

US Supreme Court Upholds ITU Agreement

Hits NLRB On Foremen, General Laws

The U.S. Supreme Court has upheld the legality of the International Typographical Union's contract clauses embracing the union's general laws and requiring that foremen be members of the ITU.

A series of rulings by the high court last week also upheld the validity of non-discriminatory union-run hiring halls and set aside the National Labor Relations Board's "Brown-Olds formula," which compelled employers to refund union dues to all workers wherever the Board found an illegal union security clause in existence.

The court's rulings in all five cases knocked out NLRB decisions, labeling them "punitive" and in part an attempt to rewrite the Taft-Hartley Act.

The rulings were hailed by striking newspaper workers in Portland, Ore., where an NLRB trial examiner has held to be illegal the demands of the Stereotypers Union seeking to incorporate the union's laws into its contracts with the Oregonian and the Journal and insisting that foremen be members of the union.

The two papers also charged the Stereotypers with making an illegal demand in seeking to continue its right to name substitutes, a practice followed by newspaper craft unions for many years. This issue has never been decided in the courts, but the union has appealed the trial examiner's ruling.

Expressed in each decision of the Supreme Court was criticism of the NLRB for assuming that a union would discriminate against non-union members even where there was no proof it had and even where it pledged it would not.

In cases involving the ITU and the New York Daily News, Dow Jones & Co., the Worcester, Mass., Telegram and the Haverhill, Mass., Gazette, the court upheld lower court decisions sustaining the legality of the union's contract clauses calling for foreman to be union members and to do the hiring, for a competency test for all new applicants for employment, and for incorporation of the union's general laws into the contracts.

Justice William O. Douglas, in behalf of the 6-2 majority in the

(Continued on Page 3)

The GUILD REPORTER

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Chicago Defender Strike Fights Unfair Practices



Snow-pelted Pickets: The subsequent arrival of spring weather in the Windy City had as its harbinger a driving snow storm which greeted these Guild pickets at the Chicago Defender last week, when

63 members of the all-department unit went on strike after management refused bargaining information. In this picket detail, from the left, are John Hayes, Turner Pettway, Franklin Hickman, Philip Matthews and George Bailey.

Chicago, Ill. — The Defender unit of the Chicago Guild has launched an unfair practice strike to move Publisher John Sengstacke from a refusal to bargain and to combat his subsequent wholesale dismissal of the staff.

Guild members at the Defender put a picket line around the plant during a blinding snow storm Sunday, April 16, at 6:30 a.m. The Guild represents all mechanical and non-mechanical department employees at the Defender—about 75 people.

The unit struck after publisher Sengstacke claimed inability to pay, then refused any proof of his claim, saying:

"You'll just have to take my word for it."

Sengstacke also refused to tell the Guild when he would be ready to meet on a mechanical department contract. Guild proposals for an initial agreement were presented to management a month prior to the publisher's final refusal to meet.

The Chicago local has filed unfair labor practice charges against the Defender claiming the striking employees were discharged "solely because of their membership in and activities in behalf of charging parties, and their participation in concerted activities protected by the Act and sponsored by charging parties."

Other charges accuse the publisher of refusal to bargain. Sixty of the 75-member unit participated in the strike from its inception. Of the 15 who never

(Continued on Page 3)

Does Guild Membership Pay Off? Detroiters Get \$1.6 Million Answer

Detroit, Mich.—"Does it pay to belong?" asks a bulletin recently issued by the Detroit Newspaper Guild to its membership.

The answer, an emphatic "Yes," can be supplied by the 400 Guild members who last November experienced the crisis created by the sudden extinction of Hearst's Detroit Times, the bulletin explains.

It details the monetary benefits made possible for the ex-employees under a strong Guild contract,

and the help on many other fronts which the Guild supplied to the Times displacements.

"The Detroit Times died November 7, 1960," says the bulletin. "Suddenly unemployed by telegram in the wee hours of that gloomy morning were 400 people in the editorial, department, business office, advertising and units of the circulation department."

"One thousand others got the axe, too."

"Without a Guild, and without a Guild contract, there would have been nothing for the 400

except to pick up the little pieces and start the search for new employment and income."

"No severance pay. No pay or time off for earned vacations. No pay in lieu of notice, to prepare for the tragedy. No nothing."

But, the bulletin pointed out, there was a Guild and a good Guild contract.

It made all the difference in the world at the time the Detroit News announced it had bought the Times and was eliminating it, institution, jobs and all.

The 400 Guild employees have received nearly \$1,600,000 in severance pay, two weeks pay in lieu of discharge notice, pay in lieu of earned vacation credits, and disbursement of funds in the pension system that had been set up only ten months earlier.

The Guildsmen also stand a chance of splitting up all or part of \$30,000 involved in three grievance procedures still to be decided before a final epitaph goes on the Times tombstone.

Specific examples were listed in which the Guild and the contract meant extra money in the pockets of Times employees.

Also cited were some of the many steps the Guild took as an organization to help its jobless members. Among them were the operation of a job placement bureau and the establishment of a special group hospital insurance program.

Newsman Organize At Ottawa Journal

Ottawa, Ont.—Following a four-day organizing campaign in which a majority of the editorial employees of the Ottawa Journal signed membership cards, the Ottawa Newspaper Guild has applied to the Ontario Labor Relations Board for certification as collective bargaining agent.

May 2 has been set as a hearing date on the application.

Approximately 50 employees would comprise the bargaining unit sought by the Guild, which now holds a contract for employees in the Journal's circulation department. The Journal is an evening English-language daily of

about 68,000 circulation, and competes with the Southern Company's slightly larger evening daily, the Ottawa Citizen. The Citizen is organized and under contract throughout the full Guild jurisdiction.

International Representative Peter Reilly last week notified W. H. Metcalfe, managing editor at the Journal, of the Guild's majority holdings, at the same time moving the formal application to the Labor Board office at Toronto. Under Canadian practice, certification is granted without an election when the applicant union holds a firm majority of the unit as designated by the board.

Reilly said that the membership applications represent more than 60 percent, signed in the

four-day canvass. The unit sought would include all employees in the editorial department except supervisors excluded by the labor law, and would include three staff correspondents in Smiths Falls and Pembroke, Ont., and in Hull, Que.

Eight years ago the Journal's editorial staff was certified for Guild bargaining, shortly after the circulation department had been organized.

In July, 1955, a decertification election covering both departments lost the Guild its bargaining rights, by a count of 27 to 34, but Guild interest continued. The circulation department was again certified in October, 1959, and achieved a contract.

Walkout Delays Four NY Dailies

New York City — Publication of the April 27 early editions of all New York morning papers was delayed up to two hours when printers at the Times walked off their jobs following the dismissal of Samuel Resnick, chapel chairman.

Although the Times was the only paper involved in the dispute, the Herald Tribune, the Daily News and the Mirror held up their press runs until enough printers had returned to work at the Times to enable it to publish.

The printers walked out at 3:30 p.m. They began returning to work at 7:35 p.m. in response to appeals by Resnick and ITU Local President Francis G. Barrett to allow the dispute to be settled under the arbitration provisions of the contract.

The Times said the walkout forced it to cut news and advertising content of Thursday's editions 40 percent.



Riordan Memorial: This year's award named for the Washington Newspaper Guild's late president, Arthur D. Riordan, went to Msgr. George G. Higgins, social action director for the National Catholic Welfare Conference, in recognition of long efforts toward preventing exploitation of migrant workers. Making the presentation, at the local's Page One Ball, is Labor Secretary Arthur J. Goldberg.

