

The Guild

OFFICIAL ORGAN, AMERICAN NEWSPAPER GUILD (AFL-CIO, CLC)
Vol. XXIV—No. 9 Washington, D. C. April 26, 1957

Guild Signs Majority At Brantford, Ontario

Brantford, Ont.—The Ontario Labor Relations Board has set May 6 as a date for hearing the application of the American Newspaper Guild for certification as bargaining agent at the Brantford Expositor.

About 70 employees are affected, in the editorial, advertising, business office, circulation, cafeteria and maintenance departments. The Expositor is an afternoon daily of about 22,000 circulation.

Three-fourths of the eligible employees had signed Guild applications by the date of filing for certification, and International Representatives Fred Jones and Peter Reilly expect that the 80 percent mark will be reached by the date of hearing.

Guild interest at the Expositor started in the editorial staff and spread quickly to other departments, culminating in a weekend campaign in which teams of those signed called at the homes of remaining prospects.

An oddity of the organizing campaign was that it had been under way for a month prior to

the filing date without Expositor management becoming aware of the move. When the application was in, management began individual questioning of its employees. A telegram from Jones to management pointed out the employees' rights under provincial labor law, and the questioning stopped.

The Expositor group has elected provisional officers, to prepare bylaws and draft contract proposals. Clifford Hulme is chairman of the group, which includes Ed Eckert and Jim Henderson, from editorial; Bernadine Sawkins and Lorna Leyland, classified advertising; Jack Fulcher and Bob Wills, circulation, and Mary Brown, business office. A second representative from the business office and two from display advertising remain to be selected.

Supplement Brings \$24,000 To Hawaiian Office Unit

Honolulu, T. H.—A supplemental agreement, affecting 78 commercial department employees at the Honolulu Star-Bulletin, was signed this week by Hawaii Newspaper Guild officers, after almost five months of strenuous, sometimes bitter, negotiations.

The agreement brought a minimum wage increase of \$3 a week and because of the establishment of job titles and descriptions with appropriate reclassifications, increases run as high as \$17 a week. Scattered

throughout are many of \$10, \$12 and \$15.

Statistically, 31 of those affected came under the minimum \$3 a week increase category for a yearly boost of some \$4,000. The remaining 47 employees affected will receive increases of more than \$3 a week with a total payroll raise of approximately \$20,000.

Additionally the supplement to the agreement contains an advancement opportunity clause

(Continued on Page 2)

Guild Wins Two Peoria Elections Despite Management Drive

Peoria, Ill.—In the face of a dense barrage of management anti-union propaganda, Guild members employed by the Peoria Journal Star editorial and circulation departments won bargaining status for the American Newspaper Guild in two elections conducted last week by the National Labor Relations Board.

Editorial employees, with 105 eligible, cast 53 votes for the Guild, 42 for "no union." In the circulation department the count was 19 for the Guild, 16 for "no union." Ten failed to vote among the editorial group and one in circulation; there were neither challenges nor voided ballots.

The results, narrowly successful for the Guild in view of the much heavier majorities established in "signed-and-paid" memberships dating back to last summer, showed substantial cuts in Guild strength directly attributable to the efforts of Journal Star management.

When Guild majorities were first established and petitions for representation elections were filed, the Journal Star announced that it would "oppose

with all its strength" adoption of the Guild by its employees.

In the month just preceding the election, management pulled out all the stops for its campaign. Almost daily issuance of bulletins addressed to the voters, two general meetings of employees—paid four hours overtime for their attendance if the hours were outside their usual work shifts—personal interviews with every individual eligible to vote, and an attempt to alienate the support of craft unions for the newly-arrived Guild, were among the tactics.

International Representative Kenneth Byrd, assigned to the Peoria scene, was belittled by innuendo.

In the guise of "telling both

Lima, Ohio, Guild Poised For Strike Call At News

Lima, Ohio—Membership of the Lima Guild has authorized its officers and contract negotiating committee to call a strike at the Lima News, the city's only daily, acquired a year ago by R. C. Hoiles, California multimillionaire eccentric.

Timing of the strike is left to the discretion of the local executive board, since management is still preserving the fiction of appearing to negotiate, after declaring that the old contract ceased to be effective on March 1, its nominal date of expiration.

A negotiating meeting with management has been set for next Tuesday, the day that contracts between the News and several mechanical craft unions terminate. If the Guild-management meeting is like its predecessors, there will be much discussion but no progress toward preserving the Lima Guild has established in fifteen years of previous bargaining.

Craft unions have met with the same management attitude as has the Guild. Hoiles is a bitter-end opponent of labor unions, and in two instances has used strikes to force union labor groups out of other papers he has acquired.

The Lima News was fully unionized when he bought it in March, 1956. During the year, Hoiles has systematically en-

larged the staff in the entire plant, in what all union officers agree is a build-up of a strike-situation personnel. Should all union members halt work, it is said, the new employees could take over the vacated jobs immediately.

When strike action appeared to be the only remaining avenue of protest, the Guild's membership directed the preparations be made, with strike committees, a headquarters and other preliminaries to be arranged by Guild officers.

Executive Vice President William J. Farson discussed the situation this week with Guild leaders here, and yesterday Secretary-treasurer Charles A. Perlik, Jr., sent a defense fund check for \$10,000, as an indication of ANG backing for the

Third Vancouver Group Votes ANG Affiliation

Vancouver, B. C.—By a count of 33 to 1, employees at the Vancouver Herald have voted to follow the example set at the two bigger afternoon dailies, and shift their union affiliation to the American Newspaper Guild, AFL-CIO, CLC. The Herald employees have heretofore been organized in a chartered local directly under the Canadian Labor Congress, the parent labor organization in Canada.

The Herald is a morning paper of some 34,000 circulation, the smallest of the three dailies published here. As the News-Herald, it was acquired four years ago by the Roy Thomson chain of newspapers, which operates more than a score of comparatively small dailies across Canada, from headquarters in Toronto.

The Herald employee group will join more than 700 Guildsmen at the Sun and Province who now comprise Local 115, newest and tenth largest in the ANG. When the Herald group's contract comes up for renewal, it will be ANG's first opportunity

in Canada to bargain with Thomson management for wages and working conditions.

Local 115 has adopted a new set of bylaws, making changes to conform with the ANG constitution, and has agreed to continue the disparate dues structure as between Sun and Province membership until July 1. Province unit members' dues will be raised to the level of the Sun membership payments, on that date.

Six Sun unit officers have been designated to a provisional executive, and next month's membership meeting will see Province choices added to the local governing body, which is to serve until December's annual meeting.

On the nine-man board, Sun officers assume six posts. Chris Crombie is local president, Art Smart and Tom Meade are vice presidents, Don Grieve is treasurer, Robert Nordin is membership director and Percy Zimmerman a trustee.

Province membership will be asked to designate one vice president, a secretary and one trustee.

