to back up these findings with a case history from the Pittsburgh strike and lockout, which closed down that city's major newspapers for more than six weeks in the fall of 1950.

W. J. Sanning, advertising director of Kroger Co., Midwest grocery chain compared the results of identical "Product of the Week" promotions in Pittsburgh and Cincinnati during the Pittsburgh lockout. The promotion had gone too far to cancel when the lockout closed down Pittsburgh's three big dailies.

It was a three-point co-ordinated program of merchandising, couponing and advertising. Mr. Sanning noted in Editor and Publisher. Conditions were equal in the two cities with the exception that the newspaper ads scheduled for Pittsburgh could not run. Because of a newspaper strike, the union-run strike paper, the Pittsburgh Reporter, could handle only a limited amount of advertising.

"The program was the same in Pittsburgh and Cincinnati," Mr. Sanning said. "The families covered in each market were 250,000. To each of these families a strip of coupons was mailed in the same week. In each city the dealers were conditioned by multiple mailings and multiple personal contacts. The coupons were addressed by the same

Eugene, Ore.—Newspaper advertising salesmen don't get paid enough. Even the industry's brass hats are beginning to admit it.

H. V. Manser, advertising director of the Portland Oregonian, addressing a conference of the Pacific Northwest Newspaper Advertising Executives Association, criticized the industry for not providing newspaper admen with a pay scale comparable to that of other media.

The very existence of newspapers depends on their space salesmen, emphasized Manser, whose salesmen are not under a Guild contract.

They should be . . .

BLS Indices Dip Slightly; New System to Start

Both versions of the BLS Consumers' Price Index dropped slightly in December, the old version three-tenths of 1 per cent to 100.7, and the adjusted version two-tenths of 1 per cent to 100.7.

The December report is the last time the two current versions will be issued. A completely revised index with a 1947-49 base, different weights and composition will be issued starting with the January report. (Under the new system the adjusted index is 114.1 instead of 100.7.)

Under the WSB "cost-of-living" formula increases available under the old version are 8.2 per cent and under the new version 5.1 per cent. However, contracts effective prior to Dec. 15 still may utilize the August figure of 5.9 per cent, and those settling later can use the 5.5 per cent available under the October and November old index. WSB permits using any index for the last three months prior to settlement or effective date.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

Amounts needed to maintain the \$100 value of the wage program as of December are \$143.30 under the old series, and \$142.80 under the adjusted series.

THE GUILD REPORTER

Published by the American Newspaper Guild (CIO)

CHARLES E. CRISSEY, Editor

Guild Reporter deadline at 99 University Place, New York 3, N. Y.; letters, features and ads the Friday preceding publication date; news, Tuesday preceding publication; news bulletins, Wednesday preceding publication.
Published the second and fourth Fridays of each month. Single copy 15¢; Yearly \$3.00.

Acceptance for mailing at the special rates of postage provided for in the Act of February 26, 1925.

ANG INTERNATIONAL OFFICERS

PRESIDENT: Harry Martin
EXECUTIVE VICE PRESIDENT: Ralph B. Novak
SECRETARY-TREASURER: William J. Farson
International Headquarters, 99 University Place, New York 3, N. Y.
REGIONAL VICE PRESIDENTS: 1—John H. Thompson, 42 Windsor Road, No. Quincy, Mass. 2—Philip Price, 12 W. Custis St., Alexandria, Va. 3—Adolph J. Rahm, 1336 Midland Drive, University City 14, Mo. 4—Al Dipman, 216 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 12th St., New York, N. Y. Chandler Forman, 197-A Dobson, Evanston, Ill. Milton J. Lapine, 945 Thornhill Drive, Cleveland, Ohio. William M. Ware, 22 Headlands Blvd., Painesville, 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, Robert Greenock III, Alexander Hieken, Ray Mann, Justin F. McCarthy, Jr., Charles A. Perlik, Jr., Maxwell E. H. Pyle (on leave), Stephen Ripley (Acting Wire Service Administrator), Robert Van Wagoner.

January 23, 1953

Vol. XX, No. 3



THOSE WHO periodically attempt to tinker with the calendar—and with considerable logic to back their ideas—have a new ally. This time it is the National Association of Travel Organizations, whose primary purpose is to keep people on the go, as if incentive were needed.