N.C. Dailies Crusade For Jailed Unionists

Raleigh, N.C.—Two leading North Carolina newspapers are continuing to press top state officials for a review of the convictions of eight officers and members of the Textile Workers Union of America for a dynamiting conspiracy.

The renewed drive to focus public attention on the case, which stemmed from a long strike at the Harriet-Henderson Cotton Mills, is being carried on by the Raleigh News and Observer and the Charlotte Observer.

Latest statements in the two newspapers came in the wake of the arrest in Martinsville, Va., of the state's star witness in the Henderson trial. Harold E. Aaron, whose testimony sent the TWUA members to prison, was charged in the new case with the malicious wounding of a man in a motel room.

Maine Guildsman Gets GSA Post

John E. "Jeb" Byrne, 35, of Manchester, Me., a former UPI Guildsman, has been named information director of the U. S. General Services Administration.

A native of New York City, Byrne grew up in Larchmont, N. Y., and was graduated from Marquette University School of Journalism after World War II service in the Army Air Corps. He worked with the UP in Milwaukee, Albany, N. Y., and Portland and Augusta, Me., where he was Maine bureau manager seven years.

He left the wire services in 1958 to become press secretary to Democratic Governor Clinton A. Clauson of Maine. Since Clauson's death in December, 1959, Byrne has been with the public relations staff of the Maine Department of Economic Development.

\$7 'Package', 4th Week Vacation Mark Two Cleveland Settlements

Cleveland, Ohio — The Cleveland Guild gained a \$7 money package over a two-year period and established a four-week vacation for the first time, in contracts closed with the Press and the Plain Dealer.

The raises bring the top minimum for the reporter-salesman-photographer category to \$145 a week at the end of the fifth year of experience, effective next November 1. The figure compares with a top of \$135.75 in the old contract.

The vacation clause provides four weeks after 20 years of service, three weeks after five years and two weeks after one year. The expired contract had three weeks after one year of service. The new schedule applies to those with five years or more of service.

Those now on the staffs who have less than five years credit will continue to get three weeks vacation until the 20-year bracket is reached.

The money breakdown in the first year of the new agreement shows the following figures in the top minimum rates: \$2.85 in cash, 60 cents toward hospitalization, 30 cents in improved minimums and 25 cents into the pension fund, a total of \$4.

The second year will bring an across-the-board increase of \$2 in weekly pay, 90 cents into hospitalization, and 10 cents in improved minimums, for a total of \$3.

The company contributions towards hospitalization costs are new to Cleveland contracts.

The beginning rate for reporters in the new agreement moves from \$68 to \$75.

The contracts are retroactive to last November 1, and resulted from 30 meetings starting in mid-September, many of them with a federal conciliator.

\$5-\$6.75 Increases For Guild At Erie

Erie, Pa.—Increases in minimums ranging from \$5 to \$6.75 during a two-year contract have been negotiated by the Erie Guild for employees at the Times, News and News-Times.

The agreement gives the Guild the option of converting all or part of the second-year increases into pension fund payments. From \$3 to \$3.75 per employee would be available under the option.

Application of the minimums in the first year move the top reporter figure to \$123.28. A new job category of editorial assistant is included. A fourth week of vacation is earned after 26 years of service, instead of 30; and the ceiling on severance pay credits is up two weeks, to 46, effective next September 1. The agreement is retroactive to last September.

The question of Aaron's criminal record prior to the Henderson trial, in which the prosecutor hailed the witness as "the bravest man I know," was raised by the Charlotte Observer in an article by columnist Kays Gary.

He pointed out that Aaron previously had been convicted of "assault with a deadly weapon, drunkenness, reckless driving, theft, larceny of an auto, impersonation of an officer, etc."

In the Henderson trial, the defense pleaded entrapment, arguing that Aaron had been an agent provocateur and that the conspiracy could not have existed without his participation.

The dynamiting never occurred and no dynamite ever was found on the defendants.

Thirty cents of the \$3.80 rep-

CONTRACTS

\$6.50 Package For Universe Bulletin

Cleveland, Ohio—Employees of the Catholic Universe Bulletin will receive a general increase of \$3 under the terms of a new contract with the Cleveland Guild, and will have the option of applying up to \$3.50 to pension benefits during the second year of the contract's term.

An agreement covering outside advertising salesmen is made a part of the Guild contract for the first time. It sets forth a general increase of \$2.75, and specifies the rates of salary, commissions and bonus payments.

The contract provides for a pension study, with a view to increasing both payments and benefits, during the contract's first year, which ends next October 1.

Normal retirement benefits are at age 65 after 10 years of service and are computed at one-half of one percent of the average monthly pay in the last 10 years, times the years of service, up to 30 years. There are also provisions for early retirement at age 55 and for disability after 15 years service. Vesting is after 15 years and there are options for disposition of the benefits to survivors. Past service in any Scripps-Howard enterprise is included in the credit.

Wages, Welfare Up In Woonsocket Pact

Woonsocket, R. I.—Wage increases effective in three steps over a two-year period and ranging from \$5 to \$6.50 in all, together with welfare benefits estimated at \$2.28 per week have been gained by the Woonsocket Guild, in a new agreement with the Woonsocket Call.

Increases in the minimums will bring the top reporter minimum to \$120 on July 1, of next year. The publisher is to pay the full cost of family coverage under Blue Cross and physicians' service, replacing a former Blue

cross plan covering employees only.

Work Week Is Cut At Hazleton, Pa.

Hazleton, Pa.—All minimums go up \$3 in each year of a new two-year contract closed with the Hazleton Plain Speaker & Standard Sentinel. The new figures will give experienced reporters a \$117 minimum as of next November 1.

Effective March 20 of this year, the work week is reduced from 40 hours to 37½. Improvement was made in the credits required to earn a third and fourth week of vacation, and the ceiling on severance pay went from 22 to 24 weeks.

FROM THE PAGES OF E&P

FROM EDITOR & PUBLISHER, APRIL 15, 1961, PAGE 16

66 ASTRONAUT PRESS COVERAGE: AMERICAN & SOVIET STYLE

The insulation accorded Russian man-in-space efforts is vividly portrayed in two articles: "Press Pools Set On Story of Astronaut" (American), and "Izvestia Scoop Describes Return Of The Cosmonaut" (Russian). Without detracting from the Soviet achievement, E & P gives a newsman's view of the handling of the greatest news stories of the era.

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Men Of The Year: Elton Whisenand, center, Memphis Guild president, presents "Guildmen of the Year" awards to four Memphis Publishing Co. advertising salesmen who testified before the NLRB about management efforts to induce them to resign from the

Guild. The four are from the left, Russell Hawkes, Fred C. Kubler Jr., Alva Jewell and Clifford L. Hoffman. A fifth participant in the joint award, William C. (Boots) Nelson, was out of town when the citations were presented.

Expanded 'Right-To-Work' Drive Linked With Birch Society Backers

Who's fronting for whom?

That question arises as evidence continues to mount of the close ties between compulsory open shop advocates, the John Birch Society and other extreme right-wing groups.

The National Right-To-Work Committee, with headquarters in Washington, has acquired a sudden affluence and has expanded its staff, the Wall Street Journal reported recently. The paper said that despite setbacks in six states in 1958, the committee is planning new drives for laws banning union shop agreements, now in effect in 19 states.