The local will be eligible to cast seven votes at the St. Louis convention, and last week designated four as the number of delegates who will be sent to the ANG gathering. Crombie, Smart and Grieve have been chosen, and the fourth will come from the Province membership.

The British Columbia Labor Relations Board has been requested to amend the certificates of representation issued individually to Sun and Province groups to conform to the new ANG local designation. A similar amendment will be sought in the existing certification for the Herald employees.

Formal approval of the transfers has been given by CLC officials.

(Continued on Page 2)

Strike Office Opened At Lima

Lima, Ohio—Headquarters for the Lima Guild's strike organization have been established in Room 19, at 109 East High street, it was said by International Representative Ray Mann who is assigned to the Lima situation.

IR Robert Bruner, of Terre Haute, is also expected to be at Lima for next week's bargaining meeting with News management.

embattled Lima members.

It appeared likely that when the strike call comes, the Guild will be joined by the mechanical crafts, since their stake in survival is identical.

Labor unions are only one in a long list of editorial hatreds which Hoiles regularly voices in dully-written columns of signed verbiage. Public schools, libraries, the post office, and other commonly accepted enterprises supported by taxation are favorite targets.

As a result of this editorial

myopia, Hoiles has alienated great segments of the public which must read his paper or remain completely uninformed concerning local events. Lima is a strongly unionized community, with mass industries under contract for their thousands of employees. There will be no lack of public sympathy and support for a strike at the Lima News.

The Lima Guild has already taken other steps available to it. This week Carroll Martin, a field examiner for the National Labor Relations Board, arrived here to investigate Guild charges that News management had violated the National Labor Relations Act, and a representative of the Wages and Hours division of the Department of Labor is also checking on Guild charges that violations of the Fair Labor Standards Act have occurred.

The NLRB charges assert that News management has repeatedly harassed employees because of their Guild affiliation and activities, discriminated against one Guild member by discharging him after goading him into rebellion, and failed to bargain in good faith. The last charge arises from management's refusal to abide by the renewal clause of the old Guild contract, and its institution of new working conditions without subjecting them to the collective bargaining process.

The Guild is organized in all departments within its jurisdiction at the News.



TWO YEARS, NINE DOLLARS—The Hudson County Guild signs a two-year agreement with the Jersey Journal, Jersey City, which provides for a 10 percent increase during its term. Seated are Harold Dublir, management negotiator, and Edwin Harnett, Guild local president. Standing, from the left, are Eugene Farrell, editor; Martin Gately, chairman of the collective bargaining committee; Hays Aulan, Journal unit chairman, and Marvin Duskin, local vice president.

Win \$9 At Jersey Journal In New Two-Year Agreement

Jersey City, N. J.—After negotiations which began last November, the Hudson County Newspaper Guild has a new contract with the management of the Jersey Journal, Jersey City, which provides for substantial pay increases.

The two-year contract, covering editorial department employees, provides for an increase of \$3 across the board the first year and \$4 the second year. It also includes a night differential of 50 cents a shift. There was no previous night-side premium pay.

Another new provision in the contract, which marks the 10th anniversary of the first Guild agreement with the Journal, is an additional holiday. This holiday will be taken at the employee's option from one of several religious holidays observed by the Christian or Jewish faiths or Lincoln's Birthday.

Mileage is also increased from eight to 10 cents. In a covering letter, management agrees to meet with Guild representatives to discuss pensions within 90 days after the contract signing, which was April 12.

The new top reporter's minimum after four years' experience is \$107 weekly. Pay increases are retroactive to last Dec. 1.

Hawaii

(Continued from Page 1)

Under the terms of the settlement all employees in the bargaining unit, those in the business office, inside circulation and commercial printing departments, will be covered by the contract now in effect between the Star-Bulletin and the editorial and advertising departments of the afternoon newspaper. The master contract expires May 18, 1958.

Negotiation of the supplemental agreement started December 3, 1956 and was completed April 22. International Representative Joseph Campo was the Guild's negotiator, assisted by George Kajiura, Kenneth Sakamoto, Edith Soper, Lillian Freitas, John O'Grady, Thomas Lum and Roy Cummings.



CITY DESK SATIRE—Broad burlesque marked a shift presented by the Madison Guild at its recent annual party. The central figure is Guildman John Samuels, portraying the trials of a city editor caught between half a dozen fast-breaking news stories and frequent admonitions of the publisher for Page One "policy play." Identification placards proved unnecessary for the all-Guild audience, as the action unfolded hilariously.

Guildsmen Among Winners In Sigma Delta Chi List

Two members of the Washington Newspaper Guild—Herbert L. Block, of the Post and Times-Herald, and Ben Price, of the Washington bureau of the Associated Press, are listed among those who next month will receive awards for distinguished service in journalism from the Sigma Delta Chi, journalistic fraternity.

Block, whose "Herblock" signature on his syndicated cartoons is known wherever printing presses roll, won the award in the field of editorial cartooning. The entry was on the subject of the people's "right to know," and showed that right as a ball being tossed about by a group of government-agency bullies, to confuse the small boy to whom it belonged. "Ball? I haven't got your ball, kid," was the caption.

Price was chosen in the field of Washington correspondence for a "well-rounded, penetrating and objective study" of the acute National problem of racial integration. While assigned to the Atlanta bureau of the AP, he held office as an ANG international vice president.

Two Portland, Ore., Guildsmen were responsible for a series which won for the Oregonian in that city the SDX award for



"HERBLOCK"

public service in journalism. The stories were on labor bossism in Oregon, and led this year to a Senatorial inquiry into labor-and-management racketeering. Their work won for them the Guild's Heywood Brown award.

Toronto Driver Restored To Job By Arbitration

Toronto, Ont.—A Star truck driver discharged last January after a \$6,000 traffic accident for which he was convicted of careless driving, has been restored to his newspaper job through arbitration proceedings brought by the Toronto Guild.

Prof. Bora Laskin, of the University of Toronto's law faculty, headed the five-man board which heard the arbitration case. In his findings, he lauded the Star management's serious view of dereliction of duty as to safe

driving, but held that discharge was too heavy a penalty.

The award required, instead, that the driver suffer a one month's suspension. In the settlement, the driver was to repay the severance he had received, less the amount of due pay awarded, and also to pay to the Star the amount of his earnings on other work in the interim.

ANG Vice President, C. Joseph Beaulac and Executive Secretary Bob Buchanan were the Guild's representatives on the arbitration panel.

Peoria Wins Two

(Continued from Page 1)

The publisher assured those at the last meetings that he would ask the daily's board of directors to make stock ownership available to the employees, at a board meeting set for two days after the election.

Craft union officers, in a three-

hour session, were assured that management is not anti-union, has no objection to the craft unions, is merely against the Guild. Representatives of three of the five unions thus summoned argued bitterly, and left the meeting in anger at this management maneuver, after announcing they planned to give every needed assistance to the Guild.