The NATO (confusing set of initials, those) sponsors a travel show at Chicago next month. It proposes to back what it calls the Monday Holiday Plan, and those who negotiate holiday clauses in Guild contracts should take due heed of the scheme.

The travel outfit picks out four spots in the calendar which, they say, need fixing. They would move both Lincoln's and Washington's birthday dates to a given Monday in February, and call it Presidents' Day. Similarly Memorial Day would always fall on the last Monday in May, Independence Day on the first Monday in July, and Thanksgiving Day on the fourth Monday in November. Labor Day, already a Monday fixture, they would let alone.

To make it official, they intend to introduce federal legislation, tacking on the necessary proviso that two-thirds of the States' legislatures must ratify the plan before it becomes law of the land.

Although quite incidentally the idea would help resort and travel business, the association puts it forward primarily as a boon to the workingman.

The National Safety Council, with its statistics on highway slaughter over long weekends, is yet to be heard from as to its reaction to the plan.

LOCAL COPY PAGE, a Guild Reporter institution now entering its second year, has been the subject of much reader comment, all of it kindly and some of it constructively helpful in promoting the page's usefulness to local officers and leaders—its sole reason for being.

In a further attempt to be of informative service, the Local Copy Page this issue adds a report section to its "Day Book," covering actions taken on local contracts by the IEB contracts committee. Besides listing those contracts which gain approval as to their final drafts, there are brief notations on the withholding of approval, as to reasons for refusal to approve.

Policies of the contracts committee came in for frank appraisal, criticism and suggestion at the Portland convention last

summer. Some of the debate was warm, matching the Guild-invoked heat wave in that normally delightful climate.

Outcome of the sessions was authorization of a convention committee to study the whole process of IEB action on contracts, and that committee will meet next month, at New York, in a first go at the situation.

Letting GR readers as a whole in on the problems with which the IEB contracts committee wrestles is what the new Local Copy Page listing is intended, at least in part, to accomplish.

"So Long, Harry!"

In an editorial headed "So Long, Harry," the CIO News said farewell to President Truman, repeating the words of the late Philip Murray that Truman was "the best friend labor ever had."

... Cleveland Tells Newcomers The Facts of Life

(Continued from Page Seven)
ment that couldn't be taken away from him by arbitrary action on the part of management.

"Also new for newspaper workers was the floor under wages in the form of contract-established minimums. These simple things formed the core of the gradual development of Guild contracts. Today contracts are long and detailed. To one unfamiliar with their histories, they may seem cluttered and fussy.

"But you may be sure that every clause has been, at one time or another, a skirmish if not a battle in the struggle for improvement.

"A large percentage of the issues in this general field doesn't mean money to newspaper management. But they call them 'fringe issues' and fight them harder than they fight money clauses.

"Newspaper publishers have lived with labor unions as long as any business has lived with unions.

"But newspaper publishers fought the establishment of the Guild like wildcats.

"Most management objections to basic contract improvements stem from the bitter struggles to keep editorial and later commercial department workers unorganized and outside of contracts.

"And on its side, because of the scars from early struggles, the Guild feels just as strongly about some of its requests.

"When you have heat and strong feelings, there is usually steam. You see it in our current

By CHALMERS M. ROBERTS
Washington Guild

IT WAS A WING-DINGER. The town had fun. Even the weather was nice to Ike. But now the last tired drum-major has stowed away her batons, the floats are being disassembled and the stands are coming down.

From sunshine into darkness the long parade marched by. It was part civilian, part military, as befits the cold war age. Yet somehow to me the focal point was not the high jinks of the cowboy who lassoed the President but that block-long cannon which can hurl an atomic shell 20 miles. I had a feeling, sitting there across the street from the new Chief Executive, as it rumbled by, that he was mindful of its import.

Few will quarrel with the emphasis of the inaugural address on foreign policy. Yet the fact is that, on the record to date, the new President is going to have to fight much of his own party to gain the instruments to his ends. Responsibility of power will doubtless alter the tunes of some senators and congressmen long in negative opposition. I have seen some signs of that on Capitol Hill already.

But the pinch will come, sooner or later, with Taft and his men in both houses of Congress. The test, I think, will be Ike's use of his tremendous prestige, the prestige of 34 million votes. The feeling here is that a showdown is inevitable and ought to be a beaut when it comes. Fortunately for Ike, most of the Democrats are likely to back him in Congress.

THERE IS GOING TO be another showdown, too, sooner or later, unless I miss my guess.