"Immediate targets are Maine and Oklahoma, where state legislatures are now taking up anti-union-shop proposals," said the Journal. "By next year right-to-workers expect major efforts in California, Oregon, Washington

and Wyoming. Interest also is strong, they say, in Illinois and Massachusetts."

The right-to-workers won't say how much money they have, where they got it or who belongs to the organization.

"Income from annual dues payments is running several hundred thousand dollars a year, though actual figures are secret," the Journal said. The paper quoted Reed Larson, the committee's executive vice president, as saying:

"We're in better shape now than we've ever been before, in both members and finances."

Larson told the Journal the committee now has about 18,000 members, mostly small or moderate-sized businessmen, from whom it draws dues payments averaging \$28 annually. He said three or four dues payments are in the \$1,000-plus bracket, but there is only one truly large contributor.

The Journal also reported that the committee recently hired

Glenn Avant Green as education director, importing him from Searcy, Ark., where he had been executive vice president of the National Education Program.

NEP recently was labelled by Socialist leader Norman Thomas as a "front" group for the John Birch Society. Complaining to Defense Secretary Robert McNamara over the showing at armed forces installations of a filmstrip produced by NEP under the title "Communism on the Map," Thomas ridiculed the filmstrip's contention that communism in varying degrees had taken over or dominated all Western Europe and the Middle East, all Asia except Taiwan, most of Africa and Latin America, Greenland, Iceland and Hawaii.

He quoted the filmstrip as saying in effect that "Ireland is deep in socialism, on the verge of bankruptcy and has within it strong Communist cells."

Another right-wing group with which the National Right-To-Work Committee has been identified is the Independent Forum and New Party Rally. At that organization's recent meeting in Chicago, Right-to-Work Vice President Lafayette (Lafe) Hooser was among the "patriotic" speakers.

The Journal also reported that the Right-to-Work Committee has:

- Set up a front group of its own, the National Council for Labor's Rank and File headed by Hooser, a one-time railroad engineer, through which it is attempting to enlist union members in its drive for the compulsory open shop.

- Hired the Washington public relations firm of Wilson E. Hamilton & Associates, Inc., headed by a national committee director, to recruit new members among businessmen.

- Retained Warren S. Richardson, a Washington lawyer for the National Lumber Manufacturers' Association, to spread the open shop philosophy among educators and clergymen.

- Launched a women's division under Miss Jane Bottorff, who once ran the Indiana Right-to-Work Committee's office.

Memphis '60 Honors Go To Five Ad Men

Memphis, Tenn. — Five Guildsmen who met head on a management attack on the Guild and a business executive who parlayed a \$125 loan and a homemade remedy into a multimillion dollar business were honored at the Memphis Guild's annual spring party, April 8.

Abe Plough, a founder of the 54-year-old firm, Plough, Inc. (St. Joseph aspirin, Mexsana, etc.), received the traditional "stick of type" for his widely practiced but seldom publicized charities and civic endeavors.

A joint "Guildsmen of the Year" award went to five advertising salesmen at the Memphis Publishing Co., Russell Hawkes, Clifford L. Hoffman, Alva Jewell, Fred C. Kubler Jr. and William C. (Boots) Nelson. Each also received a cigarette lighter.

Elton Whisenand, Memphis Guild president, made the presentations.

The salesmen testified January 23-25 before a National Labor Relations Board examiner hearing charges by the NLRB, based on a Guild complaint, that Austin Hoffman, retail advertising director, had urged salesmen working under his supervision to leave the Guild.

A half-dozen salesmen turned in resignations on October 10, 1960, the day the still-continuing contract negotiations began. That started Guild officers investigating

under direction of International Representative Bob Christofferson, who arrived in Memphis that day as negotiating chairman.

The NLRB examiner has not announced his findings.

The local cited the five salesmen for their "personal and soul-searching valor" in the face of the management attack and in spite of "fears, inducements and even the awful prospect of the obloquy of bridge-playing associates."

The bridge reference recalls testimony at the NLRB hearing by one of the men who resigned. He gave as a partial reason the excuse that his bridge-playing associates dislike unions. This turnout is Leroy Steen, a delegate to the 1955 ANG convention.

Mrs. Lillian N. Campbell

Cleveland, Ohio—Mrs. Lillian N. Campbell, who retired four years ago after serving 35 years as women's editor of the Central Press Association, died April 10 at the Saline, Mich., home of a son. She was 84 years old.

She was a long-time member of the Cleveland Guild and a charter member of the Press Club of Cleveland. A native of England, she insisted on dropping one "i" in her first name, explaining that she did so out of British stubbornness. Her retirement followed shortly after the death of her husband.

50th State Is Destination Of Post-Convention Tour

Arranged by the American Travel Association, a non-profit cooperative with which the American Newspaper Guild is affiliated, a post-convention air cruise to Hawaii is being offered to convention goers following the 28th annual Guild sessions at Vancouver, B. C., next July.

The ATA has prepared a brochure detailing the trip arrangements, copies of which are available by writing N. Sidney Nyhus at the ATA office, 1612 K street, N.W., Washington 6, D.C.

The trip is to be by Canadian Pacific Airlines, and leaves the Vancouver airport on the evening of July 28, the closing day of the convention. At a cost of \$375, plus \$432 tax, per person for double occupancy, the tour covers transportation to Hawaii and return to the mainland, hotels, sightseeing, meals on flight and a special Luau feast, receptions, taxes and an official tour escort. For single occupancy, a supplementary charge of \$41.40 is made. Not included in the ATA estimate are meals in Hawaii other than the Luau, tips to waiters and maids, and personal expenditures, for items like laundry and telephone calls.

The ATA will arrange stop-over plans, if desired, an alternate return sea trip by the Matson Line, and will route the return air flight to the west coast airport of the traveler's choice. Complete air travel reservations from the delegate's home city to Vancouver, Hawaii and return will also be handled by ATA on request.

The itinerary is a colorful one. A typical reception at the Hawaii airport precedes the trip to the

N.Y. Guildsmen In Federal Posts

New York City—Two more New York Guild members have accepted posts with federal government agencies in Washington.

Wayne Phillips, second vice president of the local and a Times reporter, has been named a special assistant in the Housing and Home Finance Agency under U.S. Housing Commissioner Robert C. Weaver. He has resigned from local office.

Donald M. Wilson, Washington correspondent for Life Magazine, has been appointed deputy director of the U.S. Information Agency under Edward R. Murrow. He has chosen to retain his Guild membership.

A former member of the local, Marietta Tree, has been named U.S. delegate to the United Nations Human Rights Commission.

White House News Policies Debated At Editors' Parley

President Kennedy's press conferences and information policies were sharply debated at the annual meeting of the American Society of Newspaper Editors last week in Washington.

Pierre Salinger, White House press secretary, met criticisms of the administration's news policies with a counter-attack. The Kennedy Administration, he said, has increased the flow of news, not retarded it, and changes in the press conference were made necessary by the rapid growth of the White House press corps.

A source of much of the criticism of the news conferences could be corrected by the press itself, Salinger declared, if reporters would eliminate "the pet questions their editors have given them to ask."

In formal business sessions, the 600 editors attending the convention elected Felix R. McKnight, vice president and executive editor of the Dallas, Tex., Times-Herald, as ASNE's new president.