Management held its campaign carefully inside what it deemed to be the labor law's restrictions, but on many points it became necessary for Byrd to correct flat misstatements of fact, to note that management's arguments covered only part of the circumstances cited, and to offset adverse opinions with quotations of support.

In personal interviews, some employees were told that much more could be said against the Guild "if it were not for the law."

Many of the employees subjected to this type of pressure had been dues-paying Guild members for seven months. In that period they had learned how the Guild operates, had named their provisional local officers and helped draft contract proposals for improvements dictated by their own working conditions. The Midwest district council held its winter meeting in Peoria, with local Guildsmen as hosts.

The Guild will seek to open contract negotiations at the earliest available date.



GRIDIRON FETTERIES—Ornamentation for the San Jose Guild's Gridiron Dinner next month will be heightened by the presence of Miss Headline as official hostess. She is Ann Rich, shown here with Miss Extra, Marlene Vavra, and Miss Bulletin, Judith Williams. Skits lampooning civic officials' follies, and a Guild award for distinguished citizenship, will mark the evening.

Herblock To Be Lecturer At Roosevelt University

Chicago, Ill.—Herblock, editorial cartoonist for the Washington Post & Times Herald, will deliver two lectures at Roosevelt University, under a grant made by the Sidney Hillman Foundation.

Herblock, to use his non-billboard name, is a native of Chicago, studied at Lake Forest College and the Art Institute of Chicago and for four years was with the Chicago Daily News.

After ten years with NEA and two years in military service, he went to the Washington Post in 1946, where his penetrating comment on national and international affairs won him top rank among present-day cartoonists.

He has twice won Pulitzer prizes, was a Heywood Brown Award choice in 1950, and his

Italian Newsmen Returns After Guild Internship

Carlo Lami, 30-year-old Italian free lance writer and union official, has completed a year's stay in this country and returned to Italy this month. He was an exchange student under the trade union leadership development program sponsored by the Department of Labor, and at his request six weeks of his stay in this country was spent in observing first-hand the operation of the American Newspaper Guild.

Lami learned English in his first three months at Columbia University, where he took trade union subjects for study. His aptness was such that by the

Elizabeth Press Contest Memorial To Compton

Elizabeth, N. J.—The Elizabeth Guild has designated its annual high school press contest as a memorial to Robert Compton, Elizabeth Journal reporter killed last November in an automobile accident.

Compton had been for a number of years chairman of the Guild's committee on the contest, which seeks to encourage writing excellence in periodicals of schools in the local area of news coverage.

Named as chairman for this year's project is R. Allen Durling, of the Journal unit. Working with him will be Joan Sherako, Fred Cassin and Joseph Kerrigan, of Plainfield; Reginald Kavanaugh and Mrs. Tek Talmon, New Brunswick, and George Lucas and Jack Ten Berge, of Paterson.

Newhouse Attacks Competence Of St. Louis Guild President

St. Louis, Mo.—Readers of the St. Louis Globe-Democrat are getting no movie reviews these days as a by-product of an attack S. I. Newhouse management has opened on Herbert L. Monk, Guild president and veteran movie critic. Management, after meeting Guild resistance to an effort to transfer Monk from his post, which he has filled 26 years, discontinued printing movie criticism, in what the Guild charges is a freeze-out attempt.

Publisher Richard Amberg admitted to the Guild that immediately preceding the effort to transfer Monk, Amberg had lunch with a representative of the largest movie exhibitor in town, who long has sought Monk's removal as critic.

Amberg said this advertiser declared he would rather see no reviews in the Globe than Monk's reviews. But Amberg's then company president, James Burkhart, who said a grievous error had been made.

Six years ago there was an attempt, allegedly instigated by the same advertiser, to remove Monk as critic. It came through the Globe's advertising department and, after strong Guild protest, was squelched by then company president, James Burkhart, who said a grievous error had been made.

Two years ago, S. I. Newhouse bought the Globe and Amberg was installed as publisher. Early last fall Philip Hochstein, Newhouse's "\$85,000-a-year" trouble-shooter, appeared to participate actively in direction of the news departments, while Hochstein concentrated on advertising problems. Hochstein has been here intermittently since then.

It was Hochstein who informed Monk late in the fall that his movie reviews would be replaced by syndicated previews. Hochstein told Monk that, if he would take another position, he soon would be in good position to request a merit increase, Monk reported.

Monk declined and the Guild charged the move was an attempted violation of its jurisdiction clause, a farming out of work normally done by a Globe unit Guild member.

Hochstein argued in the grievance session that interest in movie reviews was dying but that the public might be interested in previews. A strange coincidence was that just prior to Hochstein's move the advertiser in question had made it impossible for Monk to preview most pictures.

The matter was dropped for a time, then the Globe quit print-

ing Monk's movie reviews, carrying only Sunday thumbnail criticisms by him. However, he was not told to quit writing reviews.

Hochstein, it has been learned, was sending Monk's unpublished, uncopied reviews to an unnamed individual for a critical comparison with copyread and published reviews by Myles Standish, St. Louis Post-Dispatch movie reviewer.

He then sent this comparison in an exhibit, with a "confidential" letter to Rollin Everett, executive secretary, in which he described Monk as "sadly mis-cast" and referred to "glaring inferiority and incompetence."

Hochstein said the exhibit had been prepared by "a Guild member whose competence in this field and whose fairness no one could question." It contained a vitriolic attack on Monk's work, part of it having to do with grammatical construction in the uncopied work. Part was an expression of desire for straightforward criticisms of the sort the Globe's advertising department dislikes.

Hochstein's letter was the first criticism of Monk's competence in 26 years of reviewing. Not even the present management had expressed to him any desire for a change in his style. Amberg in various conferences with Monk on movie matters

St. Paul Schedules Rights Conference

Twin Cities, Minn.—Carl Hennemann, St. Paul Dispatch Pioneer reporter, will serve as co-chairman of an all-day AFL-CIO Institute on Human Relations in St. Paul May 4. Carl is the delegate of the Newspaper Guild of the Twin Cities to the Ramsey County CIO Council. He also serves as the chairman of the St. Paul CIO Human Rights Committee and is a member of the Mayor's Committee on Human Relations in St. Paul.

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The award, highest honor in the field of radio, goes this year to Edward P. Morgan, ABC network broadcaster whose program is sponsored by the AFL-CIO.

"The outstanding news program of 1956," read the citation, noting that the AFL-CIO offers the program "without any suggestion of special pleading or propaganda."

"Mr. Morgan's daily 5-minute program of hard news and commentary developed a wide public acceptance because of the skill and brilliance of its presentation," said the citation.

The Guild Reporter

CHARLES E. CRISSEY, Editor

Published by the American Newspaper Guild (AFL-CIO, CLC) the second and fourth Fridays of each month at 1126 16th St., N.W., Washington 6, D. C. \$3 per year. Single copy 15c.