This one is going to involve Joe McCarthy. Some of the people, including publishers, who backed Ike talked about how McCarthyism would wither away once Ike was elected President. The root cause would be ended—Trumanism, that is—and so forth.

Well, Harry Truman is just a private citizen now. But McCarthy struts across the Capitol in full control of Senate investigations. He runs one committee and has his man Jenner lined up to run another. The other senator from Wisconsin, fellow named Wiley, is reportedly rather fed up with being known as just that, especially now that he's become chairman of the Senate Foreign Relations Committee. He has set up an investigating committee of his own to look for reds in his bailiwick, or maybe to keep McCarthy from doing it ahead of him.

negotiations. It isn't rising out of hot air—although there is a lot of that, too—it's really coming out of the hard rock of our foundations."

Why are negotiations so dragging and acrimonious?

"Theoretically, men of good will ought to be able to sit down on opposite sides of a table and reach conclusions fair and equitable to all parties.

"Unfortunately this isn't true, either at a peace conference or a collective bargaining session. Men's minds act and react. Money in your pocket may mean less in mine. A freedom for me may mean a restriction on freedom for you.

"I don't like the cut of your hair and you think I have BO. Those things are part of the reason negotiations seem to drag on.

"But there are other reasons. Sometime you work toward ac-

ceptable language, through the abrasive process of debates and argument. Sometimes you reach agreement through discovery of a common ground by windy explorations.

"As for management, the publishers spar for an opening or probe for a soft spot. They are dealing with many unions, printers, pressmen, stereotypers, photo-engravers and the Guild. They want to make the cheapest settlement they can.

"A soft union that will settle for pennies can give them leverage to use on the unions that want dollars.

"So the publishers won't show their hand for a while. Besides, November and December are the big revenue months for newspapers. Money lost in a

shutdown in these months would never be recovered.

"As long as negotiations are going on—whether they are getting anywhere or not—management knows there won't be a shutdown. Come Christmas, the publishers can talk tougher and they usually do.

"The unions, too, know something about newspaper economics. They know, too, that maybe a shout in November can be a whisper in January."

Cleveland's shout in November, in the form of an impending strike vote, brought a quick settlement with the city's three newspapers which included general increases ranging from \$3 to \$7 and several other improvements.

At any rate, there is no visible sign that McCarthyism is gone. The day will come when the Senator will be demanding that the Eisenhower administration give him some executive papers and the attorney general, I would guess, will be advising Ike to do no such thing.

Perhaps the show-down will come this way. Or maybe some other way. It seems to me it cannot be avoided as long as McCarthy is vested with such great power as he has today, and as long as so many other senators are beholden to him for favors past in election battles, or are in fright of his enmity in elections to come.

I WAS DISGUSTED with Ike's campaign performance vis-a-vis McCarthy & Co. But let's put it down to the fact that he was a political newcomer and took some lousy advice. Of course he is a great American and above all a decent one. And no decent American can in the long run live with McCarthyism.

My guess—my hope—is that Ike will stand up both to the Taft international reactionaries and to the McCarthy domestic witch burners.

THERE will be other problems and some storm warnings can be seen, without disregarding entirely the forecasts of optimism about the future released to the public ear early this month.

Farmers are having a harder time; the middle and upper income housing market is pretty well saturated; interest rates have just been jacked up by the Federal Reserve and a hard money man is taking over the Treasury when billions must be refunded; consumer debt has been skyrocketing; the stock market has been zooming along.

There are ways to meet all these domestic economic problems, of course. The built-in cushion under our economy is vast. But this is a strange field for Eisenhower and many of his advisers and their reaction—and especially the timeliness of it—is an unknown quantity.

Much about the change of administration is extremely healthy. Much about the new faces is unknown—their press policy for one, at this writing.

THERE was a touch of greatness in Ike's "little prayer of my own" at the Capitol ceremonies. May God grant his prayer at this moment in history when man and science are in such precarious balance upon this earth.

The Guild Reporter

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

Kingston Names New Secretary, Plans Banquet

Kingston, N. Y.—Mrs. George Hard, society editor of the Kingston Daily Freeman, has been elected secretary of the Kingston Guild local, to serve the unexpired term of Mrs. Emma-dale Hicks. Freeman business office. Mrs. Hicks resigned when she found insufficient time to devote to the office.

The local will next month celebrate its tenth anniversary, with a banquet.