The dispute over information policies began on the opening day of the ASNE meeting in a letter from Eugene S. Pulliam, editor of the Indianapolis Star and chairman of the ASNE's Freedom of Information Committee. Addressed to the society's outgoing president, Turner Catledge, managing editor of the New York Times, the letter charged that neither President Kennedy nor his Administration had lived up to his promise that the flow of information from government agencies would be improved.

Pulliam conceded that reporters now have greater access to news sources at the White House, but criticized information policies of the State and Defense Departments.

"We honestly feel," he said, "that much information is being withheld, not for security reasons, but to protect individual mistakes in a mistaken belief that 'what the people don't know won't hurt them.'"

Dick Wanek, Twin Cities, Named Conciliation Chief

Twin Cities, Minn. — Richard Wanek, former president of the Twin Cities Newspaper Guild, is the new head of the Minnesota State Labor Conciliation Service, by appointment of Governor Elmer Anderson. Wanek leaves his ten-year job as State Capitol reporter for the St. Paul Dispatch & Pioneer Press, to take over his new duties.

Wanek has been with the St. Paul papers since 1941, two years after his graduation from Northwestern University. He became

San Antonio

San Antonio, Texas — Robert Ostrum, local president, and Don Hayes, second vice president, have been elected by the San Antonio Newspaper Guild as delegates to the ANG convention in Vancouver. The local named Samuel B. Blakely, secretary, and Ned Sweet, first vice president, as alternates.

Shortly after the ASNE Board of Directors had received Pulliam's report, Salinger made public a letter he had written Pulliam answering specific complaints raised by the ASNE committee chairman.

"The President has stated on several occasions that only information affecting the national security will be withheld," Salinger declared. "He expects that policy to be followed throughout the Administration and would welcome reports of any violations of that policy."

"In my opinion, this Administration has done more in the last three months to open up channels of communication than any previous Administration at a comparable time in its history."

He said Pulliam's charge that the press had been "shut off" from information on "preliminary maneuvering on foreign problems" was unwarranted.

"Never in the past have preliminary discussions among ambassadors and other diplomats been divulged prior to the development toward which the discussions were pointed," Salinger declared.

"The press was not 'shut off' from this information—because the press never had access to such information."

He defended White House censorship of the speeches of some military leaders on the ground that the military establishment is subject to civilian direction through the President and that military leaders are subject to civilian policy determination.

He said the New York Herald Tribune had been asked to withhold publication of an exclusive story on the release of the two RB-47 fliers by the Soviet Union, but only overnight "until the pilots were actually out of Russian air space, and hence certain of attaining freedom."

Salinger noted in his letter that the Kennedy Administration now is making available to Congress the results of polls taken by the U.S. Information Service on U.S.

an active Guild member, serving as chairman of several committees and taking part in every negotiation since 1948.

He was elected local vice president in 1957 and advanced to the presidency in 1959, serving a term that ended last January. He has since continued as a member of the executive board, and has been his local's delegate to several ANG conventions. He headed the negotiations during the 1958 Guild strike in St. Paul.

Governor Anderson in announcing the Wanek appointment said he had long admired his "penetrating analyses" of the state government. The governor has asked for a thorough research job on the role of the conciliation service in present-day changing labor relations. The service has 10 employees, and enforces the state labor relations act, besides conducting representation elections among public employees at city, county and state levels.

prestige abroad. He also observed that Secretary of Commerce Luther H. Hodges has lifted the secrecy surrounding the names of firms holding export license and that Secretary of State Dean Rusk has broadened the scope of information to be made available to Congressional committees.

On the second day of the ASNE meeting, Salinger took part in a panel discussion of presidential news conferences. Other panelists were Peter Lisagor, diplomatic correspondent for the Chicago Daily News, and Max Freedman, Washington correspondent for the Manchester Guardian.

Lisagor complained that moving the press conference to the State Department's "impersonal" auditorium had ended the intimacy and informality associated with the conference when it was held in the Executive Office Building.

The very size of the auditorium, the President's physical distance from his questioners and the larger assemblage of newsmen now limit the ability of the press corps to explore the President's thoughts, Lisagor asserted. He said the purpose of the press conferences could better be served if the President talked with five reporters instead of 400.

Lisagor also said television coverage of the press conferences had detracted from their informality. He complained, too, that President Kennedy had been unresponsive to some questions and that some reporters had been unduly deferential to the President.

Salinger replied that it is unrealistic to compare present-day press conferences with those held by President Franklin D. Roosevelt, when not more than 50 reporters gathered around the President's desk.

More than 1,000 newsmen now are accredited to the White House, he noted. He said he would not like the task of reducing the list to five, but he would be happy to let Mr. Lisagor make such a selection.

Television coverage of the press conferences, Salinger said, had been thoroughly considered by the Administration and "is here to stay."

In response to a complaint that there has been little follow-up questioning at the news conferences, Salinger suggested the press itself could not escape responsibility for this.

Freedman supported Salinger on the question of television coverage and directed his criticism toward reporters for the poor caliber of their questions at the conferences.

Several of the editors saw merit in a proposal that reporters discuss among themselves the areas of questioning prior to the press conferences. Salinger agreed to explore another proposal that a period be set aside at each conference for questions on a single subject of major importance.

The propriety of commercial sponsorship of TV broadcasts of the conferences was questioned by James G. Stahlman, publisher of the Nashville Tennessean. Salinger replied that he saw no detriment to the press in such sponsorship.

"Isn't your newspaper sponsored?" he asked. "Don't you print ads?"



Conciliation Choice: Richard Wanek, former Twin Cities Guild president, has been appointed by Governor Elmer Anderson, at the right, to serve as head of the Minnesota Labor Conciliation Service. Wanek has been Capitol reporter for the St. Paul Dispatch & Pioneer Press.

Portland Reporter Names New Ad Head

Portland, Ore. — In a move to bolster the volume of its paid advertising, the Portland Reporter, operating as a daily publication since February 11, has acquired an advertising director.

He is Jean T. Callahan, who had been the Oregonian's retail advertising manager at the time of the strike against that paper in November, 1959, and who had then left the struck paper to set up an advertising agency partnership. He has had some 20 years experience as an advertising and promotion executive. He was one of the founders of the Portland Boat Show, formerly held office in the Oregon Ad Club and is a member of the national advertising fraternity, Alpha Delta Sigma.

Callahan has dissolved his agency partnership to devote full time to selling Reporter space to city merchants.

This week also saw a speed-up in the reception of Associated Press news pictures for Reporter publication. A facsimile device installed in the news room cuts down on the transmission time required.

Staffed by members of the Guild and newspaper craft unions, the Reporter continues to push its sale of common stock to those who wish a financial stake in the undertaking. The sales office for the stock issue celebrates the 5,000th sale of securities. The milestone purchaser was Melville Edelman, a local ice cream dealer.

Stock sales were also stimulated by the rally two weeks ago at San Francisco, when Bay area unions responded to the invitation of newspaper unions to hear the Portland story from a group of Portland participants.

Guildsmen on the Reporter staff were cheered by the response accorded the appeal sent out by the local to other Guilds across the country for renewed contributions toward benefit payments supplementing ANG strike benefits.

J. Lynn Wykoff, secretary-treasurer

Wrong Picture Clips Oregonian

Portland, Ore. — A \$4,100 verdict against the struck Portland Oregonian has been handed down by a jury in a damage suit filed by a Portland man whose picture had been wrongfully used in linking him to a murder-suicide story.

He sought compensatory damages for invasion of his privacy and charged that he had been subjected to ridicule by being identified as one of the shooting victims.