Guild Reporter deadline at 1126 16th St., N.W., Washington 6, D. C.: letters and features the Friday preceding publication date; news, Tuesday preceding publication; news bulletins, Wednesday preceding publication. Advertising deadline at 100 Harrow road, Westfield, N. J., two weeks before publication date.

Re-entered as second-class matter July 30, 1956, Washington, D. C., Post Office, under the Act of Aug. 24, 1912.

Acceptance for mailing at the special rates of postage provided for in the Act of February 28, 1925.

April 26, 1957

Vol. XXIV—No. 9

Oil For The Presses

It may be as Jim Wechsler says, that in a democracy truth will eventually out.

But a nomination is hereby made for the least publicized story of the year. Eligible to second the nomination are Guildsmen who search in vain for any reference to it in their home city dailies.

The story, in brief, is that the huge international oil companies enjoy a tax give-away from our government, the size of which makes Dave Beck's cash turnover look, by comparison, like the receipts from a Girl Scout cookie sale.

Through this dandy little government gadget, oil companies are allowed to skip payment of any income taxes whatever on their fabulous Middle East profits. One company alone saved something like \$100 million last year. You and I, and the rest of the taxpayers, made up the deficit, as of April 15 just passed.

The story has been lying here for the taking, in Washington, where a Congressional hearing on the subject saw a procession of Brooks-Brothers-attired spokesmen explain the special immunities their firms enjoy.

But the news services and U. S. publishers in general weren't interested. The President hadn't heard of it, when AFL-CIO newscaster Edward P. Morgan queried him on the subject at a press conference.

One Congressman, Elmer J. Holland, Pennsylvania Democrat, has put his finger on a probable reason for the apathy. It concerns the aforementioned Dave Beck.

The oil company hearing, it appears, occurred at the same time that TV cameras were dolly-ing in on the crowded Senate caucus room where Beck and a few of the less winsome inhabitants of our great Northwest were furnishing dripping rich copy for the waiting front pages of the Nation.

The newsroom choice, if one had to be made, was easy. At any rate, the racketeering copy led the news budget. If the oil companies got off scot free, tax-wise and publicity-wise, it was merely a happy circumstance for the lads, who, bless their hearts, belong to the same country club as the publisher, and shoot a shrewdly merciful game of golf on occasion.

Or it may have been even more elementary. It's quite possible the papers might have been crowded that day. In that case, news columns had to be cropped to make room for the last-minute arrival of advertising copy, slugged "Must today sure." Who is to object if the ad copy extolled the virtues of, say, Golden Esso Extra?

AMERICAN NEWSPAPER GUILD

Philip Murray Building

1126 Sixteenth St., N.W., Washington 6, D. C.

PRESIDENT: JOSEPH F. COLLIS

EXECUTIVE VICE PRESIDENT: WM. J. FARSON

SECRETARY-TREASURER: CHARLES A. PERLIK, JR.

REGIONAL VICE PRESIDENTS: 1—John P. Thompson, 43 Windsor Road, No. Quincy, Mass.; 2—Richard Lane, 81 North Reed St., Memphis, Tenn.; 3—James B. Woods, 717 Princeton, St. Louis 8, Mo.; 4—Fred D. Fletcher, 487 Raymond Way, Santa Rosa, Calif.; 5—Arthur Rosenstock, 380 E. 14th St., Bronx, N. Y.; 6—C. Joseph Beaudette, 190 Indian Road, Chino, Toronto & Canada.

AT-LARGE VICE PRESIDENTS: Wilfred E. Alexander, 168 Val Park Ave., No. Valley Stream, L. I., N. Y.; Ed Mardianak, 51 West Superior, Chicago 10, Ill.; Daniel A. McLaughlin, 111 Maple St., West Orange, N. J.; Robert C. Mafford, Box 55, West Highland, Ohio; David Wally, 1201 Westfield Ave., Pittsburgh 16, Pa.; Harvey H. Wing, 1128 Hamilton Lane, Burlington, CEN.

DIRECTOR OF ORGANIZATION: J. William Blatz

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

EXECUTIVE SECRETARY, CONTRACTS COMMITTEE: Stephen Ripley

INTERNATIONAL REPRESENTATIVES: J. Ed Allen, Edna Berger, Robert E. Bruner, Kenneth R. Byrd, Joseph L. Campo, Joseph G. Colangelo, Charles Dale, Fred Jones, Ray Mann, Maxwell H. H. Pyle, Peter Rolly.

"It Says They Took A Strong Stand Against Government Handouts And Secrecy"



IT SEEMS TO US

Says AFL-CIO Ban Covers

Communist Connections

NEWBURGH, N. Y.

Editor: Sam Lambert of St. Louis asks (GR, Mar. 22) why the same reasoning and policy of AFL-CIO toward use of the Fifth Amendment by trade union officials and members to cover corruption shouldn't also be applied with respect to present or past communist connections.

May I suggest that he read the AFL-CIO statement of policy with respect to this? He will

see that the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Anent Spelling, He Offers

The Rule-Proving Exception

CHICAGO, ILL.

Editor: I can't refrain from commenting on Nell Womack Evans' otherwise-delightful dissertation on spelling in the April 12 Guild Reporter.

Nell offers two rules aimed at preventing misspellings. One of

them says: "If you add an ending which begins with a consonant, keep the E. Like, say, manage—management."

Nell better check again quick before every blotman in the country fumes hell. What about "judge—judgment"?

WILLIAM H. MEYERS

Ex-Chicago Guild

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Letters shall be limited to 300 words and shall avoid libel and subject to deletion by the Guild. Members subjected to personal attack shall be given opportunity to reply as the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

HOW-TO-BUY

More Income Means Better Diet

By SIDNEY MARGOLIS

Consumer Expert for the Guild Reporter

THE TRUTH ABOUT GOOD NUTRITION is finally out. More "nutrition education" is not now the major need to get people to eat more nourishing meals. Even less necessary are the advertising campaigns for milk and other high-nutrition foods, on which food processors and farm organizations rely. What moderate-income families really need is more money to buy good food, or lower prices. Give them the money, and people nowadays generally will buy a good diet.

While the dairy industry and other food trades are spending millions on advertising to persuade people to buy more high-nutrition foods, a survey by the U. S. Department of Agriculture shows that income is the most important single factor in whether or not a family eats well.

The survey found that in 1955 the average family of 3½ persons with income of \$2000-\$3000, spent \$26 a week for food; with income of \$4000-\$5000, spent \$32; with income of \$6000-\$8000, \$38. There was a direct relationship between the amount spent and the adequacy of their nourishment. Only six out of ten \$2000-\$3000 families and seven out of ten \$4000-\$5000 families were found to be getting all the calcium they need. In comparison, eight out of ten of the \$6000-\$8000 group got enough vitamin C, compared to between eight and nine of the higher-income groups. Similarly with other nutrients.

The tipoff is that the survey found low-income families use only 12 quarts of milk a week compared to 16 for medium-income folks. This indicates the American Dairy Council might unload more milk by discontinuing its costly television and magazine advertising campaign to "drink more milk," and with the money saved, reduce the price.

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

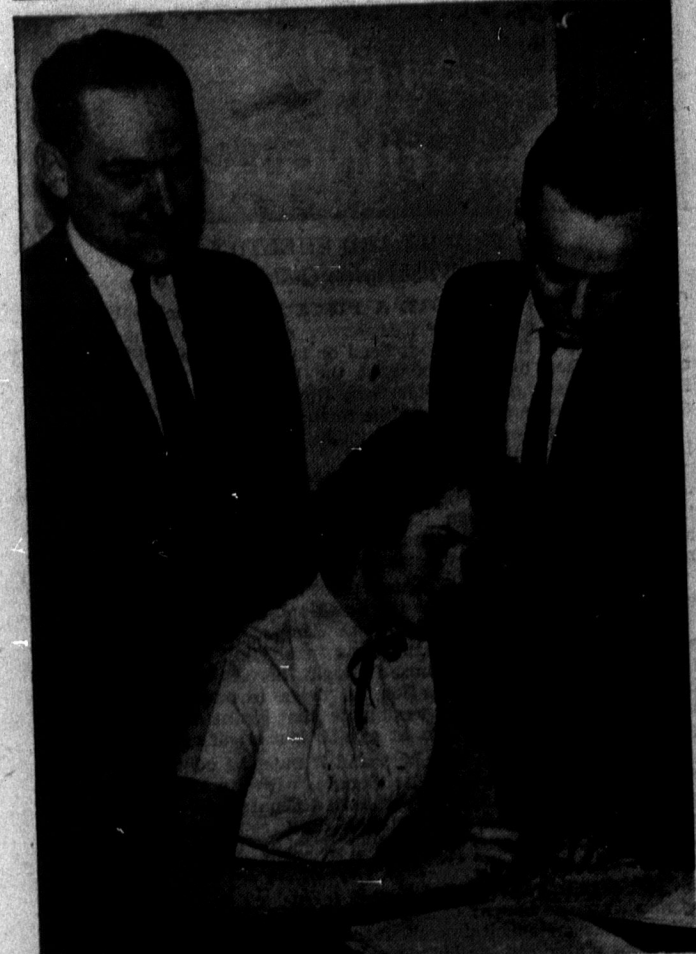
MAURICE D. HERBERT

Newburgh-Beacon Guild

Let's see what the statement of policy does so apply, although that fact has been minimized in all news coverage of the declaration.

MAURICE D. HERBERT

Newburgh-Beacon Guild



FIRST APPLICANT—Mary King, of the Telegram unit of the Toronto Guild, signs a form enrolling her in the local's insurance participation program. Looking on are Ron Thompson, former treasurer, and Alfred S. Kelly, member of the sales staff of the Canada Life Assurance Company. All members of the local are completing individual record forms for the program, constituting the largest local group now covered by the ANG benefit project.

ANG Insurance Plan Outlined In New Descriptive Booklet

Booklets descriptive of the ANG group life insurance program have gone out to local officers, with a clarifying letter from Secretary-treasurer Charles A. Perlik, Jr., concerning two points in the plan. Booklets are available in quantity to locals which decide to participate, for distribution to individual members.

The first point of clarification concerns financing the program. Should locals need additional funds to purchase and maintain insurance for their members, the added revenue should be raised through an increase in the members' dues, rather than through a membership assessment.

In many States it is illegal to levy assessments for the specific purpose of paying for insurance. Perlik notes. Nor can a Guild Shop be enforced under the Taft-Hartley law for failure to pay assessments, whatever their purpose.

But dues income may legally and constitutionally be used for insurance purposes, and collection can be enforced under a Guild Shop contract, even though a dues increase be coincidental with a local's decision to buy insurance.

The second point of clarification notes that eligibility is waived for a member who enters the armed services, although on his return to his civilian job his coverage is resumed.

With Portland, Ore., Kingston,

Local Voting

Canadian Wire Services
Toronto, Ont.—Jean Pouliot, of Toronto Television News, is new secretary of the Canadian Wire Services Guild, succeeding Ian H. MacIntosh. Pouliot won in a contest with Lynne Russen-holt, of Toronto Radio News.

Following the resignation of Peter Reilly, to become an international representative for ANG, the local membership has designated Phil Calder to the presidency, by acclamation. Calder had been vice president. Nominations for the vice presidency have been asked from the various units.

Wilkes-Barre
Wilkes-Barre, Pa.—Joseph F. Collis, international ANG president; Kermit Griffiths, Record advertising, and John McConlogue, Record commercial, were elected Local 120 delegates to the ANG convention. Robert Patton, Record editorial, was elected alternate at the April meeting of the local.

Griffiths was delegate to the Boston convention and Patton was a delegate last year at Toronto.

Denver
Denver, Colo.—Donald W. MacMillan, executive secretary, will be the Denver Guild's delegate to the St. Louis Convention in July. He was chosen by vote of the citywide membership meeting April 14.

Hudson County
Jersey City, N. J.—Edwin Harnett is the new president of the Hudson County Newspaper Guild, succeeding Haig Anlian, who becomes chairman of the Jersey Journal unit.

Others installed are: Vice president, Marvin Duskin; treasurer, Harold Lubell; corresponding secretary, Ray Kierce; recording secretary, Edward Brennan.

With the officers, members of the executive board as members-at-large are John Havas, Sheldon Gorlick and Martin Gately.

Toronto
Toronto, Ont.—Seven delegates will speak for the Toronto Guild at the St. Louis ANG convention. Chosen at the annual membership meeting were the following: Mike Russell, local president; C. Joseph Beauchamp, ANG regional vice president; Bob Buchanan, local executive secretary; Nada Boxinoff; Ed Mahoney, Telegram unit chairman; Jack Dobson, local vice president; and Harold Russell, local treasurer.

Ruth Clark, local secretary, and Walter Ball, former Star unit chairman, were chosen as alternates.

Madison
Madison, Wis.—Hal J. Roche has been named secretary of the Madison Guild, to succeed Richard Golden, who has shifted to a job in Washington, D. C.

British Journalists' Ethics Code Has Teeth
London, England—The National Union of Journalists has fined a North England member 40 pounds (\$112) for a breach of the union's code of ethics. It is believed to be the first instance of its kind.

The member was charged by hospital authorities with having made "an unauthorized entry" at the hospital with intent to photograph a woman patient whose ailment had been the subject of much newspaper publicity. The member made a formal apology for having violated the code. The NUJ firmly supports its members in refusal to carry out news assignments involving "unethical conduct."

Chicago Honors Craftsmen In Annual Page One Affair

Chicago, Ill.—Thirteen winners of Page One Awards for outstanding newspaper work in 1956 in the Chicago area were made public this week by the Chicago Newspaper Guild.

The winners will receive the traditional "sticks of type" at the Guild's annual Page One Ball tomorrow at the Sheraton Hotel.