The picture was obtained, testimony brought out, by a reporter who was in the group that went back to work through union picket lines a few weeks after the November, 1959, strike was called.

Contributions To Portland Upped By Special Appeal

Portland, Ore. — The Portland Newspaper Guild has received \$6,519.45 in contributions to its fund for paying local benefits to the 50 Guild members working on the Portland Reporter, as a result of a special appeal sent to all Guild locals early this month.

The gifts include a special check for \$1,000 voted by the New York Guild in addition to its regular \$200 contributions, and gifts from a number of smaller locals which had not been making regular allotments in recent months. J. Lynn Wykoff, secretary-treasurer of the Guild, said that the response has enabled the local to "catch up" for two of the three weeks in which the benefit payments had been in arrears, and is greatly appreciated.

Wykoff urged that locals able to do so allot a monthly amount toward the fund, which supplements the regular schedule of benefits payable from the ANG defense fund and enables the Portland Guild to meet the special needs of hardship cases. The local is also committed to payment of

charges for health insurance, carrying on Blue Cross and Blue Shield protection which covered the former employees of the struck Journal and Oregonian.

Guild members left unemployed by the strike receive no salary for their work on the Portland Reporter, daily launched in February in competition with the struck papers.

The donors since April 1:

Previously acknowledged	\$118,871.27
Anonymous	19.00
Albany, N.Y. Guild	200.00
District Council	600.00
Cleveland Guild	12.00
Columbus Guild	110.00
Denver Guild	25.00
James and Jane Goodwill	25.00
Hannover Guild	25.00
Hampson Roads Guild	100.00
Kansas Guild	25.00
Massillon Guild	100.00
Milwaukee Guild	100.00
New York Guild	1,000.00
Providence Guild	10.00
Pueblo Guild	25.00
Rochford Guild	200.00
San Diego Guild	250.00
San Francisco-Oakland Guild	51.00
San Francisco WSG-CTU	1,418.29
San Jose Guild	200.00
Seattle-Tacoma Guild	1,000.00
Shelbyville Guild	125.00
St. Louis Guild	100.00
Stockton Guild	121.00
Terre Haute Guild	50.00
Waco Service Guild	100.00
TOTAL	\$125,000.78

HOW TO BUY

Check Convenience-Food Ingredients

By SIDNEY MARGOLIUS
Guild Reporter
Consumer Expert

When you buy one of these frozen meat or fish dinners to eat while you look at TV, or many other ready-cooked frozen and canned foods in the supermarkets today, you often get more of such inexpensive fillers as potatoes, water, flour or celery, than meat or fish.

The watered hams about which consumers complain are only one part of a fantastic story of the padding and watering of modern "convenience" foods.

Recently the New York State Cooperative Extension Service advised consumers to read labels on ready-cooked products to know what they are really getting. By law, the label must list the ingredients in order of the relative amount. The first on the list is the largest single ingredient, the second is the next largest, and so on.

But other reports and surveys have shown that most shoppers do not read the ingredients on labels. Most simply look at the picture on the package. Obviously a shopper who can read and doesn't, has no advantage over one who can't.

If that's how people shop nowadays, they are paying a lot of hard-earned money for some cheap ingredients, and the food processors have discovered a wonderful way to get as much as \$1.25 a pound for such fillers as rice, flour and even water.

For example, the extension service found one brand of "shrimp" chop suey actually contained, in order of importance, celery, bean sprouts, and shrimp broth, with the shrimp itself in fourth place.

A brand of frozen fish balls had

potatoes, not fish, as the leading ingredient. And do you know what the leading ingredient is in "shrimp croquettes with Newburg sauce"? Not shrimp, but water.

We did some further shopping and found a brand of frozen cooked turkey slices, ready for heating, has as its leading ingredient not turkey, but broth, with turkey second, followed by giblets and flour. At 39 cents for a five-ounce package, you pay \$1.25 a pound for this dish.

Or take a widely-sold brand of frozen cooked meat balls. The leading ingredient is beef and pork all right, but the second is water, followed by non-fat dry milk and bread crumbs. At 61 cents for a 10-ounce package, these semi-meat balls come to 98 cents a pound.

Or take a famous TV dinner of "meat loaf with potatoes and peas." The actual ingredients in order of importance are potatoes, tomatoes, beef, peas, skim milk and water. At 59 cents for 11 ounces, this comes to 86 cents a pound for a meat-loaf dinner that is more loaf than meat.

Potatoes at least have some nutrition. But if you pay 69 cents for a famous brand of canned "chicken chow mein," the first and leading ingredient is good old water. Other fillers in this product are celery, starch and bean sprouts. The picture on the label shows an appetizing-looking dish with good-sized chunks of chicken. But there is actually so little chicken that the can is labeled "sauce with chicken"; legally required since there is more sauce than chicken.

Foods already breaded for the frying pan are rarely a good value because you pay a meat or fish price for bread crumbs and flour for the breading. For example, frozen breaded veal patties at 45

cents for 8 ounces come to 90 cents a pound and part of that isn't even meat. At the fresh-meat counter you can buy patties for 60 cents a pound or so.

But you have to be careful when buying the patties increasingly offered in the fresh-meat as well as the frozen-food departments. These often are called "veal birds," "mock chicken leg" and so on.

Here the problem is the frequent addition of extra suet. The frozen prepared patties must reveal such addition in the list of ingredients. For example, one brand of frozen veal "chopettes" lists "fat added."

But the freshly-ground patties sold in the meat department don't have to say when extra fat is added. One manufacturer now even sells stores a machine to convert beef, veal and lamb trimmings into patties. This manufacturer advertises to butchers that this machine "helps you merchandise a great part of this suet at 55 to 69 cents a pound instead of the 3 cents a pound you get from the renderer. . . you take your trimmings and part of your suet, combine them with other slow-moving cuts and convert them into fast-selling, profit-making patties."

In view of this situation, and the general difficulty of telling when extra fat has been added, the money-saving trick might be to buy a little grinder for your home for under \$4. Then you can buy breast or shank of lamb and other inexpensive cuts at 25 cents a pound, to make your own patties, and also be sure extra suet has not been added.

After cooking you can tell if a butcher has added extra fat to hamburger and other chopped meat. You can see how much fat has drained off, and how the patties have shrunk. But it's hard to tell before you buy. Ordinarily,

chopped meat that has extra fat added is whitish. But butchers have many ways of making chopped meat look red, consumer co-op meat experts report.

For one thing, they may add fresh blood to make cheap chopped meat look red. Or they may mix in part of the spleen, which has a lot of blood in it. All this is legal. Hamburger with blood added has a tendency to blacken quickly but looks good when still fresh.

The wide use of various fillers in prepared foods shows a serious need for additional legislation to require processors and retailers to state the exact percentages of starch, water, etc., used in foods. It also shows how badly Govern-

ment protective agencies have let down consumers. It's not enough to say "fat added" or "water" or "blood." We also need to know how much. One brand of bologna or cooked salami may have 10 percent water; another 30 percent.

Otherwise, the loss of confidence as consumers do learn to check the ingredients will be self-defeating for the manufacturers and retailers. At this department previously reported, cats get more facts than humans. Canned cat foods must state the exact percentage of water. But the cats aren't living so well either. Some canned cat foods on the market are as much as 74 percent water.

ARROZ CON MANGOS

¡Quédesse En Casa!

Por JANE GOODSELL, Portland, Ore. Guild

I've read plenty of horrifying books, but for sheer stark tragedy, few can compare with a little volume titled "Spanish for the Tourist."