They are: George Thelen, Chicago Daily News reporter, and his fellow reporters, rewriters and editors, for their initial investigations which broke the Hodge scandal.

Ralph Arvidson, Chicago Sun-Times photographer, for his story-telling picture of children at play, "Modern William Tell."

Met Larson, Chicago Sun-Times photographer, for his emotion-packed picture of last year's tragic "el" wreck, "Courage and Despair."

Robert A. Stieve, Chicago Daily News photographer, for his stirring sports picture of a boxing match, "Victory and Defeat."

Joe Kordick, Chicago Sun-Times photographer, for his unusual sports picture, "Soc'er."

Edward Deluga, Chicago Daily News photographer, for his humorous picture, "Ugh!" of four children waiting for their polio shots.

M. W. Newman and Lester R. Brownlee, Chicago Daily News reporters, for their series of stories on the state's Aid to Dependent Children program.

Art Petasque, Chicago Sun-Times reporter, for his three exclusive interviews of figures in the Hodge case.

John Kay Adams, Chicago Sun-Times reporter, for his weekly series of stories spotlighting the growth of Chicago's suburbs.

Jack Jordan, Chicago Sun-Times picture editor, and Dave Mann, Chicago Sun-Times photographer, for their work illustrating how pictures may be taken in court without interfering with a trial.

At the ball, \$100 for the Stick of Type winner whose work best typifies the high standards in the journalism field will be announced.

Judges were Ray Jefferies, Associated Press; Merritt Johnston, Daily News; Jesse Bogue, United Press; and August Sisco, Sun-Times.

Peter Reilly, CWSG, Named To ANG Staff
Toronto, Ont.—Peter Reilly, for the past year president of the Canadian Wire Services Guild, has joined the ANG staff of international representatives. His appointment brings to three the number of staff members assigned to Canada.

Reilly will join Fred Jones in being based here, and will have Ontario Province outside of Toronto as his immediate territorial assignment. The third ANG international representative is Charles Dale, who is stationed in British Columbia. Dale, like Reilly, moved to the staff from the presidency of the Canadian wire services local.

Reilly is 24 years old, and became a Guild member in 1953 when he joined the news staff of the Canadian Broadcasting Corporation. He served two years as local secretary and eighteen months ago was elected president.

He headed the local during its recent negotiations for a new contract. To obtain a settlement, the local adopted a strike authorization, and established improved contract terms through federal mediation efforts.

Reilly also has served a year as president of the Canadian District Council.

For fair labor laws
Keep your eye on
Your Congressman



Photo by Tom Barlet, Madison Guild
AIDING LONGEST STRIKE—This month the strike of Auto workers against the Sheboygan, Wis., plant of the Kohler plumbing fixture firm entered its fourth year. Guildsmen are among the thousands of union members who have aided the strikers' cause. Above are Irv Kreisman, Madison Guild president; Mayor Rudy Floetz, of Sheboygan, who has sided with the Auto workers, and Vern Fox, Sheboygan Guild president. The Madison Guild has sent a carload of supplies and \$100 in cash to the strikers; while Sheboygan Guild members assessed themselves \$1 per week for a period of two years. The picture was made at a Statewide rally for strikers at Sheboygan.

'Section' Meetings Build Up Rank-And-File Participation

By JOHN CARMICHAEL
Executive Secretary, Twin Cities Guild

Twin Cities, Minn.—A problem that haunts most good trade union leaders is that of rank-and-file attendance at membership meetings. This is a problem which the Guild has in common with other trade unions. We have our troubles on this score in the Newspaper Guild of the Twin Cities. Possibly our problem is a little more complicated than most, as our members are employed in two cities—Minneapolis and St. Paul.

We tried a new approach on reaching our membership this year and found that the time spent on our new system—the section meeting—paid off. We made face-to-face contact with about 60 percent of our membership.

(1) To explain the general proposals.
(2) To take up in detail proposals of particular importance to specific groups.
(3) To enable the bargaining team to obtain information and clarification of problems affecting specific groups.

The 12 meetings were marked by vigorous interest and hot debate among the 125 members in attendance. Several sessions were broken up into smaller meetings with the bargaining team on points of primary concern to segments of the group.

One of the liveliest meetings was almost provincial in scope. County circulation staffers from outside Toronto attended an all-day luncheon session, gathering from 11 centers of Star staffing in Ontario.

Following the meetings, the negotiating team considered the views expressed by the various groups in revising their proposals. At each session it was pointed out that the sectional meetings were not intended as a substitute for the full-scale meeting of the Star unit, at which the proposals would be given final approval by the unit.

The meetings also served to uncover several breaches of the current contract and led to corrective steps, including follow-ups by stewards and Executive Secretary Bob Buchanan and letters advising members as to their rights under the agreement.

Leading up to the group meetings, and serving as a basis for them, was a survey of the unit membership calling for views on the new contract negotiations. The 300 replies to the questionnaire came from every department and exceeded 36 percent of total eligible participation.

Sometimes, we combined small groups into one section if the work interests were common, such as night copy, news and picture desks.

We tried to limit each section to 20 persons, although we occasionally made exceptions.

We found many advantages in these "tailor-made" meetings.

Workers seem more willing to take part in the discussion when they are among people who do the same or a similar job.

Time of meeting: We choose the most convenient time for whatever group we are meeting with. We started one meeting at 1 a.m. for a night crew. Other starting times ranged from 10 a.m. until 9 p.m.

There is no set time period for the meetings, either. Sometimes we could only have a 30-minute meeting. Other meetings have lasted as long as two and a half hours.

In some cases, we went back the second and third time for the meetings, if there was enough interest.

Place of meeting: We met in the plant and outside the plant. We met in restaurants, cafeteria, conference rooms, hotel rooms, wherever we could get the most people together.

If there is a rule in the entire program, it is "at the convenience of the members." Convenience of the members.

These meetings can be geared very easily to some specific subject and should be.

The entire operation takes a lot of time. We held at least 30 meetings over a period of about three months.

At no time did we view this system as a substitute for the general membership meeting. It is rather a supplement.

Is it worth the time? We think it is. We came into contact with nearly 400 of our 625 members.

We feel that we saw the difference in the reporting of grievances and the backing of negotiation committees during contract sessions.

It will not cure all of your problems by a long shot. But it helps. It helps a lot.

Local Copy Dailies Trail Pack In Campus Talent Hunt

As graduation time approaches, editors and publishers once again are complaining of an apparent shortage of qualified, college-trained beginners and diminishing interest among young people in newspaper work as a career.

Journalism school enrollments have declined 40 percent since the 1948 post-war peak. And at least a third of the journalism graduates this year can be expected to enter the higher-paying fields of public relations, advertising and radio-TV rather than newspaper work.

A survey by Charles T. Duncan, dean of the University of Oregon's School of Journalism, revealed that 1956 starting salaries for journalism graduates averaged \$73 a week. But this average included the higher salaries paid in PR, advertising and allied fields. Only 14 of the 134 Guild contracts which list starting minimums for reporters and photographers guarantee beginners \$70 a week or more, and seven of the 14 are New York City papers.