It is an instruction manual consisting of Spanish translations of phrases the tourist is likely to need in Mexico. After reading it I'm ready to stay at home. That book raised more goose pimples per page than anything Edgar Allan Poe ever wrote.

I was in such a state of anxiety over the plot complications that I skipped the Spanish translations completely. As a result, I didn't increase my Spanish vocabulary by a single word, but I don't think it matters. If I find myself in a mere fraction of the predicaments the author has prepared me for, I'll have hysterics in my native tongue.

The book opens pleasantly enough with a list of GENERAL USEFUL PHRASES: "Good morning," "A thousand thanks," "Did you sleep well?" "Pardon my lateness."

But even here, sprinkled among the courtesies, are a few hints of the disasters soon to befall: "There is no hope." "What is wrong?" "What is happening?" "I am afraid." "Look out!" "Be careful!" "What a pity!"

This is simply mood music, setting the tone for tragedy. The real crises begin with the chapter titled TRAVEL.

On the train: "There is no dining car." "This seat is dirty." "Can you give me another blanket?" "I am sorry, Madam, there are none left."

By airplane: "How is the weather?" "It is hailing."

By boat: "I am seasick. Call the doctor, the steward."

Luggage problems beset our tourist at every step of the way: "Where is the baggage checked?" "I cannot find my bags."

But these are minor irritations compared to the tragedy of a chapter headed AUTO TRAVEL: "I am on the wrong road." "My car is broken down." "Can you help me?" "Push me." "Pull me." "My car is stuck in the sand."

Hard on the heels of this scene comes a section titled FINES: "I am a stranger here." "I don't know the regulations." "He ran into me." "It was not my fault."

But these plaintive excuses are to no avail, and our harried tourist must wire home for extra

funds: "I wish to send an urgent night letter." "Can I send this wire collect?" "I am expecting money." "Has anything come for me?"

In the hotel, chaos follows frustration: "This room is too small, too noisy." "I want a well-ventilated room." "Have you anything better, cheaper?" "Can you hurry?" "Where is the toilet?"

The scene in THE RESTAURANT chapter depicts our tourist in the extreme stages of disintegration: "Please serve me quickly." "I am on a diet." "This is too hot." "This is not fresh." "I cannot eat it." "Let me have something else." "I suffer from indigestion." "There is a mistake in the bill." "Where is the men's room?"

A relief from disaster is clearly indicated at this point, and it is provided in the chapter titled FLIRTING AND TERMS OF ENDANGERMENT. A charming scene it is, too: "I like you." "I love you very much." "Tell me if you love me." "I am dying for you." "Don't take so long to say yes." "How adorable you are."

Imagine my shock when, at the end of the chapter—after the lovemaking—comes the question, "Are you married?"

Maybe I'm old-fashioned, but I feel that this question should have been settled earlier, before things got so involved.

The author took flight at this point, and left the question unanswered. But I can put two and two together, and I'm convinced that the answer was yes. Not only was that adorable girl married, but her husband was hiding in the bushes, cradling his brass knuckles.

Proof of this theory lies in the chapter called THE HOSPITAL. "There has been an accident." "Please call a doctor right away." "It pains here." "My head—foot—arm—aches." "My stomach is upset." "Will I need an operation?" "Please do not hurt me." "I need boric solution. A cathartic. Cotton. Gauze. Ointment. A sedative. A laxative."

After this final poignant scene, the author inexplicably wound up her saga with a vocabulary list of weights and measures. To my way of thinking, a better finale would have been a phrase uttered in Chapter IX, THE DRUG STORE:

"I want a bottle of poison." "That's my idea of a proper ending for the grand tragedy, 'Spanish for the Tourist.'"

Local Copy

A PAGE FOR OFFICERS AND STEWARDS

E&P's Typical Daily Reports Slight Drop

Net profit was off slightly in 1960 for a typical medium-sized daily whose revenues and expenses are analyzed each year by Editor & Publisher.

The newspaper increased its circulation from 37,600 to 41,000 over the year.

Its operating revenue was up \$226,000 or 9 percent over 1959, but costs rose \$241,000 or 12 percent.

Net profit at \$248,000 was down from \$260,000 last year, a decline of 4.6 percent.

A big factor in the profit decline was a 54 percent increase in building and plant expenses, from \$50,000 in 1959 (and the same in 1958) to \$77,000 in 1960. Had it not been for this single cost increase, profits actually would have gone up, despite higher expenses in other categories.

The largest single expense item—paper and ink—represented 18.49 percent of total costs and at \$416,000 was 11.82 percent higher than in 1959. Among other departmental expense totals were: composing room, \$361,000, up 10.73 percent; editorial department, \$356,000, up 15.21 percent; employee benefits, \$248,000, up 2.48 percent; circulation department, \$198,000, up 10.61 percent; advertising department, \$165,000, up 16.19 percent; administration and general, \$153,000, up 18.60 percent; business office, \$82,000, up 10.81 percent; stereotype department, \$56,000, up 3.70 percent; pressroom, \$55,000, up 10.00 percent.

Total operating revenue of the daily was \$2,746,000. Of this, \$2,072,000, or 75.45 percent, was derived from advertising. Local advertising brought in \$1,511,300, a gain of 12.11 percent over 1959. National advertising yielded \$148,200, up 1.35 percent, and classified advertising \$412,500, up 0.85 percent.

Newspaper National Ads Set Dollar Volume Mark

New York City—National advertising expenditures in daily newspapers were up 1.2 percent in 1960 to a record \$782,149,000, the American Newspaper Publishers Association reports.

ANPA said its estimates are minimums and are based on actual lineage counts in newspapers representing 75.2 percent of weekday circulation and 91.4 percent of Sunday circulation. The figures do not include production costs or expenditures for cooperative advertising in company with local merchants and dealers.

The biggest single classification in national advertising—automotive—was up 10.2 percent from 1959 with a total of \$196,685,000. Advertising of new passenger cars reached \$114 million, a gain of 18.1 percent.

Automobile manufacturers again were the biggest advertisers. Leading the group was General

Circulation revenue of \$674,000 was 24.55 percent of total operating revenue and represented a gain of 9.23 percent.

Larger issues again contributed substantially to the cost rise for the daily. Both the number of pages—up from 10,292 to 11,000—and the number of columns in the final edition—up from 82,336 to 88,000—represented increases of 6.8 percent. The average number of pages per issue rose from 33.5 in 1959 to 35.6 last year.

Advertising accounted for 59.2 percent of total space, reading matter took 39.75 percent, and promotion 1.05 percent. In 1959, the division was 58.87 percent for advertising, 40.14 percent for reading matter, and .99 percent for promotion.

As with the typical medium-sized daily, costs rose faster than revenues in 1960 in all but the lowest circulation group studied in E&P's annual cross-section survey of the industry.

By circulation groups, the increases were: 10,000-25,000 circulation, revenue up 6.75 percent, expenses up 4.81 percent; 25,000-50,000 circulation, revenue up 4.51 percent, expenses up 6.21 percent; 50,000-100,000 circulation, revenue up 4.45 percent, expenses up 6.42 percent; over 100,000 circulation, revenue up 3.73 percent, expenses up 5.75 percent.

For a "composite daily," representing an average for all groups, revenues were up 4.87 percent and costs 5.53 percent.

Because the figures given by E&P are percentages, it is impossible to determine whether the greater increase in expenses for most circulation groups, and for the composite daily, means an actual dollar decline in profits.