Three publishers with Guild contracts still refuse to raise starting minimums in the contracts even to the level required by Federal minimum wage laws.

Even Professor Duncan's average was more than \$10 a week below the average starting salary for all fields of employment recruiting college graduates last year.

"Let's look at the reasons for the manpower shortage in journalism," J. W. Cole, director of the School of Journalism of Pennsylvania State University, suggested at a recent meeting of publishers and advertising managers.

"First, too few high school students regard journalism as a desirable profession." In a University of Iowa study based on a 1,000-student sample of 24,000 graduating high school seniors, 80 percent of them thought that a beginning journalist could earn somewhere between \$20 and \$50 a week. Seventy-five percent saw no happy financial future for the journalist—they thought he'd be making from \$71 a week to something more than \$100 a week after 10 years of experience.

The students also appeared to believe that journalists had no regular work hours and were on call all of the time.

"There's a second and important reason why students are not studying journalism, and why they are not entering journalism. As a profession, we have not yet fully adjusted to the idea that we must sell our profession and sell it hard if we are to get our share of good-quality students. . . . I don't believe we can stand idly by and watch potentially good journalists persuaded to enter other professions. We have a responsibility for seeing to it that the newspapers continue to be staffed with top-notch professionals, and we must use whatever honest techniques are effective to discharge that responsibility."

"There's a third reason for the manpower problems we face. This reason grows from the fact that ours is a small-unit industry in a day of industrial giants. As individual newspapers we can't issue elaborate brochures extolling the virtues of our company. We can't spend up to \$2,000 per new professional employee on recruiting, as some large companies do."

"And finally, there's a fourth and rather basic reason. As employers, many of us are not coming close to meeting the competition of other industries and professions in our starting salary levels. The graduates aren't choosing jobs on the basis of paycheck alone, but it is true that salaries have to be reasonably competitive, and where there is a substantial difference between what a graduate can make by entering newspaper work and what he can make by entering some other field, the other field starts out with a definite advantage."

Last month, Murvin Perry, head of the State University of Iowa School of Journalism, told a city editors' conference that publishers must either choose to pay salaries that will attract the best young people into the journalism profession or be content to face a short supply of labor and to accept less than the best people.

Even editors and publishers are beginning to realize—or admit—that glamor isn't the answer to their recruiting problems. Two years ago, Jenkin Lloyd Jones, editor of the Tulsa Tribune, told the American Society of Newspaper Editors: "For too long, our business has tried to pay off in romance instead of cash."

More recently, Ed Murray, managing editor of the Los Angeles Mirror-News, put it this way, according to Newsweek: "It is true the profession has lost its glamor. TV and radio have more oomph than newspapering. There is also the money problem—the emphasis on security-type jobs that now runs through our whole culture and in which newspapering does not compete."

Archbishop Bids Workers Organize
San Antonio, Tex.—Roman Catholic Archbishop Robert E. Lucey has called for intensive organization of the city's workers by labor unions. San Antonio is a low income city, he said, because it has too few unions.

"Some people think poverty is a sign of God's displeasure," the Archbishop said. "I do not think that. . . . These poor people in San Antonio are victims of God's displeasure. I rather feel that they are victims of exploitation and that something is very wrong with the economic picture in San Antonio because the wealth is so unevenly divided."

It is beneath the dignity of a human being, the Archbishop declared, to work for less than a living wage, which he defined as a wage which allows for individual savings.

"No decent man can live on 50 cents an hour." Those non-union workers in San Antonio who make good wages were labelled "parasites" by the Archbishop because, he said, they owe their wage levels to labor unions.

THE AFL-CIO PRESENTS
Morgan and Vandercook
ABC WITH THE NEWS

Economics—A Fertile But Neglected Field In News Coverage

Several years ago when the stock market began to boom it was a common saying that the growth of business and the amazing vitality of the economy was the worst reported story in the country. I submit that it still is, at least as far as most newspapers are concerned.

I have often wondered why, even as I wonder why the financial pages of the Sun-Times are not better than they are.

What exactly is "economic news"? To turn the question around, one might well ask, "What isn't it?" There is no facet of daily life that, one way or another, doesn't have an economic aspect.

The YMCA is going to build a new building. Are contributions deductible from the income tax? The local ball club needs a new park. Should it be paid for with a bond issue? The women's club wants a new school. Can the tax payers afford it? Yes, behind every civic, political, sports... I'll let you extend the list... story there is a hard, sometimes insoluble, economic factor.

But let us pass the broad aspects, and seek a reasonably definable area which can be covered in the average newspaper.

There is a distinction that confronts financial editors, the rather technical distinction between "financial" and "business news."

Financial news is news of the money market. I would include in this area not only such things as Federal Reserve policy, Treasury policy and actions within the private banking system but also markets.

On many papers the printers still talk of the "markets" page. At one time, financial pages were little more than columns of quotations, and the major financial pages, by which I mean those like the New York Times and the Herald-Tribune, are still largely that, although they are also much more, too. I refer to the ratio of tables to news.

The history of organized news gathering reflects this interest in what might be considered abstract information. In the days when the busy New York press men out in row boats to meet incoming ships, the cargoes those ships carried was important news. One can well imagine how a merchant with a neat little corner on the spice market felt when he heard that a spice laden vessel had been sighted in-bound.

Reuters' news agency was founded on the distribution of commercial messages.

And even today, large banks make a practice of acting as news gathering and distribution points. Many a small town banker gets his business and financial news by reading material sent to him by his big town correspondent bank.

One of the major wire services—the Dow Jones ticker—is devoted entirely to financial news.

And of course there are hundreds of dope sheets, market letters, business forecasts and summaries, which serve the needs of people with money to invest.

But the growing art of public relations has helped bring to the fore another type of news. That is what I call business news—news about individual businesses, rather than the mechanics of markets and government money policy: "human interest" stuff.

Of course, some of this recent desire to "tell our story" is fairly close to financial news. I refer to annual reports and announcements of financing plans, and you could gain a lot by close attention to such material. But generally speaking, business news concerns itself with feature stories about the romance of the pickle factory, with announcements of promotions and retire-

This text is excerpted from an address at the University of Wisconsin journalism school by Austin C. Wehrwein, financial editor of the Chicago Sun-Times. In 1953 Wehrwein won the Pulitzer prize for international reporting with his study of Canadian economics. He was formerly on the staff of the United Press in Washington and was a Guild member prior to his promotion to his present job.

ments, new products and expansion plans, all in the area of what I consider "business" as opposed to "financial" coverage.

If this analysis is valid, how does it apply to a non-metropolitan newspaper?

Let us return to our banker friend. Let us consider what he and his friends are interested in, and ask whether most newspapers meet this interest.

Last summer I attended the school of banking on this campus. Most of the students came from small towns, and parenthetically to anticipate my point, they had a remarkable grasp of general business economics. Well, one student asked the lecturer how to keep up with the many changes that affect investments.

"I know you can't get it in your home town paper," the instructor replied. "You'll have to get it from weekly magazines and the big papers, and the Wall Street Journal."

Now you may well object that you can't match the Wall Street Journal. I know we can't. But are you doing an adequate job even at the local level for the banker?

I say for the "banker." Let me quickly amend that. For the farmer, whose welfare depends upon unbelievably complex economic forces and government programs. For the widowed next door who lives on the proceeds of securities left by her husband.

For the retired farmer who is a soft touch for uranium stock salesmen. For the merchants who are affected by higher costs and consumer trends. For the car dealer and the farm machinery dealer whose business may be wrecked tomorrow by a merger in Detroit or the failure of his factory to get a defense contract to plug a loss.

Many, many people in every community have economic interests rarely touched upon in their local paper. And some of those people are tremendously important to you. To put it bluntly, they may be your biggest advertisers. Or they may be the owners or officers of the paper mill or the milk processing plant or cannery which employs most of the people in your town.

And if your town is big enough to have labor unions, let me tell you that there is no group more interested in economic news than labor union leaders.

Now what can you do about it? Newspaper is scarce, space is scarce, staff is scarce. But none of those limitations prevents you from putting out a sports page that probably does a pretty good job, both locally and nationally.

And you probably give your readers a pretty good picture of state and national—perhaps even international—political news.

Now, I am willing to admit that covering simon pure financial news in detail is beyond

your scope. I know my own paper can only scratch the surface. But the news is available to you. The Associated Press financial wire had 166 separate stories or market reports on one recent day. If you can't afford the full wire, you can get plenty from the state wire.

The first job is to make a better selection from what you already have at hand.

Beyond that, it isn't hard to get material from the public relations departments of companies in your community, or from the headquarters if your community has only branch plants. You can get booklets, reports, summaries from such agencies as the Federal Reserve Bank and other state and federal bodies.

I would advise subscribing to such manuals as Standard & Poor's, a gold mine of information.

But of course printed sources and handouts are only the start. There are many experts right on your door step who can help, starting with our old friend the banker. Maybe you can't report and comment at length on complicated financial affairs. But what do the bankers, merchants and real estate men think of tight money? How will it affect the business and farmers in your area? You can cut a national story down to size. And speaking of experts, don't overlook professors in your local college.

Do you want industry in your town? Most towns do. The Chamber of Commerce has probably given you many stories that your town is the greatest site for industry in all creation—and more power to them, for many Chamber of Commerce secretaries know a lot of economics. But isn't the real story why you don't have industry knocking at your door?

Or take the dairy industry. For the life of me I can't get through my skull the workings of the milk market. Wouldn't

that make a good story, or a series of stories?

Who is going to do these stories?

You might start by asking whether this school's graduates can write them, for I don't believe that most older reporters and editors have bothered to educate themselves in economics (or have kept fresh and updated what they did learn in school).

I don't blame editors entirely. Reporters themselves seem to shy away from the field, although this is changing—now that public relations is becoming so attractive. If you want to get a PR job, experience on a business-financial page is a startling recommendation.

But times are changing. The Chicago Tribune puts many of its cubs directly into the financial-business news department to show that a story with numbers in it can be both important and fun to write. To a lesser extent the Sun-Times has done the same. Later on they can cover with ease stories about budgets, trade trends and the economic consequences of the Suez situation.

I am hardly competent to tell you how to organize your staff. But I wonder whether you couldn't do a lot by simply shifting the focus of both your desk men and reporters, even if they can't put full time on economic coverage.

But there is yet another group which must be taxed with responsibility—the business community itself. Business has become acutely aware of the influence of public opinion on customers, employees and stockholders. Perhaps too much so, because often companies regard newspapers as little more than house organs or bulletin boards. They think more in terms of public relations—which means influencing people—than in terms of news. The function of news, while it does influence opinion, is primarily to inform.

Most companies today pride themselves on cooperating with the press when it comes to complimentary stories about their president, or even news of industrial accidents.

Some companies are even cooperative in news about layoffs and labor trouble. But there is still much that they like to keep private—and it may be news that affects your whole community. This poses a prickly problem, because the activities of a company or industry at times may be of more immediate importance than the activities of government. But political agencies are subject to punishment for misdeeds at the hands of

voters. The company or industry is subject to no such direct control. And an experienced editor is well aware that if he offends the company boss (especially a family-owned company) he is going to have to live with him for maybe the rest of his life.

How, under these conditions, a paper is going to temper courage with realism is beyond the scope of this talk although it is a vital question facing a free press.

But I would say this in defense of the company or bank—or the labor leader—who is putting up his own private iron curtain: Very often he is afraid that even if he levels with a reporter or editor he isn't "getting through" to him. The PR boys call this a failure of communication. It could be that the representative of the press is just plain stupid. But it may be that he simply lacks sufficient background.

I know that this school of journalism is turning out people who can do this kind of a reporting job—if you give them a chance.

But business and industry, too, have a responsibility that they have never even realized.

Every so often businessmen are shocked to discover how little people know about the workings of the economic system. They are pained when polls show the public thinks they make too much profit. Then they deplore the state of the educational system, the Roosevelt administration, the statements from labor leaders, and the drift to what they consider socialism.

But what has business done to help newspapers do a better job in reporting economics? I don't mean that business has the right to expect newspapers to carry only one side of a story or to follow the line laid down by national and state manufacturers' associations. Not at all. Business would benefit most from searching but informed coverage, similar to that which most legislative bodies get. But if you are willing to agree with me that papers are derelict in their economic coverage, then it seems to me that it may well be up to business and industry to take the lead in getting this tremendous story properly told.

Specifically, I suggest that there be created something like the Nieman Fellowship for reporters and editors interested in economic coverage.

It is common practice for business to give money to education. It would be a refinement of this practice to create an "economic fellowship" as an adjunct to some first rate university economics department.

It goes without saying that it should be a no-strings-attached project, for the good of the students, the university and the company or industry giving the money.

This is not the place to draw up a blueprint for an "economic fellowship," but I can anticipate in it one of the most exciting developments in education and the newspaper profession. As a bit of bait to the business community, let me point out that such a fellowship would go not only to the academic well for wisdom, but would of necessity need the first hand views of leading executives—and I suggest—labor leaders.

Should such a project be launched, I believe that it would have a major impact in time on the newspaper profession. At least, as an editor who is still a reporter, I believe that it would create a whole new class of reporters.

After that, business and we reporters can demand some action from editors and publishers. We'd have the tools. We could then say: "Let us finish the job."



NO PAIN—Stockton Guild President Bob Whittington gets the needle as lead-off man in a mass polio inoculation for Record employees. It was a union-sponsored program. The doctor is Robert Salter, of the San Joaquin County medical society.