It has been noted in the past that, for many newspapers, costs may rise several percentage points more than revenues before profits start to decline.

Motors Corp., with expenditures of \$40,354,817, up 4.5 percent from 1959. Ford Motor Co. was second with expenditures of \$18,669,074, but that total represented a cutback of 5.1 percent from the previous year. Chrysler Corp., which bought \$18,091,428 in newspaper space, was about even with its expenditures for 1959.

Largest advertiser outside the automobile industry was General Foods Corp. with expenditures of \$16,197,397, an increase of 17.9 percent.

Transportation advertising was up 5.1 percent to some \$52.5 million. Alcoholic beverage firms spent \$62.3 million, the same level as in 1959. Tobacco companies cut their newspaper ad outlays by 15.6 percent to about \$35 million. Also off was industrial advertising, which dropped from \$20.7 million in 1959 to \$16.5 million last year.

Advertising Swings Upward As Business Raises Budgets

ECONOMICS

With many business firms reported taking a second look at their 1961 advertising budgets, signs of an increase in advertising spending continue to appear.

This upward trend, as reported by the Wall Street Journal, is expressed in a statement by Emerson Foote, president of McCann-Erickson, Inc., a large New York ad agency.

"In the last 30 days," he said, "a number of our clients have indicated they will raise their budgets about five percent for the last half of the year."

So far this year, he added, "and as far as we can tell for the first half—we're just about on the nose with last year."

Last year's advertising volume was a new record total of \$11,582,200,000, according to estimates prepared for Printers' Ink by McCann-Erickson. (GR, March 10, 1961.)

And from William Matthews, vice president and general manager of the San Francisco office of Foote, Cone & Belding, Inc., comes this comment:

"It looks like companies' advertising spending will gradually increase and be up 10 percent overall for the year."

The reversal of "recession-bred cautiousness" in advertising spending—and it is by no means universal—makes its appearance against this background described by the Journal:

When companies' sales and profits began slipping during the last half of 1960, advertising budgets of corporations presented themselves as the closest and most accessible targets for cutting costs.

Consequently when it came time to draft advertising budgets for 1961, many firms either continued to cut back or kept their level of advertising spending about equal to that of 1960.

Maintaining the same advertising budget meant buying less and less space in publications and less time on TV and radio. For the various media had levied rate increases in the last year.

The inevitable result: newspaper lineage in 52 major cities dropped in the first two months of 1961 to 384,248,264. This compared with 421,688,715 for the same period in 1960.

During the same 1960 period, magazine advertising fell off from 11,045 full pages in the first two months of 1960 to 9,981. But, bolstered by rate increases, the periodicals registered a thin dollar edge over last year's advertising income.

Gross time sales of television networks early this year also ran ahead of last year. Only partial credit for this is given to commitments made months before.

Factors causing more companies to loosen their advertising purses than to cut back or stand still include increased competition and the promotion of new products.

ROP Color Lineage Jumps 25 Percent

Newspaper advertisers in 1960 used 358,557,075 lines of run-off-paper color, representing a 25 percent gain over 1959. The increase was 72,547,479 lines over the 1959 total, according to Editor &

The figure was \$112,560,118, against \$97,672,928 in 1959.

Revenues of the Newspaper Division were \$73,666,026, a gain over the \$71,056,010 of 1959.

About 35 percent of the gross revenue and more than 50 percent of the net income came from non-newspaper sources, Chandler said.

Consolidated net profits were \$4,617,628 or \$1.15 a share on the 4,019,209 shares of common stock outstanding at December 31. This compares with \$4,800,196 or \$1.33 a share on the 3,593,940 shares outstanding a year earlier, after adjusting for a four percent stock dividend and a three-for-one split during the year.

In 1959, the consolidated company expended \$3,561,790 for additions to plant, property and equipment. In 1960, the figure was \$3,596,276.

Hearst Con Profits Drop \$6.4 Million

New York City—Hearst Consolidated Publications has reported a loss of \$6,461,896 for its 1960 operations and says it is losing even more money so far in 1961 than it did for the same period last year.

The 1960 loss was the third in as many years, the company said. It reported net losses of \$2,402,580 in 1959 and \$2,710,000 in 1958.

The company's operating revenue last year was \$174,097,527, a decline of \$13,340,108, according to the annual report.

Sale of the Pittsburgh Sun-Telegraph during the year resulted in a net loss of \$2,733,001 to the corporation, it reported, but sale of the Detroit Times yielded a profit of \$3,347,615.

Sale of the two papers reduced Hearst Consolidated's list to seven, plus half-ownership in the San Francisco News-Call Bulletin by the Scripps-Howard chain owning the other half.

LA Attendance Off 80% Following Landrum-Griffin

Ask the officers of the Los Angeles Newspaper Guild how the Landrum-Griffin Act's "Bill of Rights" for union members has affected internal democracy in the local. They'll tell you the law has hurt, not helped.

Attendance at the local's membership meetings has dropped about 80 percent since the enactment of the law.

Before L-G, the local's bylaws called for non-attendance assessments for members absent from quarterly membership meetings without valid reason. Attendance invariably exceeded 260 members.

L-G didn't exactly outlaw non-attendance assessments—and several Guild locals still have them, or rebate part of dues payments to encourage meeting attendance—but the new law did set up additional roadblocks. LANG decided the cumbersome changes necessary to adapt its system to the law's requirements were just too much. It voted last April to suspend the assessments for a year.

At the first quarterly meeting following suspension of the non-attendance assessments, 30 members turned out. The next meeting, at which local officers were nominated, drew 66. And the meeting of last January 11 drew 58 of the more than 1,000 dues-payers in the local.

"We've had no trouble with quorums," reports Administrative Officer Justin F. McCarthy. "All that's required is four members from four different units, so if worse gets to worst four people will be talking to themselves at local meetings."

McCarthy noted that a majority of the local membership had instituted the assessments in the first place and had retained them through referendum challenges as recently as two years ago.

EDITORIAL

Conflict Of Interest

Florida's new Governor, Farris Bryant, has just appointed a banker named Otho Bruce to serve as head of the industrial division of the Florida State Development Commission.

Standing alone, that seems an innocuous bit of intelligence, and one wishes Mr. Bruce well in the discharge of his new responsibilities.

But the background of the appointment, and the way in which the new division head is to be paid, has caused raised eyebrows both in and out of the state.

In a news release which seems to combine remarkable candor and moral obtuseness, the Development Commission makes reference to the difficulty—not peculiar to Florida—of attracting qualified men to public office and to service in institutions of higher learning.

Basic to the problem is the matter of salaries. The jobs just don't pay enough to lure the men wanted.

Florida's remedy for this lack, the release reveals, is unique. It is also frightening to any one concerned with the independence and integrity of public office holders and public educators.

The State of Florida, it seems, has a program in which industry supplements the salaries of appointees to public jobs which pay too little to be otherwise attractive.

In the case of Mr. Bruce, the cash comes from the electric power companies, says the release.

Well, the electric power industry is the same group that spends lavishly to propagandize against such socialistic nonsense as the Tennessee Valley Authority. It is against public power projects, which would restore entire states to healthy economic life in other giant river valleys in the midwest and northwest. It is as reactionary in its field, as are the American Medical Association, the National Association of Manufacturers and the U. S. Chamber of Commerce, in theirs.

But even if the electric power companies in Florida were composed wholly of far-sighted benevolent individuals, it behooves Florida taxpayers to take a fresh look at this move to subsidize the holders of public office, if they are to avoid a disastrous situation, studded with implications of conflicting interest.

Exactly what are the electric power companies buying in Florida?

And if such a pattern is accepted, what's wrong with the well-beeled Teamsters Union, for example, underwriting part of the salary of the U. S. Secretary of Labor?

Of the American Airlines setting up a fund to make jobs at the Civil Aeronautics Board easier to fill with qualified men?

Clipping

The roving eye of Clete Jones, Toledo wire service Guildsman, caught the following Help Wanted advertisement in the April 15 issue of Editor & Publisher:

NEWSMAN WANTED—\$10,000 men who are looking for advancement not wanted. This job starts at \$90. Progressive offset morning daily. Warren County Observer, Warren, Penna.

And, opines Jones, the adjective "progressive" must refer to the printing equipment.

The Guild Reporter

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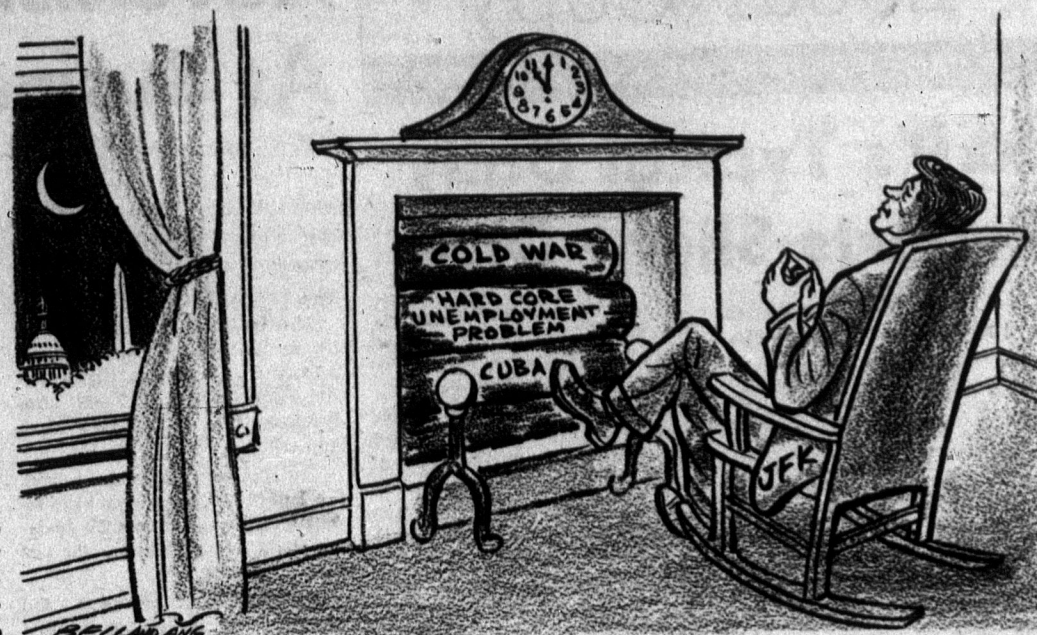
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Time For A Fireside Chat?



DATELINE: WASHINGTON

Kennedy Making Gains
In Legislative Program

By WILLARD SHELTON, Washington Guild



The Kennedy program is beginning to move through Congress. While tired doctrinaires were still incanting the cliché that "the President has gained popularity but his program hasn't," some bills were passed.

As of April 26, Congress had passed three of the President's five "priority" anti-recession measures and a high-speed small grains bill. The Senate had approved a major long-range international economic cooperation agreement initiated during the Eisenhower Administration and steadfastly backed by Mr. Kennedy against mugwump resistance.

The House had appropriated \$500 million for aid to Latin America—not enough, but the full authorization, inherited from Mr. Eisenhower. It was the first time a foreign-aid budget item had been approved intact by the unwieldy and sometimes cantankerous House, whose appropriations subcommittee chairmen have the power to make themselves holy terrors.

The three anti-recession measures approved were temporary jobless compensation pay, a depressed areas bill, and aid to dependent children of jobless parents. A fourth—to increase social security benefits—was at the point of passage.

Nothing radical, of course, but there are points of interest.

A major difference between the Eisenhower temporary jobless compensation program of 1958 and Mr. Kennedy's 1961 bill is that the GOP emphasized "states' rights" and offered "voluntary" state participation, while the present Administration is financing its plan by imposing taxes nationally. In short, each governor was made aware that his state's businessmen would have to pay the taxes whether or not the state's unemployed got the benefit. Everybody signed up.

Businessmen know the difference, and so do the governors, and it is precisely this kind of obscure detail that engages the attention of the almost eternally dominant Dixiecrat-Republican

coalition in the House. The pleasant thing is that the Kennedy people find such details equally fascinating—and equally worth fighting for.

The minimum wage bill, fifth of the "priority" Kennedy programs, is a major subject in itself. The Senate passed a broad bill, the House a narrow one.

The Washington air was filled with speculation stories that the House conferees, fearful of repudiation by their own chamber, were demanding that the Senate abandon portions of its measure. These were followed by speculation stories that the Senate conferees were "winning their way."

The key point was that enactment of a minimum wage law greatly broadening the principle of federal protection of more and more workers was assuredly near acceptance. The principle involved is another of the obscure details that is all-important.

The original Fair Labor Standards Act for which the Roosevelt Administration waged deadly political combat a quarter of a century ago was filled with exemptions. It protected workers in industry but not in the service trades such as hotels, retail chains and department stores and laundries.

In all the years the area of coverage has never been widened. In 1949, when Mr. Truman got the minimum wage raised 40

cents an hour to 75, the price paid was an actual reduction of coverage. A million workers were knocked out of the law's protections.

Passage of a bill to broaden the sweep of the law to begin operations in the service trades would initiate a trend to eliminate the double standard now applied, wherein nearly half of the 45-odd million salary and wage employees in interstate commerce are denied minimum standards guaranteed to others. Any gain in the area of coverage would be an important gain, and application of the law generally to retail stores would establish a precedent—one that no other President has been able to obtain.

There are other and even more decisive tests to come. Permanent reforms in the tax system and unemployment compensation may be harder for the Administration to win than the initial "priority" bills. Still, a significant change seems to be taking place.

Three months ago, the President did not have a visible majority in the House for any of the measures that now have been passed or are nearing passage. He was beaten in one showdown vote and barely won a fight to enlarge the Rules Committee. Today the bills are moving.

The House is getting the habit of passing them.

Sigma Delta Chi Cites Guildsmen

Four Guild members on the staff of the Washington Post are among the winners of the 29th annual Sigma Delta Chi Awards for distinguished service in 1960.

Murray Marder, Bernard Nossiter, James Clayton and Julius Duschka won the award for Washington correspondence for a series of interviews with advisors of the presidential candidates in last year's campaign.

"Their articles, individually and collectively, gave readers a front-row seat in the evolution of campaign positions," said the judges. "Despite the complexity of the subject matter turning up in these

policy interviews, this writing team stripped professional jargon from the series and translated it into understandable prose without sacrificing accuracy and substance."

Among other winners were a former Guild member, Hodding Carter III, managing editor of the Delta Democrat-Times, Greenville, Miss., for his editorials expressing viewpoints "unpopular with many citizens of his state."

The Saturday Review, whose staff is covered by a contract with the New York Guild, received an award for public service in magazine journalism.